

Advertisement , Personal selling and sales Promotion(M) Elective IV 607

Important questions: 12M OU: CBSE

UNIT:I

1Q: What is a promotional mix defines it clearly with appropriate examples?

2Q: state the different types of Promotional Budget with appropriate examples? Explain about Percentage of sales Method, objective and task Method merits and demerits of this methods/ or Competitive priority method, Affordable or fund available methods/ or Expert Opinion method merits and demerits?

3Q: What is a promotional strategy ? Explain different strategies with examples?

4Q: What is Push and Pull Strategy and the main differences between them?

UNIT:II

1Q: State the meaning of market communication? What is advertisement Explain the characteristics types and main objectives of advertising?

2Q: What does advertisement state the main advantages and disadvantages of advertising?

3Q: Elaborate the Concept of creativity ? what is creative approaches write with suitable examples?

4Q: Explain the creative approaches and different execution styles?

5Q: What is advertisement appeal explain about the Emotional and Rational appeal?

UNIT:III

1Q: What is media planning? What is Mass media explain about the types of mass media?

2Q: What does Media Vehicle under Advertising explain with examples?

3Q: What is Media Disruption explain clearly?

4Q: Explain the media scheduling Strategies?

UNIT:IV

1Q: Define Personal selling State, its importance, and role of personal selling?

2Q: What is personal selling and explains the different theories of personal selling?

3Q: What is the difference between personal selling and advertising?

4Q: State the importance of personal selling in the service industry?

UNIT: V

1Q: Define sales promotion? State its objectives?

2Q: Explain sales promotion and different types of sales promotion?

3Q: Explain the important sales promotional tools?

4Q: What is consumer oriented sales promotion and its types?

5Q: What is the price promotional strategy explain about it ? What is premium pricing write with examples?

6Q: What is Premium pricing when to use it and how to establish premium pricing?

Short Notes: 4(M)

- 1: Promotional mix, Elements of Promotional mix
- 2: Promotional Budget
- 3: Percentage of sales method
- 4: objective and task method
- 5: Competitive Priority method
- 6: Affordable fund available method/ or Expert opinion method
- 7: What is promotional strategy
- 8: What is push and pull strategy / difference between push and pull strategy
- 9: Market communication
10. What is advertisement characteristics / types and main objectives
- 11: What is advantages of advertising/ disadvantages of advertising
- 12: Concept of creativity
- 13: Creative approaches/ or execution styles
- 14: advertisement appeal / Emotional and rational appeal
- 15: Media planning/ Mass media
- 16: Types of media/ Physical and mechanical media/ Social media
- 17: Media Vehicle under advertising
- 18: What is media concentration
- 19: What is media Disruption/ media scheduling strategies
- 20: importance of personal selling / theories of personal selling
- 21: write the difference between personal selling and advertising
- 22: Personal selling process
- 23: Objectives of sales promotion
- 24: Different types of sales promotion
- 25: Importance sales promotion tools
- 26: consumer oriented sales promotion\
- 27: types of sales promotional tools
- 28: Price promotional strategy / Premium pricing

SIVA SIVANI DEGREE COLLEGE

CLASS: BBA – III – ELECTIVE – MARKETING

SUB: BRAND MANAGEMENT AND BUYER BEHAVIOUR

IMPORTANT QUESTIONS UNIT WISE

UNIT – 1 – INTRODUCTION TO BRAND MANAGEMENT

1. Discuss the concept of Branding with its Importance
2. Explain Various types of Branding
3. Distinguish between product and Brand
4. Explain Brand Challenges and the process of overcoming Brand Challenges
5. Discuss the concept of E – Branding and its Advantages
6. Write about Corporate Branding and significance of Branding

UNIT – II – BRAND EXTENSION

1. Discuss the concept of Brand Extension with its Need
2. Write about Category related, Image related and Unrelated Brand Extensions
3. Explain Pros and Cons of Brand Extensions
4. Discuss Advantages Or Benefits of Brand Extensions
5. Explain Various types of Brand Extension

UNIT – III – BRAND EQUITY

1. Discuss the concept of Brand Awareness
2. Explain the concept of Brand Identity
3. Write about Brand Image and its features
4. Write about Brand personality and Brand Associations
5. Discuss various types of Brand Equity
6. Explain the process of using Brand Elements to create Brand Equity
7. Write about Brand Positioning and Re-Positioning
8. Explain the process of creating brands in competitive markets

