

FOURTH SEMESTER

BBA410

INTERNET & E-COMMERCE

Maximum Time : 3 Hrs.

University Examination : 35 Marks

Total Theory Marks : 50

Continuous Internal Assessment : 15 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 7 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 7 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Basics of E-Commerce :- Basics of Internet and networking ; Network Economics ; Commerce Paradigm ; Interactions ; Transactions ; Introduction to Money / Payment System ; Economics Of Information ; Business Process (an Overview)

SECTION B

Understanding E-Commerce : Types of E- Commerce ; Details of Each ; Payment Systems ; Trust on Net ; Privacy on Net Reliability on Net ; Security & threat issues on net ;

SECTION C

Marketing on Net - Consumer Behavior , Advertising on Net , Retailing, Distribution on Net , Branding on Net ; Segmentation on Net, Sales promotion on Net PLC on Net; Managing Competition ; Facilitators

E-Commerce Applications : Portals ; Extra-nets ; Banking ; New Intermediaries ; Auctions and Reverse Auctions ; Supply Chain Management

SECTION D

Implementing E- Commerce : Developing Business Plan ; Visualizing E-Commerce Site ; Tools of E- Commerce Building ; Outsourcing Development ; Process of Handling E-Commerce Site Building ; Managing Costs ; Selling the Concept internally.

PRACTICAL:

- a) Internet
- b) Web site browsing
- c) E-commerce
- d) HTML

References:

1. Data & computer Communications – William Stalling
2. HTML, DHTML, Java script, Perl CGI – Ivan Bayross
3. Mastering the internet
4. Mastering the internet – Glee Harrahcady, Pat Mc Gregor
5. electronic Commerce a managerial perspective – Efaaim Turban, Jae Lee, David King, H. Michael Chung

BBA420

BRAND MANAGEMENT

Maximum Time : 3 Hrs.

University Examination

: 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Understanding Brand Equity : What is Brand ; what can be branded ; why do brands matter
Concept of brand equity ; Sources and Benefits of brand equity Brand Knowledge Structures -
Brand Awareness, Brand Image, Brand Hierarchy, Brand Positioning, Value addition from
Branding.

SECTION B

Building Brand Equity : Choosing Brand Elements ; Criteria for choice ; brand element options
and tactics Designing Marketing Programs- Product , Pricing, Channels strategy Integrating
Marketing Programs - Communications Options ; Integrating Programs Leveraging Secondary
Brand Associations.

SECTION C

Measuring Brand Equity : Measuring Sources of Brand Equity ; Research - Qualitative and
Quantitative Measuring Outcomes of Brand Equity - Comparative and Holistic Methods Brand
Equity Measurement Systems - Brand Audits, Brand Tracking Studies , Establishing a Brand
Equity Management System

SECTION D

Managing Brand Equity : Brand Creation, Brand Extensions, Branding Strategies - Brand
Product Matrix, Brand Portfolio, Designing a Branding Strategy Brand Extensions - Advantages
/ Disadvantages , Evaluating Extensions and Opportunities.

References:

1. Compendium of Brand Management- S.A Chunawalla
2. Strategic Brand Management- Jean- Noel Kapferer
3. Managing Brand Equity – David A. Aaker
4. Understanding Brands – Don Cowley

Maximum Time : 3 Hrs.

University Examination

: 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Introduction – Communication : Concept, Nature, Scope, types, Function, Communication process, communication Channels – Formal, Informal, Downward, Upward and Horizontal, Essentials of effective communication, limitations of communication, barriers of communication, Over coming the barriers of communication.

SECTION B

Oral Communication, Effective oral communication, methods of oral communication, conversion skills, Presentation of skills; Non-verbal communication. Interview skills – Interview process & requirements of a successful interview. Resume preparation.

SECTION C

Meetings; Notice, Agendas, Minutes, Resolution Written communication; Essentials of written communication.

Feedback; Effectiveness in feedback, Guidelines to improve feedback giving skills, Significance of feedback.

Report Writing.

SECTION D

Business correspondence; Nature, structure and layout of business letters, Planning for business correspondence, Different types of business letters; Quotations and orders, Sales letters, Credit letters, Collection letters, Adjustment letters.

E-mail and changing landscape of business communication.

References:-

1. Lesikar , R.V. and J.D. Petitt , Jr. Business Communication : Theory and Application Homewood III ; Richard D. Irwin.
2. Michael, V.P. Communication and Research for management Himalaya Publishing House, Bombay.
3. Sharma , R.C & K. Mohan . Business Report writing and Correspondence (TMH)
4. Aggarawal, Rohini; Business Communication and organization & Management (Taxmann's)
5. Rao Nageshwar & Das R.P. – Communication skills Himalaya Publishing House, Delhi.

BBA440

SALESMANSHIP

Maximum Time : 3 Hrs.

Total Marks : 100

Minimum Pass Marks : 40%

University Examination : 70 Marks

Internship : Project with modern

Retails Stores : 30 Marks

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
6. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.
7. Internship for a period of 06 weeks where student will take project with modern retail store concluded with its presentation.
8. There will be no internal assessment; Instead internship project submitted by the candidates shall be forwarded to the University well before the commencement of the examination for evaluation.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Salesmanship – Definition, nature, scope & Importance; Origin and Development of Salesmanship, competitive salesmanship, creative salesmanship.

Qualities of a good salesman – Physical traits, Mental traits, Social traits and character traits; Improving the personality.

SECTION B

Knowledge of Goods – Importance, Type of product knowledge required product background and knowledge of competitive product.

Methods of acquiring product knowledge

Knowledge of market conditions, Government policies and competition.

Buying Motives – Various types of Buying motives – Primary and Secondary, Product and Patronage, Rational and Emotional

SECTION C

Knowledge of Customers – Sizing up of customers, Character analysis of customers, Various types of customers and How to deal with them?

Selling Process – Prospecting, Pre approach, The approach, Presentation and demonstration,

Meeting of objections, closing the sale, After sales service.

SECTION D

Selling Jobs and setting a career, Types of salesmen – The manufacturer's salesman, Wholesaler's salesman, The Retail salesman, specialty salesman, The Industrial salesman, The exporter's salesman, Traveling sales man,

References:-

1. P K Sahu and K.C. Raut – Salesmanship and Sales Management
2. R. Davar, S. Davar and N. Davar – Salesmanship and Publicity.
3. Anderson, R. – Professional Personal Selling.
4. Robinson and Stidsen – Personal Selling in modern Perspective.