

PERIYAR UNIVERSITY
SALEM – 636 011



PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)

**DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION –SALES AND MARKETING**

(NON-SEMESTER SYSTEM)

REGULATIONS AND SYLLABUS
(Effective from the Academic Year 2007 – 2008)

DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION – SALES AND MARKETING (NON SEMESTER SYSTEM)

REGULATIONS AND SYLLABUS (Effective from the Academic Year 2007 – 2008)

1. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year degree of Bachelor of Business Administration – Sales and Marketing shall be required to have passed the Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of Tamilnadu or an examination accepted as equivalent thereto by the syndicate, subject to such conditions as may be prescribed from time to time..

2. ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if he/she has undergone the prescribed course of study in Periyar Institute of Distance Education(PRIDE) for a period of not less than three academic years and passed the examinations prescribed and fulfilled such conditions as have been prescribed therefor.

3. COURSE OF STUDY

a) Objectives of the course:

- I. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization;

- II. To impart certain basic skills and aptitude which will be useful in taking up any particular activity in a business;
- III. To provide a global view of the several industrial and other organisations and their functions which support the business system;
- IV. To develop the personality so as to become a responsible citizen with greater awareness about the Indian society and its culture.
- b) The Course of study shall consist of languages and core subjects

PRIDE

BACHELOR OF BUSINESS ADMINISTRATION – SALES AND MARKETING SCHEME OF EXAMINATIONS

Paper	Subject	Duration	Marks
Language I	FIRST YEAR		
	Tamil (or) any one of the Modern(Indian or Foreign) or classical languages	3 hours	100
Language II	English	3 hours	100
Core	Paper III Principles of Economics	3 hours	100
	Paper IV Principles of Management	3 hours	100
	Paper V Principles of Marketing	3 hours	100
Core	<u>SECOND YEAR</u>		
	Paper VI Business Communication	3 hours	100
	Paper VII Product Management	3 hours	100
	Paper VIII Consumer Behaviour	3 hours	100
	Paper IX Sales Management	3 hours	100
	Paper X Promotional Management	3 hours	100
Core	<u>THIRD YEAR</u>		
	Paper XI Marketing Research	3 hours	100
	Paper XII Retail Marketing	3 hours	100
	Paper XIII Rural Marketing	3 hours	100
	Paper XIV Industrial and Services Marketing	3 hours	100
	Paper XV International Marketing	3 hours	100

Note: I (i) Indian – Telugu, Kannada, Malayalam, Urdu and Hindi

(ii) Foreign – French iii) Classical – Sanskrit and Arabic

4. PASSING MINIMUM

A candidate shall be declared to have passed in each paper if he/she secures not less than 40% of the marks prescribed for the examination. He/She shall be declared to have passed the whole examination if he/she passes in all the papers as per the scheme of examinations.

5. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates passing all the examinations securing the marks (i) 60% and above and (ii) 50% and above but below 60% in the aggregate of the marks prescribed for Core subjects shall be declared to have passed the examination in **First class** and **Second class** respectively. All other successful candidates shall be declared to have passed in the examination in the **Third class**.

Candidates who obtained 75% of marks and above in any subject shall be deemed to have passed that subject with **Distinction** provided they passed the examination at the first appearance.

6. RANKING

Candidates who pass all the examinations prescribed for the course in the first appearance only are eligible for ranking

PAPER- III
PRINCIPLES OF ECONOMICS
(Core Subject)

UNIT - I

Introduction – Definition – Meaning and Scope of Economics – Micro and macro economics – Human wants – basic concepts.

UNIT -II

Demand Analysis – Demand schedule – Demand curves – Elasticity of demand – Consumer’s surplus. Production function – factors of production – Law of variable proportions.

UNIT - III

Nature of costs in Economics – Opportunity cost Vs. Real cost – Fixed cost Vs. Variable costs – Notion of Marginal cost – Break-even analysis.

UNIT - IV

Market structure and pricing – nature of competition – types of competition, monopoly, monopolistic competition and oligopoly.

UNIT - V

Theories of Distribution – Rent – wage – Interest – Profit - Theories and Concepts.

BOOKS RECOMMENDED

- ❖ S.Sankaran, Business Economics, Margham Publications.
- ❖ S.Sankaran, Principles of Economics, Margham Publications.
- ❖ K.L.Maheswari and R.L.Varshney, Managerial economics, Sultan Chand.
- ❖ I.C.Dhingra, Business Economics, S.Chand
- ❖ K.P.M.Sundaram & E.N.Sundaram, Business Economics, sultan Chand
- ❖ Samuelson, Economics, Tata Mcgraw Hill
- ❖ Gupta, Managerial Economics, Sultan Chand

PAPER- IV
PRINCIPLES OF MANAGEMENT
(Core Subject)

UNIT – I

Management – Meaning and Definition – Management and Administration – Evolution of Management - Contributions of Henry Fayol, F.W. Taylor and Elton Mayo – Levels of Management – Is management a science or an Art or Profession? – Functions of Management.

UNIT – II

Planning : Objectives, Importance, Types, Advantages and Limitations. Methods of Planning: Objectives, Policies, Procedures, Strategies, Programmes, Budgets – Decision Making – Forecasting.

UNIT – III

Organising : Meaning, Objectives and principles of organization – Types of organization – Authority and Responsibility – Delegation – Departmentation – Decentralisation – Span of Management – Organisation chart and manual.

