

Sai Nath University

Assignment For BBA ^{6th} Sem.

The Assignment will consist of two parts, A and B. Part A will have 5 short answer questions(40-60 words) of 4 marks each. Part B will have 4 long answer questions of 5 marks each.

All questions are compulsory.

These Assignments should be completed and submitted in written form by the student to his/her respective Faculty/ Examiners. Assignment Submission Dates are:

➤ **June-18**

List Of Suggested Questions

The list of suggested questions is for students to practice. Although optional, we recommend that students solve these questions, as they will help them in preparing for exams as well as in clearing the important concepts of the subject.

List of Practical and suggested practical's

The list of practical's should be done by the students in their Lab Sessions. These are the basic practical's, which each student should be able to do himself independently. While the list of suggested practicals are optional, but it is recommended that students should perform those practical so as to have a thorough knowledge of the subject

Education Delivery Schedule (EDS)

As per University Semester scheme, the minimum contact hours of each paper has been

Divided into two hours theory and practical class.

The faculty will maintain this attendance paper wise for his/her batch.

| Subject Code | Subject Name |
|---------------------|----------------------------------|
| BBA-610 | International marketing |
| BBA-620 | Consumer behavior |
| BBA-630 | Database system |
| BBA-640 | Customer relationship management |

SAI NATH UNIVERSITY

Cover page of Assignment

ID NUMBER
NAME
COURSE BBA.....
STREAM
SEM 6th
SUBJECT CODE
SUBJECT NAME

Assignments will be completed by the Student in his/her own handwriting.

BBA-610

INTERNATIONAL MARKETING

PART-A

- Q1)-Define international market environment.
- Q2)-Describes different challenges incoming in international marketing.
- Q3)-Define different aspects of business environment.
- Q4)-What is Globalization & in which way it Influences the Indian economy.
- Q5)-What is planning for international marketing?

PART-B

- Q6)-What is marketing mix, define in details.
- Q7)-What are the pricing strategies?
- Q8)-Explain Advertising & its features.
- Q9)-Gives differences between the sale promotion, personal selling & publicity.
- Q10)-Define distribution channels & promotion activity.

BBA-620

CONSUMER BEHAVIOUR

PART-A

- Q1)-Gives nature, scope & application of consumer behavior.
- Q2)-What are basics factors for influencing the consumer psychology.
- Q3)-What is consumer attitudes & its components gives with suitable examples.
- Q4)-Define consumer needs and gives its motivational activity.
- Q5)-Define buyer identification process for product purchasing.

PART-B

- Q6)-Describes the effect of cultural & sub-cultural on consumer purchasing power.
- Q7)-Define product oriented buying behavior of consumers.
- Q8)-What are the perception of consumer towards the product.
- . Q9)-From which types we enhancing the purchasing power of a customer
- Q10)-Explain pre purchase & post purchase buying consumer behavior

BBA-630

DATABASE SYSTEMS

PART-A

Q1)-What is database.

Q2)-Needs of database & function of database.

Q3)-Gives types of database & explain it.

Q4)-Give process of database development.

Q5)-Define different aspects of database applications-

- a) Financial system
- b) Marketing system
- c) foreign trade

PART-B

Q6)-Explain followings-

- a) create table
- b) Drop table
- c) Alter table

Q7)-Gives the data administration function.

Q8)-Define data administration tools like- repositories, case tools, concurrency control, database security, database recovery.

Q9)-Give differences between Relational algebra & SQL relational database commands.

Q10)-Gives short notes on physical database design.

BBA-640

CUSTOMER RELATIONSHIP MANAGEMENT

PART-A

Q-1 State the concept of customer relationship

Management

Q-2 Why the CRM is important at present scenario?

Q-3 Write the brief note on CRM in banking sector?

Q-4 Describe the process of ECRM implementation?

Q-5 Explain briefly the various types of CRM?

PART-B

Q-6 Define the role of ECRM in information era?

Q-7 Give a comment on CRM Strategy?

Q-8 Give an introduction of call center?

Q-9 Explain the features of CRM by Indian firm?

Q-10 Explain the function of call center?