UNIT – IV – INTRODUCTION TO BUYER BEHAVIOUR

1. Discuss the Nature and Scope of Consumer Behavior
2. Explain the need/Importance/Significance to study consumer behavior
3. Explain the current trends in consumer behavior
4. Discuss consumer rights and social responsibility
5. Explain the stages of consumer behavior and market strategy
6. Discuss the Origin of Market strategy and write the advantages of market strategy
7. Discuss the benefits of market segmentation
8. Explain factors influencing consumer behavior
9. What are the modern marketing facilities attract consumer attention? Discuss
10. Write a note on Indian Consumer Market

UNIT – V – BUYER DECISION PROCESS

1. Give an introduction to consumer decision making and various levels of consumer decision – making
2. Discuss reasons behind consumer decisions
3. Discuss consumer information search process
4. Explain nature of evaluation criteria
5. Discuss personal influence in Buying decision with its factors
6. Who are Opinion leaders and discuss the roles of Opinion leaders
7. Discuss various types of consumer buying behaviors and product decisions
8. Discuss consumer decision making process
9. Explain diffusion of new product/Innovation
10. Write about Economic view and Emotional View

Unit – I

1. Explain Strategic Management process
2. Establishing corporate directions
3. Vision, Mission and objectives explain in detail
4. Crafting and executing business policy and corporate planning
5. Explain strategic intent, strategy decision making and strategy

Unit – II

1. Evaluating a company's external and internal environmental analysis for creating business policy and strategy.
2. Macro environmental factors
3. Explain demographic elements and political forces
4. Explain economic elements and socio-cultural factors
5. Explain technological issues
6. Explain industry analysis with stages of industry life cycle

Unit –III

1. Strategy formulation
2. Explain business and functional level strategy
3. Strategy analysis and choices
4. Explain competitive analysis and advantages
5. Explain generic strategies and choice based strategies
6. Explain tailoring strategy for fit specific industry
7. Explain strategy for leaders
8. Explain weak crisis business

Unit – IV

1. Explain strategy alternatives
2. Creating value through intensive growth strategies
3. Explain integration strategies, diversification strategies
4. Using offensive and defensive strategies
5. Explain outsourcing strategies
6. Explain growth and drivers of outsourcing
7. Market diversification strategies

Unit – V

1. Explain strategy implementation with evaluation and control
2. Explain corporate culture and promoting with SMART Governance
3. Re-Designing organizational structure and controls
4. Crafting social Responsibility
5. Explain Social and ethical Responsibilities of Corporate organizations.

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IMPORTANT QUESTIONS

CLASS: BBA III HR

ELECTIVE : III: HUMAN RESOURCE MANAGEMENT

SUBJECT: LEADERSHIP AND CHANGEMENT

Faculty : LEENA

UNIT-I

1. Define Leadership. Explain the role and concept of leadership.
2. What are the characteristics of Leadership?
3. Explain the skills , motives and functions of leadership.
4. Sketch out the behaviours and attitudes of Leadership.
5. State the importance of Leadership on Organisational Performance.

UNIT-II

1. State the popular Leadership Styles.
2. State the difference between transactional and transformational leadership.
3. Explain the goal theories of Leadership.
4. Elaborate managerial Grid with examples connected to organisation.

UNIT-III

1. What is change management? Explain the types and forces of change management.
2. What do you mean by proactive and reactive change?
3. What are the elements of planned change?
4. State the barriers for overcoming change management.
5. Write individual and organisational barriers to change Management.

UNIT-IV

1. Explain the any six belief changers that influence change.
2. Explain the role of organisational change through influencing the individual change.
3. State the approaches of Kotter's eight step plan
4. Write about Greiner's change process model

5. What are the factors contributing to resistance to change
6. What are the best practices to overcome resistance to change.

UNIT-V

1. Define organisational culture and Leadership
2. Explain types of culture.
3. State the primary and secondary ways to influence culture
4. What are the elements of organisational culture?
5. Explain how to diagnose, create and manage organisational culture.

Short Questions

1. Leadership vs Change Management
2. Leadership
3. Attitudes
4. Behaviours
5. Write two characteristics of Leadership
6. Trait and Path Theories
7. Super Leadership
8. Entrepreneur
9. Styles of a Leader
10. Change Management
11. Proactive Change
12. Action Research Model
13. Barriers of Change Management.
14. Organisational Change
15. Influence Change
16. Change Process Model
17. Resistance to Change
18. Diagnosing
19. Organisational Culture
20. Types of Culture
21. Elements of Organisational Culture
22. Influencing Culture.