UNIT – IV

Directing – Meaning – Communication – Methods of Communication – Communication Barriers – Leadership – Types of Leaders – Qualities of a good leader – Motivation – Importance of motivation – Maslow's Need Hierarchy and Herzberg's two Factor Theory.

UNIT – V

Co-ordination: Concept – Principles - Need

Controlling – Need for control – steps in control process – Features of a Good control system – Types of control – Control techniques – Traditional control techniques – Modern control techniques.

BOOKS RECOMMENDED

- ❖ Dinkar Pagare, Business Management, Sultan chand & Sons
- ❖ Prasad L.M, Principles and Practice of Management, Sultan chand & Sons
- ❖ Koontz and O'Donnel , Essentials of Management, Mc Graw Hill
- ❖ Tripathi P.C. Reddy P.N, Principles of Management, TMH

PAPER- V
PRINCIPLES OF MARKETING
(Core Subject)

UNIT – I

Marketing: meaning- evolution – purpose of marketing – components & basic characteristics of marketing – implementation of marketing concepts – the marketing system – Marketing mix. - Elements of marketing mix.

UNIT – II

Marketing functions: Marketing process – Concentration – Dispersion – Buying – Selling – Financing – Risk bearing – Market information – Standardization – Transportation – Storage.

UNIT – III

Market segmentation: Definition & importance – Bases of market segmentation – Consumer market segmentation in India – Buying Behaviour – Buying motives – Pattern of buying behaviour – Determinants of buyer behaviour

UNIT – IV

Product: Product Life Cycle - Pricing – importance – methods of pricing.

UNIT – V

Marketing channels: Definition – Types of channels of distribution - Factors affecting the choice – Wholesaler, Agent, Middlemen, and Retailer – Organization of wholesaler business.

BOOKS RECOMMENDED

- ❖ J.C.Sinha., Principles of Marketing and salesmanship, R.Chand & Co.
- ❖ K.Nirmala Prasad., S.A.Sherlakar , Principles of Marketing, Himalaya Publishing House
- ❖ Philip Kotler, Principles of Marketing, PHI.
- ❖ Philip Kotler, Marketing Management, PHI
- ❖ RSN Pillai & Bagavathi, Modern Marketing, S.Chand & Co.
- ❖ Rajan Nair, Marketing, S.Chand & Co.

PAPER - VI
BUSINESS COMMUNICATION
(Core Subject)

UNIT – I

Communication - meaning - objectives - Types - Principles of communication -
Layout of Business Letters.

UNIT – II

Business Enquiries and replies - Offer - Quotations - Orders -Complaints and
Adjustments - Collection letters - Circular letters - Status enquiries.

UNIT – III

Bank - correspondence - Insurance correspondence - Agency correspondence -
Letters to the Editor - Application for appointment.

UNIT - IV

Company correspondence - Secretary and his duties – Correspondence with
Directors, Shareholders, Government Departments and others.

UNIT - V

Report writing - Meaning - Importance - Characteristics good report - Report by
individuals - Report by committees - Precise Writing-Passages relating to
business and management.

PAPER - VII
PRODUCT MANAGEMENT
(Core Subject)

UNIT - I

Product – Characteristics – Classification of Products – Product Line – Product Mix – Product Mix Strategies – Product Diversification – Product Differentiation – Product Elimination – Role of Product Managers – Product Positioning.

UNIT - II

Product Research – Areas of Product Research – New Product Development – Importance – Steps In New Product Development – Generation of Ideas – Screening – Concept Development and Testing – Business Analysis – Product Development – Test Marketing – Commercialisation - Reasons for the Failure of Products.

UNIT - III

Product Innovation – Product Life Cycle – Strategies followed in Different Stages - Product Management Organization Structure – Product Policies – Recent Trends In Product Management – Application of Computers in Product Development.

UNIT - IV

Branding – Importance - Requisites of a Good Brand – Types – Advantages – Brand Image – Brand Loyalty – Brand Equity – Brand Positioning Strategies.

UNIT - V

Packing – Function – Advantages – Packing Materials – Recent trends in Packaging – Labelling – Types – Advantages – Total Product Personality.

BOOKS RECOMMENDED

- ❖ S.A. Chunawala, Product Management, Himalaya Publishing House, New Delhi.
- ❖ R.S.N. Pillai & Bagavathi, Modern Marketing. Sultan Chand & Sons, New Delhi.
- ❖ Majumdar, Product Management in India.

PAPER - VIII
CONSUMER BEHAVIOUR
(Core Subject)

UNIT-I

Consumer Behaviour : Concept – Meaning – Scope - Ethics in marketing - The consumer movement-Market Segmentation- Bases for segmentation-Criteria for effective targeting.

UNIT-II

The consumer as an individual : Consumer needs and motivation - positive and negative motivation- Personality and consumer behavior- Nature and determinants of Personality-theories of personality-understanding consumer diversity.

UNIT-III

Consumer perception: Nature of perception-sensation-dynamics of perception-consumer imagery - product and service images- Perceived quality-Learning : cues – response - Reinforcement-Behavioral learning theories - Classical conditioning - Instrumental conditioning-Brand loyalty and Brand equity.

UNIT-IV

The nature of consumer attitudes – Meaning – objectives - structural models of attitudes-consumer attitude formation and change.

UNIT-V

Group dynamics and Consumer Reference groups : Reference groups-the family-functions of family-family decision making-family life cycle-the influence of culture on consumer behavior-characteristics of culture-measurement of culture-Sub-cultural aspects of consumer behavior.

