

**BBA –IV Semester
Marketing Research**

Important Questions

BBA IV Semester (Ch & K)

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Unit I

1. What is marketing research, categories, types objectives and its importance/nature and scope
Or

Explain the basic concepts of marketing research

2. Explain the Research process/Steps in research process/how to undertake research process
3. Explain the Research proposal with the relevant diagram/Explain Research proposal
4. Explain the role of marketing research in decision making and its limitations.

Unit II

1. Explain the sources of data and how to collect Primary Data

Or

How is Primary Data important in the research and the various methods of collecting Primary Data

2. Explain the steps in designing the Questionnaire

Or

How a questionnaire can be prepared

Unit III

1. Explain Secondary data and sources of secondary data
2. What are the criteria for evaluating secondary data
3. Primary Vs Secondary data (mostly short answer)
4. How to choose Primary and secondary data (Short Answer)

Unit IV

1. What is measurement and scaling concept and types of measurement scales
Or

Explain different measurement scales/ How to prepare/construct different measurement scales

2. Explain Attitude Scaling and different types

Or

What is Differential Scales (Thurstone type scales) and Summated scales (Likert type scales)

3. Error sources in measurement (Short answer)

4. Characteristics of good measurement

Unit V

1. Explain the concept of sampling and different sampling methods
Or

What are the Probability and Non-probability sampling methods

2. Sampling, merits and limitations (Short answer)

3. Characteristics of a good sample (Short answer)

4. How to design sample size (Short answer)

5. How to design sample/Sample Design (Essay)

6. Explain the concept of ANOVA/Basic principles of ANOVA

SIVA SIVANI DEGREE COLLEGE

ENGLISH

IMPORTANT QUESTIONS

Class: II CH

Faculty :S.Vijaya

UNIT-6

Poem: The Flower -Summary

Prose: The Kite Maker – Summary

Vocabulary: Commonly confused words

Grammar: Determiners

UNIT-7

Poem: Ecology -Summary

Prose: ‘What’s the language of Future’ – Summary

Vocabulary: Indianism

Grammar: Framing Questions.

UNIT-8

Poem: Television -Summary

Prose: The Fringe benefits of failure and importance of Imagination – Summary

Vocabulary: One word substitutes

Grammar: Relative Clause

UNIT-9

1. Review Writing – Film Review

- a. Describe the process of writing a Film Review.
- b. Explain the structure of a Film Review.
- c. Write a review of a film you have enjoyed watching.
- d. Write a review of a film you did not enjoy watching.

2. . Review Writing –Book Review

- a. Explain the difference between a Book Report and a Book Review.
- b. Describe the process of writing a Book Review.
- c. Explain the structure of a Book Review.
- d. Write a review of a book of Fiction (Book with a Story)
- e. Write a review of a book of Non-Fiction (Book with an Argument)

Vocabulary –Film Vocabulary and Literary Vocabulary

Grammar – Conditionals

Unit 10

CV Writing

- a. Difference between Bio-Data, Resume and CV (1 Mark)
- b. Difference between Bio-Data, Resume and CV (10 Marks)
- c. What are the general Guidelines to write a CV?
- D. Describe the structure of Chronological CV?
- E. Learn all the Four Questions from page No: 184 with Covering Letter.
- F. Explain the difference between Chronological and Functional CV.
Describe the structure of Functional CV.
- H. Learn all the Four Questions from page No: 188 with Covering Letter.

Vocabulary-Appropriacy

Grammar-Common Errors

UNIT-1

1. Define financial management? Explain its functions\” Finance function is concern with allocating funds to specific assets and obtaining the best mix of financing in relation to overall valuation of the firm” discuss
2. Define financial management? Explain its inter disciplines with others/ “ finance function of business is closely related to its other functions” discuss
3. Explain the scope of financial management? / Discuss the different approaches for financial management
4. Explain the objectives of financial management?/ “Maximisation of profit is regarded as the proper objective of investment decision, but it is not as exclusive as maximising shareholders wealth “ comment
5. Explain the role of financial manager in developing countries like India

UNIT-2

1. Explain the concept of time value of money with suitable examples?/ “ A rational human being has a time preference for money” what are the reasons for such a preference
2. Explain the following with suitable examples: a) Present value b) present value annuity c)future value d) future value annuity/ Examine the various techniques employed to adjust the time value of money
3. Explain the various capital budgeting techniques with suitable examples
4. Explain the advantages of capital budgeting/ what is capital budgeting why it is significant for a firm
5. Discuss the process of capital budgeting
6. What is NPV discuss its merits and demerits
7. What is IRR its merits and demerits
8. Problem on NPV, IRR

UNIT-3

1. Explain various sources of long term finance?

2. Define equity share capital? Explain its feature, advantages and disadvantages

3. Define preference share? Explain its types/

(2&3 questions can be asked) Critically examine the advantages and disadvantages of raising funds by issuing share of different types

4. Define debenture? Explain its types/ what is debenture? What types of debenture can a joint stock company issue?

5. Define capital structure? Explain the determinant factors of capital structure/ what do you understand capital structure? What is the major determinant of capital structure?

