

SIXTH SEMESTER

BBA610

INTERNATIONAL MARKETING

Maximum Time : 3 Hrs

Total Marks : 100

Minimum Pass Marks : 40%

University Examination : 70 Marks

Continuous Internal Assessment : 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.
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

International market environment: International Marketing – Conceptual Aspects, Economic Environment, Socio - Cultural Environment, Political Environment, Global Marketing, Challenges in International Marketing.

SECTION B

Planning for international marketing: International Marketing Planning – International Marketing Research and Information System, Global Segmentation

SECTION C

Training and Positioning, International Market Analysis & Foreign Market Entry Strategies
Product & pricing strategies: Product Planning, Branding and Packaging Decisions, Pricing Strategies, Price quotations, Terms of Sale and Payment.

SECTION D

Distribution & promotion strategies: Channels of Distribution, Foreign Sales Agent – Selection criteria, Agency contract, Physical Distribution, Advertising, Personal Selling, Publicity and Sales Promotions, International Trade Fairs & Exhibitions.

References:-

1. Onkvisit , Sak and Shaw, J. J. - International Marketing : Analysis and Strategy.
2. Keegan , Warren - Global Marketing Management.
3. Terpstra, Vern and Sarthy R. - International Marketing.
4. Philip R. Cateora - International Marketing.
5. Varsheny and Bhattacharya - International Marketing Management.

BBA620

CONSUMER BEHAVIOUR

Maximum Time : 3 Hrs.

University Examination : 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

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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.
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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

1. CONSUMER PSYCHOLOGY, ISSUES & CONCEPTS

Basic factors influencing the Consumer Psychology, Consumer behaviour - Nature, Scope and application, Consumer perception, Consumer Attitudes – its components, Formation and change of consumer attitude.

SECTION B

2. INDIVIDUAL BUYING BEHAVIOUR

Diagnosing the Buying Process Buyer Identification Process, Consumer Needs and Motivations, ability & willingness to buy, perception of a product, Consumer, Industrial Consumers

SECTION C

3. GROUP INFLUENCES ON BUYING BEHAVIOUR

Group Influence & Group Dynamics, Family Buying Influences, Family pattern and Buying Roles, Cultural & Sub Cultural Influences, Life Style Influence, social class and consumer behaviour.

SECTION D

4. MODELLING BUYING BEHAVIOUR

Pre Purchase & Post Purchase Buying Behaviour, Product Oriented Buying Behaviour

References:

1. Consumer oriented Business Design - by Sulzmaeir
2. Competitive Strategies for Service organization - by Bolton
3. Assessing Business Excellence - by Porier
4. Consumer Behaviour in Indian Context – by S Ramesh Kumar
5. Consumer Behaviour – by Loudon & Della Bitta
6. Consumer Behaviour – by Kanirk & Schiffman

BBA630

DATABASE SYSTEMS

Maximum Time : 3 Hrs.

Total Theory Marks : 50

Minimum Pass Marks : 40%

University Examination

: 35 Marks

Continuous Internal Assessment : 15 Marks

A) Instructions for paper-setter

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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

Data Base Concepts: What is Database? Need of Database, Function of the Database ; Types Database ; Relational Database Management System, Relational Model - Key Concept ; Domain constraint Integrity Constraints ; Foreign Key.

SECTION B

Database Development Process, Database Modeling & Database Design.

E- R. Model, Attributes, Relationship, Logical database design , Normalization , First form, Second Normal Form , Third Normal form, Translating E-R Diagram to Relations. Physical Database Design.

SECTION C

Relational Algebra & SQL Relational database commands.

Data-types, create table, Drop Table, Alter Table, Insert Into, Delete From, Update, General Query Syntax (Select), Create View , Drop View , Set Operators - Union, Intersect, Minus, Functions, Group Functions , Join, sub queries.

SECTION D

Data Administration, Client / Server and Distributed Databases

Data administration functions, Data administration tools - Repositories, CASE Tools, Concurrency Control, Database Security , Database Recovery.

Database Applications : Financial Systems, Marketing System, foreign Trade, Inventory Information systems.

References:-

1. Database Management 4th Edition - Mcfadden
2. Systems - Design Implantation and Management - Rob & Coronal
3. Systems - Elmsari, Nawathe
4. Systems - C. J. Date
5. Oracle –7 Database, Beginner (TATA Macgrawa-Hill)
6. Database- Structure, Scott (TATA Macgrawa-Hill)

BBA640

CUSTOMER RELATIONSHIP 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

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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

Concept of Customer relationship management (CRM), Importance of Customer, Customer managed relationship-Mini marketing, Types of CRM, Building Blocks of CRM and CRM strategy, CRM by Indian firms.

SECTION B

Customer retention strategy, Human element in CRM, Implementing a technology based CRM, Quality and CRM, CRM: A new perspective of knowledge management, Future trends in CRM.

SECTION C

Call centre management; Introduction of call centre, Opportunity and challenges of call centre, Function of call centre, Team building, Contact centre glossary, CRM in banking and financial services.

SECTION D

E-CRM, CRM to E-CRM, E-CRM implementation, E-CRM: A new business strategy, E-CRM in the information era.

References:-

1. Mukesh Chaturvedi & Abhinav Chaturvedi :Customer Relationship Management
2. V.Venkata Ramana & G. Somayajulu: Customer Relationship Management
3. Jill Dyche: The CRM Handbook, Addison Wesley
4. Burnett: The Handbook of Key Customer Relationship Management
5. Brown Stanley A: Customer Relationship Management