BOOKS RECOMMENDED

- ❖ Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, Printice Hall of India, Pvt. Ltd., New Delhi.
- ❖ Consumer Behavior, Bennett Peter and Kassojan Harol.
- ❖ Consumer Behavior, James F. Engel Roger D. Black Well David T. Koll, Dryden Press, Hinsdale, Illinois.
- ❖ Marketing in India, Cases and Readings, Prof. S.Neelamegham, Vikas Publishing House, New Delhi.
- ❖ Modern Marketing Management, N. Govindarajan, Narosa Publishing House, New Delhi.

PAPER – IX
SALES MANAGEMENT
(Core Subject)

UNIT - I

Evolution of sales management, meaning – scope – objectives. Relationship between sales and other disciplines-Functions of sales management: Sales forecasting, sales planning, organizing, selection of sales force and controlling.

UNIT - II

Personal selling – nature – scope – merits – sales jobs – distinction – changing patterns in personal selling. Qualities of sales personnel – personal selling process.

UNIT - III

Organising the sales effort – types of sales organization – sales department and its co-ordination with other departments – external relationship of sales department – setting sales objectives, policies and strategies.

UNIT - IV

Sales force management – recruitment, selection, training, motivation, incentive schemes, compensation – performance appraisal.

UNIT - V

Controlling the sales efforts – sales quotas – types – territory management – sales audit and sales control.

BOOKS RECOMMENDED

- ❖ Still, Cundiff, A.P. Govoni, 'Sales Management – Decisions, strategies and cases', Printice Hall of India, Pvt. Ltd., New Delhi.
- ❖ Sales force management – Mark W.Johnson, Greg W Marshall IMH.
- ❖ S.A. Chunawala, Sales and distribution Management, Himalayan Publishing House, New Delhi.

PAPER – X
PROMOTIONAL MANAGEMENT
(Core Subject)

UNIT - I

Promotion mix – Meaning, components – Marketing communication system – Elements in the communication process – Promotion and Marketing planning – Organising for promotion – Establishing promotional objectives – Push and pull strategies - Promotional decision process.

UNIT - II

Advertising – Meaning, types and scope – Advertising decision: setting objectives, budgets – Advertising Message Creation, evaluation and execution. Advertising media – Types - Measuring the effect of advertising.

UNIT - III

Sales promotion - meaning, nature and scope – Types – Management of sales promotion: objectives, budgets. Selection of sales promotion tools and techniques – Evaluation.

UNIT - IV

Public Relations – meaning, nature and scope – Types – Major public relations tools – Publicity as a form of Public Relations. Public Relations Decision Process – Evaluation – Corporate image building.

UNIT - V

Recent trends in promotion – Direct Marketing - Multilevel Marketing – Events Marketing – Internet Marketing – CRM – Methods of customer involvement – TQM.

BOOKS RECOMMENDED

- ❖ William J.Stanton, Michael J.Elzel, Bruce J.Walker, Fundamentals of Marketing Mc Graw Hill International Editions.
- ❖ Philip Kotler and Gary Armstrong, Principles of Marketing , Printice Hall of India, Pvt. Ltd.,, New Delhi.
- ❖ Chunawala, SA, Foundations of Advertising theory and practice, Himalayan Publishing House, New Delhi.
- ❖ Still, Chndiff, Govani, Promotional Management, Printice Hall of India, Pvt. Ltd.,, New Delhi.
- ❖ Aakar, Batra & Myers, Advertising Management, Printice Hall of India, Pvt. Ltd.,, New Delhi.

PAPER - XI
MARKETING RESEARCH
(Core Subject)

UNIT - I

Meaning of marketing research – Nature and scope – importance – market research vs marketing research – role of marketing research – relationship of marketing research with other disciplines – limitations of marketing research – marketing research scenario in Indian corporate sector.

UNIT - II

Marketing research methodology – process of marketing research – research design : exploratory, descriptive and experimental. Data design : collection of primary data – methods – select secondary data sources – sampling design : methods – probability and non – probability sampling methods.

UNIT - III

Product Research : New product research – product life cycle research – product – mix research – packaing and branding policies. Motivation research: Nature – scope process techniques and limitations.

UNIT - IV

Advertising research : Meaning – Nature – scope – Product appeal research – pretesting and post testing of advertisement – copy. Sales control research : Sales forecasting – methods of sales forecasting – sales analysis – sales potential – methods of sales control research.

UNIT - V

Marketing research report – Preparation of written report – format – essentials of a good marketing research report – future of marketing research report – future of marketing research – marketing research agencies – use of computers in marketing research.

BOOKS RECOMMENDED

- ❖ DD.Sharma, marketing research – principles, applications and cases, suffan chand & sons.
- ❖ Boyd and west fall, marketing research, Macmillan.
- ❖ Ramasamy majudar, marketing research – test, applications and case studies, new age internationa (p) limited.

PAPER - XII
RETAIL MARKETING
(Core Subject)

UNIT - I

Retail Marketing : Definition and functions of Retail Marketing – Channels of Distribution – Retail Marketing Cycle – Contributions of Retail Marketing – Classifications of product and service Retailers.

UNIT - II

Getting a job in Retail Marketing – Earning Salary – Planning for career advancement – Qualities needed for promotion – Job opportunities – Product oriented careers – Retail oriented careers – Ownership and Management opportunities : Types of Business ownership – Individual Proprietorship – Partnership – Corporation.