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IMPORTANT QUESTIONS

CLASS: BBA IIK

SUBJECT: BUSINESS ETHICS AND CORPORATE GOVERNANCE

Faculty: LEENA

UNIT-I

1. Define Ethics ? Explain the importance of ethics.
2. Discuss about justice and fairness .
3. Why ethical problems occur in business
4. Explain about utilitarianism. Weighing Social costs and benefits.
5. Explain the concept of rights in business ethics.
6. Discuss about workers and employees rights and responsibilities .

UNIT-II

1. What is corporate governance
2. Explain the need to improve corporate governance standards.
3. Explain the features of good governance
4. Discuss about accounting standards and corporate governance.
5. Explain role played by regulators to improve corporate governance
6. What is insider trading?. What are measures to stop insider trading.

Unit-III

1. Explain the composition of Board
2. What are the critical issues in governance of board of directors?
3. Explain the role of the board in ensuring corporate governance.
4. What is CEO duality in Corporate perform?
5. What is quality and discuss?
6. Discuss about directors and financial institutions in enhancing corporate governance.

UNIT-IV

1. Explain precluding needs for whistle blowing

2. Explain about corporate governance and internal auditor
3. Define whistle blowing. And its features.
4. What is discrimination? Discuss its features.
5. What are the types of discrimination?
6. What are the duties of an auditor? What are the responsibilities of auditors?

UNIT-V

1. Define Corporate Social Responsibility.
2. What are the reasons for the CSR?
3. what are the social responsibility measures to be implemented in annual report of the companies.
4. Explain the common indicators for measuring business social performance.
5. What are the steps in implementation of CSR?
6. What are the external standards on CSR?

Short Questions

1. Business Ethics
2. Levels of Business Ethics
3. Utilitarianism
4. Concepts of rights in business ethics
5. Worker/ employee responsibilities
6. Company law
7. Fairness
8. Stake holders
9. Corporate disclosure
10. Insider Trading
11. Audit Committee
12. Executive Directors / Inside Directors
13. Quality Auditor
14. Social Accountability 8000
15. Remuneration of directors
16. CEO duality in corporate performance
17. Audit
18. Business is Claim Authority

19. Nominee Director
20. Board Composition
21. Government Auditors
22. AA1000 Accountability

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BBA 3 CH/K

ELECTIVE –HR 2 INDUSTRIAL RELATIONS

UNIT-1

- 1) Define industrial relations? Explain the nature and scope and objectives in industrial relations?
- 2) Explain the approaches and principles and of the industrial relations?
- 3) Explain the culture and employee relations at workplace?
- 4) Explain the various factors affecting employee stability?

UNIT-2

- 1) What is industrial dispute? What are the different causes and consequences of industrial disputes ?
- 2) Explain various methods for the settlement of disputes ?
- 3) Explain grievances handling methods, process ?
- 4) Explain employee discipline, causes of indiscipline code of discipline?
- 5) Explain code of conduct and collective bargaining?

UNIT-3

- 1) Write about employee relations? What are the elements of good employee relations plan?
- 2) What is social justice in employee relations. Write about development of the idea of social justice?
- 3) Write about management prerogative list out the limitations of management prerogatives?
- 4) Define productivity? What are the types of productivity, features of productivity?
- 5) Write about joint consultations in india?
- 6) Write about employment relationship and important functions of employment relationship?
- 7) Write about employee relation and how do you manage employee relations?
- 8) What is employee voice and how it impacts towards sustainable success?

UNIT-4

- 1) Explain the concepts of trade union movement?
- 2) What are the objectives, functions, measures to overcome problems of trade union?
- 3) Discuss briefly about international confederation of free trade union?
- 4) Explain about world federation of trade union?
- 5) Explain briefly about ILO?
- 6) Define workers participation management? Explain the features of workers participation management?
- 7) Explain various forms of WPM?

UNIT-5

- 1) Write about wage legislation and what are wage and salary policies?
- 2) What are the various provisions under payments of wage act 1936?
- 3) Explain the provisions of minimum wage act 1948?
- 4) Explain to concept of bonus act 1965?
- 5) Write about equal remuneration act 1976?
- 6) How to manage the work environment?
- 7) Explain the key elements of healthy and managerial safety?

BBA-III (CH & K)

INTELLECTUAL PROPERTY RIGHT

UNIT – I

1. Need for intellectual property right (IPR)
2. Genesis and Development IPR
3. IPR in India & abroad with some important examples of IPR.
4. Kinds of Intellectual Property
5. documents relating to the protection of IP
6. Economic importance of Intellectual Property.