6. Define cost of capital? How cost of capital can be calculated for debt, equity and preference shares? Explain with examples

7. Define weighted average cost of capital (WACC)? State how you would determine it\

8. What is dividend policy? Explain its determinant factors with suitable examples/ explain the various factors which influence the dividend decision of a firm

9. Problems on Cost of capital, WACC, dividend decision

UNIT-4

1. Define working capital? Explain the concept of gross and net working capital

2. Explain the working capital determinant? / What factors would you take into consideration in estimating the working capital needs of a concern?/ What is working capital? On the formation of a new business what considerations are taken into account in estimating the amount of working capital needed

3. Define cash budget? Explain its techniques (Lock box, Concentration banking)/ Explain and illustrate the utility and preparation of cash budget as tool of cash management

4. Problems on Estimation of working capital and cash budget

UNIT-5

1. What is receivables management? Explain its objectives

2. What do you understand by receivables management? Discuss the factors which influence the size of receivables

3. Explain the concept of a) Credit policy b) cash discount

4. What is meant by inventory management? why it is essential to a business concern.

5. Explain the concept of ABC analysis. How it is useful as a tool of inventory management.
6. Explain the concept of Minimum level, Maximum level, reorder level and safety stock. /Explain various tools and techniques used for inventory management.
7. What is meant by EOQ (economic order quantity).What are the various costs which affect EOQ.
8. Problems on Minimum level, Maximum level, reorder level, EOQ.

Siva Sivani Degree College, Kompally
(Year-II, Sem-IV (Sanskrit))

Important Questions

Unit - I ⇒ ① 'चित्रपटदर्शनम्' - (भवभूतिः)

* भवभूतिपरिचयः (Introduction of भवभूति)

* प्रतिपदार्थाणि (1-16 Poems)

Word to word meanings.

* Poem translations (1-16 Poems)

Note - These translations are taken from प्रतिपदार्थाणि only.

② 'विवेकानन्दविजयम्' - (श्रीधर भास्कर वर्णेकरः)

* श्रीधरभास्करवर्णेकरपरिचयः (Introduction)

* सन्दर्भाणि (1-9) Annotations.

Unit - II ⇒ ③ 'विश्रुतचरितम्' - (दण्डिमहाकविः)

* दण्डिमहाकविपरिचयः (Introduction)

* Long ans. निबन्धप्रश्नः

④ 'ध्रुवोपाख्यानम्' - (पि. वि. काणे)

* पि. वि. काणे परिचयः (Introduction)

* Long ans. निबन्धप्रश्नः

Unit - III ⇒ ⑤ 'दकारकथा' - (बृहदारण्यकोपनिषद्)

* सन्दर्भाणि (1-2) Annotations.

* Long ans. निबन्धप्रश्नः

⑥ 'नचिकेतोपाख्यानम्' - (कठोपनिषद्)

* सन्दर्भाणि (1-9) Annotations.

* Long ans. निबन्धप्रश्नः

Unit - IV ⇒ ⑦ 'महाकविशास्त्रकारविभागः' (Introductions) 1-5.

* आर्यभटः, भास्कराचार्यः, कणादः, शङ्कराचार्यः, भासः ।

⑧ 'अलङ्काराणि' (Alankaras) 1-6.

* उपमेयोपमा, अर्थान्तरन्यासः, काव्यलिङ्गम्,

विनोक्तिः, निदर्शना, विशेषोक्तिः ।

Unit - V ⇒ ⑨ 'कृदन्तरूपाणि' (Root + Participle = Result).

* क्त्वा, ल्यप्, तुमुन्, क्त, क्तवत्, शतृ, शानच्, तव्यत् ।

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Exam Pattern - Sem IV

संस्कृतम्, Year-II

Part - A

5 X 4 = 20 M.

- १) ससन्दर्भं व्याख्यात। Annotations. (विवेकानन्दविजयम्)
 - २) कविपरिचयं लिखत। Poet introductions. (दाण्डि & पि. वि. काणे)
 - ३) ससन्दर्भं व्याख्यात। Annotations. (दकारकथा & नचिकैतोपाख्यानम्)
 - ४) अलङ्कारस्य लक्ष्यलक्षणसमन्वयं लिखत। (Alankaras)
- *** Note - Poem is compulsory for all Alankaras.

५) कृदन्तरूपाणि प्रत्यभिजानीत।

६) अनुवादत। Poem translations. (चित्रपटदर्शनम्)

७) कविपरिचयं लिखत। Poet introductions. (भवभूतिः & श्रीधर भास्कर वर्णेकरः)

८) अलङ्कारस्य लक्ष्यलक्षणसमन्वयं लिखत। (Alankaras)

Part - B

5 X 12 = 60 M.

९) प्रतिपदार्थतात्पर्याणि लिखत। (चित्रपटदर्शनम्)

Word to word meanings.

१०) निबन्धप्रश्नाः। (Long answers) 'विश्रुतचरितम्' & 'ध्रुवोपाख्यानम्'

११) निबन्धप्रश्नाः। (Long answers) 'दकारकथा' & 'नचिकैतोपाख्यानम्'

१२) महाकविशास्त्रकारविभागः। Poet introductions.

आर्यभटः, भास्कराचार्यः, कणादः, शङ्कराचार्यः, भासः, हर्षवर्धनः।

१३) कृदन्तरूपाणि प्रत्यभिजानीत।

क्त्वा, ल्यप्, तुमुन्, क्त, क्तवत्, शतृ, शानच्, तन्वत्।

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