UNIT - III

Examining the marketing concept – Population changes – Income and spending – Consumer behaviour and life styles : Consumer differences – Marketing Segmentation – Marketing Environment – Functions of retail Marketing.

UNIT - IV

Government's Role in Retail Marketing – Maintaining competition – Income distribution – Changing Retail Marketing strategies: Retail Marketing Trends – Marketing information system – Creating a marketing plan- Analyzing the situation – Preparing objectives – Implementing retail marketing tactics.

UNIT - V

Human Relations in Retail Marketing – Getting along with co-workers and supervisors – Communication between – marketer and customers – Supervision – Training for Retail Marketing employees – Build Retail Marketing Team – Analyzing Retail seeing - Develop Product and service competencies.

BOOKS RECOMMENDED

- ❖ Retail marketing by Wavien G.Meyes, E.Edward, Donald P.Kohns, James R.Stone, II – McGraw Hill.

PAPER - XIII
RURAL MARKETING
(Core Subject)

UNIT - I

Introduction : Definition of Rural Marketing – Rural Market Environment – Rural Demand and Rural Market Index.

UNIT - II

Problems in Rural Marketing – Marketing of Consumables and Durables.

UNIT - III

Marketing of Agricultural Produce – Regulated markets – agricultural export zones – marketing of manufactured by tiny, village, college and ssi units – intensity of competition between the products the manufactured by ssi units are corporate sector

UNIT - IV

Role of Financial Institutions in Rural Marketing – Agricultural Productivity and need for Credit Institutions – National Bank for Agriculture and Rural Development (NABARD) – Commercial Banks – State Co –Operative Banks – Regional Rural Banks (RRBS) – Kissan Credit Card Scheme.

UNIT - V

Rural Marketing Strategy – Rural Market Segmentation : Product Strategy Pricing Strategy, Distribution Strategies, Promotion Strategies- Social Marketing.

BOOKS RECOMMENDED

- ❖ Gopalsamy, T.P., Rural Marketing, Vikas Publishing House Private Ltd.,

PAPER - XIV
INDUSTRIAL AND SERVICES MARKETING
(Core Subject)

UNIT - I

Introduction to Industrial marketing – Industrial and consumer marketing comparison – Environment of Industrial marketing – Industrial marketing – industrial demand – Industrial customers : Purchasing orientation, Procurement orientation, Supply chain management orientation – Institutional market.

UNIT - II

Organisational buying process – buying center concept – The interpersonal dynamics of industrial buying behaviour – conflict resolution in decision making. Strategies in industrial marketing – levels in strategic planning, strategic planning process.

UNIT - III

Service marketing – scope and definition – service marketing environment – components of service marketing – service marketing mix – the importance of service quality and customer satisfaction measurement.

UNIT - IV

Nature of demand for the services – strategies for managing – challenges and risks involved in yield management – service quality – components of service quality – service quality gap.

UNIT - V

Service promotion distribution method for services – corporate image management. Marketing of banking insurance and healthcare services.

BOOKS RECOMMENDED

- ❖ Krishna K.Havaladar: Industrial marketing : Mc Grew Hill companies.
- ❖ R.V.Badi, N.V.Badi: Industrial marketing : Vrinda publications (p) Ltd.
- ❖ S.Shajahan: Services marketing, Himalaya publishing house.
- ❖ N.C.Jain & Saakshi : Services marketing; A.I.T.B.S. Publishers- Delhi.

PAPER - XV
INTERNATIONAL MARKETING
(Core Subject)

UNIT - I

International marketing : Scope – International Marketing vs. National Marketing – Factors influencing International marketing – Advantages of International Marketing – Hurdles in International Marketing – MNCS in International Marketing.

UNIT - II

Marketing entry strategies – Exporting directly to customers overseas – exporting through an export/import agent – direct investment in a foreign subsidiary – Licensing / franchising – Joint ventures - Strategic alliances.

UNIT - III

Institutional infrastructure for global trade promotion – GATT/WTO – ECGC – Counter trade – EXIM Bank.

UNIT - IV

Product planning in International marketing – Pricing in Global marketing – Promotion in global marketing.

UNIT - V

Global Trade Procedure – Export documents and procedure – Terms of payment – Documentary Bills – Letter of Credit – Pre – shipment and post – shipment finance – Forfeiting – Global trade assistance – free trade zone – EOUS.

BOOKS RECOMMENDED

- ❖ Varshney R.L. and Battacharya B, International Marketing management – Sultan Chand and Sons, New Delhi, 12th Edition 1999 Reprint.
- ❖ Cherian Jacob and Parab B, Export Marketing, Himalaya Publishing House Mumbai 1997.
- ❖ Mishra MN, International Marketing, Himalaya Publishing House Mumbai 1999.

BBA - SALES AND MARKETING
MODEL QUESTION PAPER
PRINCIPLES OF ECONOMICS
(CORE SUBJECT)
PAPER - III

Maximum: 100 marks

Time: 3 Hours

Part A (10 x 2 = 20 marks)

Answer all questions

Answer to each question shall not exceed six lines

1. Define Economics
2. What is Micro Economics?
3. What is Demand Schedule?
4. State the law of variable proportions
5. What is marginal cost?
6. State any two assumptions of Break Even Analysis
7. What is meant by monopolistic competition?
8. Distinguish between monopoly and oligopoly.
9. What do you mean by quasi rent?
10. What is Economic profit?

