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SIVA SIVANI DEGREE COLLEGE, KOMPALLY

Daily Test Schedule and Portion

Class : B.B.A- III (MRKTNG)

SUBJECT	DATE	QUESTION
ELECTIVE-1	MONDAY	What is culture-? Explain factors influencing buying behaviours.
ELECTIVE-2	TUESDAY	Define CRM. Discuss the history of CRM.
S/L	WEDNESDAY 06/03/24	In class
SUPPLY CHAIN/BI DATA	THURSDAY 07/03/24	Define SCM? Discuss phases of SCM.. Define BI. Explain the architecture of BI.
ENGLISH	FRIDAY 08/03/24	What, according to the poet, is the impact of television on the minds of children?
	SATURDAY 09/03/24	APTITUDE

SUBJECT	DATE	QUESTION
ELECTIVE-1	MONDAY 11/03/24	What is Sub-culture- Explain Buyer Behaviours by Sub-culture.
ELECTIVE-2	TUESDAY 12/03/24	Discuss the advantages and disadvantages of CRM.
S/L	WEDNESDAY 13/03/24	In class
SUPPLY CHAIN/BI DATA	THURSDAY 14/03/24	Discuss causes of Bullwhip effect. What is Datawarehouse and explain.
ENGLISH	FRIDAY 15/03/24	To what extent do you agree with the poet's views on the impact of television? Justify your answer.
	SATURDAY 16/03/24	APTITUDE

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SUBJECT	DATE	QUESTION
ELECTIVE-1	MONDAY 18/03/24	Explain in detail Information Processing theory in Buyer Behaviour.
ELECTIVE-2	TUESDAY 19/03/24	Explain the factors responsible for CRM growth.
S/L	WEDNESDAY 20/03/24	In class
SUPPLY CHAIN/BI DATA	THURSDAY 21/3/24	Discuss in detail strategic sourcing? what are the steps involved in strategic sourcing? Define the business performance management and explain types Business Analytics.
ENGLISH	FRIDAY 22/3/24	Describe Rowling's life after graduation.
	SATURDAY 23/3/24	APTITUDE

SUBJECT	DATE	QUESTION
ELECTIVE-1	MONDAY 25/3/24	Explain Retrieval Process in detail in Buying Behaviour.
ELECTIVE-2	TUESDAY 26/3/24	Write short note on Customer Acquisition & Customer Retention.
S/L	WEDNESDAY 27/3/24	In class
SUPPLY CHAIN/BI DATA	THURSDAY 28/3/24	Discuss features of single sourcing. What is Data Visualization. Explain different charts in Visualization.
ENGLISH	FRIDAY 29/3/24	What, acc to Rowling, is failure and what are its benefits?
	SATURDAY 30/3/24	APTITUDE