UNIT – II :TRADE MARKS & PATENTS :

1. Need of Trademarks
2. Functions of trade marks
3. Kinds of Trademarks
4. Procedure for registration of trademark
5. Rights of Trademark Owners.
6. Infringement and Trade Marks Registry
7. Criteria for obtaining Patents and Non Patentable Inventions
8. Procedure for Registration
9. Rights of Patentee
10. Infringement of Patents

BANKING AND INSURANCE SERVICES

UNIT-I :INTRODUCTION TO BANKING:

1. Evolution of Commercial Banking in India
2. Definition of Banker, Customer, Functions of Reserve Bank and Commercial Bank.
3. Emerging role of bankers
4. Role of Banks in Economic development,
5. Reforms in banking sector,
6. Global financial crisis & Indian banking sector.

UNIT-II :BANKER CUSTOMER RELATIONSHIP :

1. Banker and customer relationship
2. Procedure for opening account
3. different types of loans & advances
4. Operation of banking
5. cheques crossing and endorsement
6. Types and rules of crossing,
7. principles of sound lending.

UNIT-III :REGULATION AND INNOVATON IN BANKING SYSTEM :

1. Commercial Bank
2. Credit allocation policies
3. Types of banks
4. NABARD
5. Latest trends in banking ATM
6. E-banking

7. mobile banking
8. E-payment
9. credit card
10. online banking,
11. plastic money
12. electronic purse
13. digital cash
14. EFT
15. ECS (Electronic Clearing System)
16. Safeguard for Internet Banking
17. comparison of traditional banking and E-banking
18. MSME'S
19. role of foreign banks,
20. advantages & disadvantages of foreign banks.

UNIT-IV

1. nature of insurance
2. Role and importance and functions of insurance.
3. re-insurance
4. principles of insurance
5. types of insurance
6. insurance sector reforms in India.
7. IRDA Insurance Regulatory & Development Authority Duties; powers; functions of Authority.

UNIT-V : LIFE AND GENERAL INSURANCE :

1. Life insurance- procedure for issuing a policy
2. pension plans
3. group insurance
4. claims & settlement
5. General insurance types- health, accident, motor and fire insurance.

RISK ANALYSIS AND MANAGEMENT

UNIT - I

1. objectives and tools of Risk Management.
2. Principles of Risk Management
3. Risk Management process.
4. Product and Capital Market Risk.
5. What is Risk Reporting.

UNIT – II

1. Types of Risk and Management
2. Value – at – Risk (VaR)
3. stress testing and back testing.
4. Cash flow – at – Risk (CaR).
5. What is Credit Risk, Liquidity Risk, Interest Rate Risk and Exchange Rate Risk.
6. Asset –Liability Management – need and significance. RBI guidelines.

UNIT – III

1. Types of derivatives. The role and significance of derivative's.
2. Speculators, Hedgers and Arbitrageurs.
3. What is Forward contracts and Limitations of Forward contracts.
4. What is Futures contracts and its limitations.
5. Clearing House initial & Daily Margins
6. Differences between Forward and Futures contracts.

UNIT – IV

1. Concept of Swap.
2. Types of Swaps
3. types of options
4. Options in the money, out of money and at the money.
5. Black and Scholes option pricing model Assumptions and limitations.

UNIT – V : FINANCIAL ENGINEERING :

1. scope of financial engineering.
2. Factors contributing to growth of Financial Engineering:
3. Environment and intra firm factors.
4. New product development and New Product Strategy.

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CLASS : BBA III CH

SUBJECT: STARTUP MANAGEMENT

IMPORTANT QUESTIONS

UNIT-I

1. Define entrepreneur. What are the various characteristics of a successful entrepreneur?
2. Discuss the role of entrepreneurship in economic development.
3. Discuss the evolution and current scenario of entrepreneurship in India.
4. Explain various types of entrepreneurs.
5. Explain entrepreneurial process.
6. Define rural entrepreneurship. Need and problems of rural entrepreneurship.
7. Women entrepreneurship. Explain the various problems faced by women entrepreneurship.
8. Role of small scale industries in economic development

UNIT-II

1. Define entrepreneurship development programme (EDPS).what are its objectives.
2. Explain various phases of EDP Training
3. What are the course contents of the EDP program explain its problems.
4. How will you evaluate the effectiveness of EDP?
5. State the need for institutional finance for small enterprises. Which of the institutions providing finance for small enterprises.
6. Explain about various financial institutions providing assistance to entrepreneurs.
7. Ownership structures .explain its features advantages and disadvantages.
8. MSME Act. Importance and roe of MSME in Indian economy. Challenges of MSME sector.