Part B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

- 11 (a) what are the features of macro economics?
(or)
(b) Distinguish between micro economics and macro economics.
- 12 (a) Explain the law of demand. What are its exceptions?
(or)
(b) What are isoquants?
- 13 (a) Explain the nature of costs
(or)
(b) What is opportunity cost? How does it differ from real cost?
- 14 (a) what are the features of perfect competition?
(or)
(b) How are the prices determined in a monopoly market?
- 15 (a) Explain any one theory of profit.
(or)
(b) What are the uses of profit planning?

Part C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

- 16 (a) Explain the scope of Economics
(or)
(b) Explain the applications of micro economics
- 17 (a) What is elasticity of demand? Explain its types
(or)
(b) Explain various aspects of production functions
- 18 (a) Elaborate the various types of costs in economics
(or)
(b) Enumerate the utility of Break-Even Analysis
- 19 (a) Elaborate the various types of competition in a market
(or)
(b) Bring out the important features of oligopoly. How are the prices determined in a market of oligopoly
- 20 (a) Explain the Ricardian theory of rent.
(or)
(b) Explain the liquidity preference theory of interest.

BBA – SALES AND MARKETING

MODEL QUESTION PAPER

PRINCIPLES OF MANAGEMENT

(CORE SUBJECT)

PAPER - IV

Time: 3 Hours

Maximum: 100 marks

PART – A (10 x 2 = 20 marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What is Management?
2. State the three levels of management.
3. What is planning?
4. What is policy?
5. What do you mean by an organization?
6. What is an organization chart?
7. Who is a leader?
8. Define communication.
9. What is control?
10. Mention the types of control.

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Differentiate between management and administration.

(or)

(b) What are the steps in the process of management?

12. (a) What are the different kinds of policies?

(or)

(b) What are the characteristics of planning?

13. (a) What is departmentation?

(or)

(b) What are the sources of authority?

14. (a) What are the qualities of a good leader?

(or)

(b) Explain grapevine communication.

15. (a) Explain the elements of control.

(or)

(b) Explain PERT.

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Explain the principles of management
(or)
(b) Explain the contribution of F.W.Taylor on management thought.
17. (a) Explain the process of decision making.
(or)
(b) Explain the process of management by objectives.
18. (a) Explain the principles of a good organization.
(or)
(b) Explain the factors that determine span of management.
19. (a) what are the barriers to communication? Explain.
(or)
(b) Explain Maslow's need theory of motivation
20. (a) Define control. Discuss the steps involved in control process.
(or)
(b) Explain the traditional control techniques.

BBA – SALES AND MARKETING
MODEL QUESTION PAPER
PRINCIPLES OF MARKETING
(CORE SUBJECT)
PAPER - V

Time: 3 Hours
marks

Maximum: 100

PART – A (10 x 2 = 20 marks)

Answer all questions

Answer to each question shall not exceed six lines

1. Write a note on Marketing Concept.
2. Define Marketing Mix.
3. What do you mean by Marketing Process?
4. Define Storage. Why is it necessary?
5. Define Market Segmentation.
6. Mention any three problems faced by buyers?
7. Define Product.
8. What do you mean by penetration pricing?
9. What are the channels of distributions?
10. What are the functions of a wholesaler?

PART – B (5 x 4 = 20 marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Write a note on “Marketing System”.
- (or)
- (b) What are the needs for Marketing?
12. (a) Briefly describe the “Process of concentration” in marketing.
- (or)
- (b) What are various modes of transports used for marketing?
13. (a) What are the bases of market segmentation?
- (or)
- (b) What are the barriers to recognize buying motives?
14. (a) Classify products and explain their features.
- (or)
- (b) Explain the importance of pricing.
15. (a) What are the factors affecting the choice of a distribution channel?
- (or)
- (b) Classify and explain middlemen.

PART – C (5 x 12 = 60 marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Discuss the evolution of marketing.
(or)
(b) Give the marketing mix of an organization of your choice.
17. (a) What are the different functions of storage?
(or)
(b) Define marketing risk. Explain different kinds of risks.
18. (a) What is the need for segmentation? Explain its features.
(or)
(b) Explain the factors influencing the buyer behaviour.
19. (a) Explain the Product Life Cycle.
(or)
(b) Explain any four methods of pricing.
20. (a) Explain the channel of distribution for consumer products.
(or)
(b) Explain with diagram the flow of goods from the manufacturer to ultimate customers.

BBA - SALES AND MARKETING
MODEL QUESTION PAPER
BUSINESS COMMUNICATION
(CORE SUBJECT)
PAPER - VI

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What is communication?
2. Mention the process of communication.
3. What is enquiry?
4. Define Bank correspondence
5. What is insurance correspondence?
6. Write the needs of the circular letter.
7. Write any two duties of a company secretary.
8. Mention the types of company correspondence.
9. Define report.
10. What is precise writing?

PART B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Write the principles of communication .
(or)
(b) Write the objectives of communication.
12. (a) Write an enquiry letter about the product of your choice.
(or)
(b) Write a letter to the bank for opening a SB account.
13. (a) Write a letter of asking the status of the customer.
(or)
(b) What are the various forms of insurance letters?
14. (a) What do you mean by minutes? Tell its components.
(or)
(b) What is Agenda? Give the format.
15. (a) Give the various steps in precise writing.
(or)
(b) Give the specimen individual report.

