

SAI NATH UNIVERSITY

BBA- 4<sup>TH</sup> SEM

INTERNET & E-COMMERCE

PART—A

1. **How E-commerce Works?**
2. **List The Major Benefits Of E-commerce?**
3. **What Are The Various Applications Of E-commerce?**
4. **Explain In Brief B2b, B2c, C2b And C2c?**
5. **Explain Electronic Payment Procedure?**

**PART-B**

1. **What Are Two Advantages Of Electronic Commerce Over Traditional Commerce?**
2. **How To Set Up An Ecommerce System?**

**BBA-4TH SEM**  
**BRAND MANAGEMENT**

**PART-A**

- 1. What Is Brand? & What Is Brand Positioning?**
- 2. What Do You Understand By Brand Equity? How Is Brand Equity Different From Brand Name?**
- 3. What Are The Main Responsibilities Of A Brand Manager?**
- 4. What Is The Difference Between A Brand And A Product?**
- 5. What Are The Tools To Communicate With Your Target Audience?**

**PART-B**

- 1. Differentiate Between Brand Extension And Line Extension? Can These Both Happen At Once? Give An Example.**
- 2. What Are The Major Areas, Concerning Managing Brands? What Is The Negative Impact Of Brand Management In The Company?**

## **BBA-4<sup>TH</sup> SEM**

### **COMMUNICATION IN BUSINESS & MANAGEMENT**

#### **PART-A**

1. What is communication management process?
2. Why is communication important?
3. What are the principles of effective communication?
4. What are the factors of effective communication?
5. What are the methods of communication?

#### **PART-B**

1. What are the 7 C's of communication?
2. What are 5 barriers to effective communication?

BBA-4<sup>TH</sup> SEM

SALESMANSHIP

PART-A

1. What Is Wheel Of Retailing?
2. State The Advantages And Disadvantages Of Independent Stores?
3. What Are The Advantages And Disadvantages Of Super Market?
4. What Are The Qualities of a successful sellers.
5. State The Characteristics Of Super Markets?

PART-B

1.State functions of each of followings:

(A) Retail Salesmens

(B) Sales Representatives

2.Gives Differences Between Selling & Marketing Concepts.