PART C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Discuss the layout of business letters .
(or)
(b) Write the types of business communication.
17. (a) Write a series of collection letters.
(or)
(b) Place a purchase order for your company.
18. (a) Write a letter to a banker for overdraft facility and its favourable reply.
(or)
(b) Write an application along with CV for the post of Personnel officer in a leading automobile unit.
19. (a) Write the pivotal roles of a company secretary.
(or)
(b) Give the specimen director's speech & its scope.
20. (a) Write the various kinds of reports.
(or)
(b) Bring out the layout of a report.

BBA - SALES AND MARKETING
MODEL QUESTION PAPER
PRODUCT MANAGEMENT
(CORE SUBJECT)
PAPER - VII

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. Define Product.
2. What is product line?
3. What is test marketing?
4. What is Drop Error?
5. What is product innovation?
6. Define product policy.
7. What is Trade mark?
8. What is Brand Equity?
9. Define packaging.
10. Define Labelling.

PART B (5 x 4 = 20Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Explain the Product Mix Strategies.
(or)
(b) Write short notes on Product Diversification.
12. (a) Explain the Concept Development and Testing.
(or)
(b) Explain the Reasons for failure of new products.
13. (a) Explain the factors influencing the product policies.
(or)
(b) Explain the applications of computers in product Development.
14. (a). What is Branding? Explain its different types.
(or)
(b). Write short notes on Brand image.
15. (a). What are the functions of packaging? Explain.
(or)
(b) Explain the Advantages of Labelling.

PART-C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a). What are the different types of product? Explain.
(or)
(b) How a product is positioned?
17. (a). Explain the steps involved in new product development.
(or)
(b) What is Test marketing? How it is conducted?
18. (a). What is PLC? Explain its stages.
(or)
(b) Evaluate the recent trends in product management.
19. (a). Explain the importance and types of brands?
(or)
(b) Explain the brand positioning strategies.
20. (a). Explain the advantages of packaging and impact of different types of
of
packaging materials.
(or)
(b) What is total product personality? What is its significance?

BBA - SALES AND MARKETING)
MODEL QUESTION PAPER
CONSUMER BEHAVIOUR
(CORE SUBJECT)
PAPER - VIII

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What is consumer behavior?
2. Define market segmentation.
3. What is brand loyalty?
4. What is negative motivation?
5. What is consumer perception?
6. What is consumer imagery?
7. What is cognitive dissonance?
8. What is ego-defensive function?
9. Define group dynamics.
10. Define reference groups.

PART B (5 x 4 =20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Explain the ethics in marketing,
(or)
(b) What are the bases for market segmentation?
12. (a) Examine the role of motivation in determining individual needs?
(or)
(b) Describe the personality trait theory.
13. (a) Find two advertisements depicting two different types of perceptual distortions.
(or)
(b) Why are both attitudinal and behavioural measures important in measuring brand loyalty?
14. (a) Explain how situational factors are likely to influence the degree of consistency between attitudes and behaviour.
(or)
(b) Explain the person's attitude towards Disney World in terms of the tri- component attitude model.
15. (a) How does the family influence the consumer's decision malair?
(or)
(b) What is a group? What are the factors that affect reference group influence?

PART C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Describe the relationship between the consumer behavior discipline and the marketing concept.
(or)
(b) Apply the criteria for effective segmentation to market a product of your choice to college students.
17. (a) Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals?
(or)
(b) Discuss any two important theories of personality.
18. (a) Discuss the differences between the absolute threshold and the differential threshold.
(or)
(b) What is the relationship between brand loyalty and brand equity?
19. (a) Discuss the structural models of attitudes.
(or)
(b) A college student has just purchased a new personal computer. What factors might cause the student to experience post purchase dissonance?
20. (a) Discuss the stages of traditional family life cycle.
(or)
(b) Discuss the sub-cultural aspects of consumer behaviour.

BBA – SALES AND MARKETING
MODEL QUESTION PAPER
SALES MANAGEMENT
(CORE SUBJECT)
PAPER – IX

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What is sales management?
2. Write the need for sales management.
3. Define personal selling.
4. Specify the unique features of sales jobs.
5. What is sales policy?
6. Write the different kinds of sales organisation.
7. What is sales force management?
8. Write the incentive schemes available for the sales force.
9. How will you compensate sales force?
10. What is sales audit?

PART B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Trace out the evolution of sales management.
(or)
(b) Explain how sales is associated with other disciplines.
- 12 (a) Write the scope of personal selling.
(or)
(b) Explain the changing pattern of personal selling.
13. (a) How will you organize the sales effort.
(or)
(b) What are the objectives of sales management?
14. (a) Explain the selection process of sales force.
(or)
(b) How will you evaluate the performance of sales people?
15. (a) What is sales audit? Write its scope
(or)
(b) Explain the different types of sales quotas.

Part C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Elaborate the different functions of sales management.
(or)
(b) Explain the various methods of sales forecasting techniques.
17. (a) Discuss the different characteristics and qualities of sales personnel.
(or)
(b) Explain the personal selling process in promoting an industrial product.
18. (a) Elucidate the different types of organisational structures and show the position of sales department and also state its relationship internally and externally.
(or)
(b) How will you undertake the process of setting sales objectives, policies and strategies?
19. (a) Write the various motivational measures in persuading the sales force in a large scale industrial unit.
(or)
(b) Design the training programme for the newly recruited sales officers in an emerging insurance company.
20. (a) Discuss the role of territory management in sales control.
(or)
(b) Trace out the sales control process in service marketing.

**BBA – SALES AND MARKETING
MODEL QUESTION PAPER
PROMOTIONAL MANAGEMENT
(CORE SUBJECT)
PAPER - X**

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. Define Promotion.
2. State two objectives of promotion.
3. Write any two types of advertising.
4. What is Advertising budget?
5. What is sales promotion?
6. State any two objectives of sales promotion.
7. What is publicity?
8. Write any two forms of public relations.
9. What is CRM?
10. What is TQM?

Part B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Explain the various elements of communication process.
(or)
(b) Why marketing programme is used in the planning framework of promotional efforts?
12. (a) Explain why advertising is important for the marketers.
(or)
(b) Explain briefly the process of advertising.
13. (a) Explain the objectives and features of sales promotion.
(or)
(b) How will you select the promotional tools?
14. (a) Explain the scope of public relations in modern marketing.
(or)
(b) Elucidate the various types of public relations.
15. (a) Write the role MLM in the promotion of services.
(or)
(b) Prepare the budget for an event management of your choice.

PART – C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Discuss the process of marketing communication system and recommend the appropriate sub-systems for promoting the product facing the maturity stage.
(or)
(b) Explain the steps involved in organizing for promotion.
17. (a) ‘Measuring advertising effectiveness is a difficult task. Will you agree? Critically comment on this statement.
(or)
(b) Trace out the process of advertising decision.
18. (a) Explain the various techniques of sales promotion.
(or)
(b) Discuss the role of sales promotion in the overall promotional mix.
19. (a) Discuss the major public relation tools in detail.
(or)
(b) ‘Corporate image building purely depends on effective public relations’ – Comment on this statement.
20. (a) Discuss the role of Internet Promotional Methods and also bring out the process of releasing an advertisement in the Internet.
(or)
(b) Discuss briefly the recent trends in promotion.

**BBA - SALES AND MARKETING
MODEL QUESTION PAPER
MARKETING RESEARCH
(CORE SUBJECT)
PAPER - XI**

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

11. What is marketing research?
12. What any two functions of marketing research.
13. Define primary data.
14. Define sampling.
15. What is a new product research?
16. What is motivation research?
17. Define advertising research.
18. What do you mean by sales potential?
19. Define marketing research report.
20. What any two essentials of a good research report.

PART B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Write in brief, the relationship of marketing research with other disciplines.
(or)
(b) Explain the scope of marketing research.
12. (a) Explain the methods collecting primary data.
(or)
(b) Explain the sources of secondary data.
13. (a) Explain the importance of new product research.
(or)
(b) Elucidate the scope of motivational research.
14. (a) Discuss any four sales forecasting methods.
(or)
(c) Write the scope of advertising research briefly.
15. (a) Sketch out the format of marketing research report.
(or)
(b) Trace out the various agencies in India to conduct the marketing research.

PART C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Differences marketing research from market research. Also bring out the importance of marketing research
(or)
(b) Elaborate the marketing research in Indian scenario.
17. (a) Discuss in detail the various methods of random sampling.
(or)
(b) What is exploratory research design? How and why LS is used?
18. (a) Explain the importance of product life cycle research
(or)
(b) Discuss the techniques of motivation research.
19. (a) Bring out the importance of pre and post testing in measuring the advisement effectiveness
(or)
(b) Discuss the methods of sales control research.
20. (a) Examine the contents of a marketing research of a product of your choice.
(or)
(b) Discuss the uses and application of computers in marketing research.

BBA - SALES AND MARKETING
MODEL QUESTION PAPER
RETAIL MARKETING
(CORE SUBJECT)
PAPER - XII

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What is retail marketing?
2. What are the five elements of retail marketing cycle?
3. What is partnership deed?
4. Explain the qualities needed for promotion.
5. What do you mean by marketing environment?
6. Explain the requirements of the retail marketing concept.
7. What is the role of government in retail marketing?
8. What are three main sources of marketing information data?
9. What are the three goals of human relations?
10. What are the reasons for employee training?

PART B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Define retail marketing. Explain the two basic functions of retail business.
(or)
(b) What telemarketing and media retailing.
12. (a) What are the five broad areas of retail marketing?
(or)
(b) Explain the four areas of retailing that employ the largest number of people.
13. (a) Explain the characteristics of direct marketing.
(or)
(b) Discuss the role of segmentation in retail marketing.
14. (a) Explain the major benefits of having a retail marketing plan.
(or)
(d) How is international marketing generally expected to change in the Future?
15. (a) Explain the attitudes a retailer should try to develop.
(or)
(b) Narrate the strategies for improving human relations with co-workers.

PART C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Explain the retail marketing and channels of distribution.
(or)
(b) Discuss the contributions of retail marketing.
17. (a) Explain the retail oriented and product oriented career opportunities.
(or)
(b) Explain types of business ownership in retail marketing.
18. (a) Explain the consumer's behaviors and life styles in retail marketing.
(or)
(b) Enumerate functions of marketing of risk management in retail marketing.
19. (a) Discuss the changing retail marketing strategies.
(or)
(b) Explain the implementation of retail marketing tactics.
20. (a) Describe the basic rules for good human relations with Co-workers and supervisors.
(or)
(b) Explain the basic elements of communication model and typical barriers to good communication.

BBA - SALES AND MARKETING
MODEL QUESTION PAPER
RURAL MARKETING
(CORE SUBJECT)
PAPER - XIII

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. Define Rural Marketing.
2. What do you Mean Retail Outlet?
3. What do you mean Rural Credit Institution?
4. Mention any two Rural Development Programmes.
5. What are consumable Inputs?
6. Define 'Regulated market'?
7. What is AEZ?
8. Expand NABARD?
9. What is Kissan Credit Card Scheme?
10. What is Social Marketing?

PART B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Explain the requirements of rural consumers.
(or)
(b) Distinguish between Rural Demand and Urban Demand..
12. (a) What are the unique features of rural markets?
(or)
(b) What are agricultural inputs? Examine their impact in rural marketing.
13. (a) What are the factors contributing to the growth of rural marketing?
(or)
(b) Explain the characteristics of agricultural produce.
14. (a) Explain the types of rural credit and their essentiality.
(or)
(e) Explain the functions of State Co-operative banks in the development of rural markets.
15. (a) Suggest product strategies suitable to rural markets of India.
(or)
(b) Explain the bases for rural market segmentation.

PART C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Discuss the problems of rural marketing.
(or)
(b) Explain the impact of rural markets in the regional development.
17. (a) What is rural demand? How the rural market index is made?
(or)
(b) As a marketer of agricultural inputs narrate the problems that one encounter?
18. (a) State the peculiar characteristics of agricultural produce.
(or)
(b) Explain the major functions performed by the intermediaries in the marketing of agricultural produce.
19. (a) Discuss the functions of regulated markets.
(or)
(b) Explain the role of Commercial Banks in the Rural Credit.
20. (a) Explain the functions of Regional Rural Banks in the development or rural markets.
(or)
(b) Discuss the marketing strategies for a consumer product which is gaining momentum in the Indian rural markets.

BBA - SALES AND MARKETING
MODEL QUESTION PAPER
INDUSTRIAL AND SERVICES MARKETING
(CORE SUBJECT)
PAPER - XIV

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What do you understand by international marketing?
2. What is environment scarcity?
3. What is buying center?
4. What are the various levels in strategic planning?
5. What are services?
6. Define customer relationship management.
7. What is the nature of demand for services?
8. What is yield management?
9. How do you promote new services?
10. What are financial services?

PART B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Compare industrial and consumer product marketing.
(or)
(b) List out types of buyers for industrial goods.
12. (a) Explain the steps of buying process.
(or)
(b) Write a short note on conflict resolution strategies.
13. (a) Briefly narrate the components of service marketing.
(or)
(b) Explain gaps model of service quality.
14. (a) State the determinants of demand.
(or)
(b) Explain the various challenges and risks involved in yield management.
15. (a) Briefly discuss the importance of personal selling and public relation in service marketing.
(or)
(b) Narrate the marketing strategies to be employed for promoting health service.

PART C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Government organisations are bigger buyers of industrial goods and services. Explain the strategies to be while dealing with them.

(or)

- (b) Explain how (a) Economic factors (b) Technological and (c)

Political

factors influence buying and selling of industrial products.

17. (a) Explain in detail strategic planning process.

(or)

- (b) At what stages of industrial buying decision making process the industrial marketers should get involved and what are the benefits of such an involvement

18. (a) Discuss the emerging factors responsible for the growth of service sectors.

(or)

- (b) Write a detailed role on service marketing mix.

19. (a) Focus the marketing strategies adopted by a bank of your choice.

(or)

- (b) Elaborate the methods of managing demand for services.

20. (a) Narrate the salient features of insurance services in India.

(or)

- (b) Explain on – line marketing. How important it is for the retailers?

**BBA - SALES AND MARKETING
MODEL QUESTION PAPER
INTERNATIONAL MARKETING
(CORE SUBJECT)
PAPER - XV**

Time: 3 Hours
marks

Maximum: 100

PART A (10 x 2 = 20 Marks)

Answer all questions

Answer to each question shall not exceed six lines

1. What is meant by International marketing?
2. What is strategic alliance?
3. Define franchising.
4. What is Joint venture?
5. What is Counter trade?
6. What is free trade zones.
7. Define forfeiting.
8. What is meant by letter of credit.
9. Specify the main objective of EXIM bank.
10. What is Commercial Invoice?

PART B (5 x 4 = 20 Marks)

Answer all questions

Answer to each question shall not exceed two pages

11. (a) Discuss about the advantages of international marketing.
(or)
(b) Discuss about the role of MNCS in India.
12. (a) Discuss about the motivating factors for Indian joint ventures.
(or)
(b) Explain the drawbacks of counter trade.
13. (a) Exmain the role of ECGC.
(or)
(b) Write short notes on promoting international marketing.
14. (a) Write short notes on i) Payment in advance, ii) Open account.
(or)
(f) Write short notes on pre-shipment finance.
15. (a) Write short notes on EOUs.
(or)
(b) Write short notes on international marketing of services.

PART C (5 x 12 = 60 Marks)

Answer all questions

Answer to each question shall not exceed five pages

16. (a) Discuss the various factors that motivates international marketing.
(or)
(b) Narrate the hurdles in international marketing suggest measures to overcome such hurdles.
17. (a) Discuss about the various market entry strategies in international marketing.
(or)
(b) Discuss the role mayed by 9a77 in what way WTO is a better substitute for its.
18. (a) Discuss about the impact of WTO in international marketing.
(or)
(b) Discuss in detail about the functions of EXIM Bank.
19. (a) Explain in detail the steps involved in planning a product for international marketing.
(or)
(b) Explain the suitable pricing mechanism for the products meant for global markets.
20. (a) Discuss the assistance, both financial and non-financial, available for global marketers.
(or)
(b) Explain the procedure to be followed by an Indian exporter.