EVENT MARKETING

Roll no 2019

1 Write any two disadvantages of event marketing.

2 What is event designing?

3 Explain indirect interaction.

4 What is brand building?

5 Explain video conferencing.

ROLL NO 2150

1. 5C’s of events.

2 Tips to reach right attendees through event marketing.

3 Importance of events as a marketing tool.

4. Explain indirect interaction.

5. What is brand building?

**Integrated Marketing Communication**

**Roll no 2019**

1. What is the role of IMC in marketing?
2. Explain the planning process in IMC.
3. What are the advantages and disadvantages of Sales Promotion?
4. What is Public Relation?
5. What are the disadvantages of Public Relation?

**Roll no 2041**

1. What are the advantages of Public Relation?
2. What is Direct marketing?
3. Explain the advantages of direct Marketing?
4. What are the disadvantages of Direct Marketing?
5. What is the role of advertisement in IMC?

**Roll no 2055**

1. What is the difference between personal selling and direct Marketing?
2. What are the dis advantages of direct marketing?
3. What are the latest trends in IMC?
4. What role does digital media play in IMC?
5. What are the most important steps of sales promotion?

**Roll no 2060**

1. How important is communication in today’s business scenario?
2. Leaflets, Standee, Banner , flex – all play an important role in Sales Promotion. Do you agree?
3. Have the concept of IMC changed after the intrusion of digital media?
4. What are the difference between PR and Marketing?
5. What are the most effective promo tools for IMC?

**Roll no 2150**

1. What are the various features of advertising?
2. If you have to start a business tomorrow, what are the basic factors that you have to keep in mind?
3. What are the various kinds of PR activity?
4. What role does Media play in IMC?
5. What is the significance of having Integrated marketing Communication as a subject in BMS?

***SUBJECT:- INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-II***

ROLL NO 2019

|  |  |
| --- | --- |
| **QUE 1** | **EXPLAIN THE FUNCTIONAL SUBSYSTEM OF MIS IN DETAIL.** |
| **QUE2** | **WHAT ARE THE ADVANTAGES OF e-CRM?** |
| **QUE 3** | **WRITE SHORT NOTE ON DATA MINING.** |
| **QUE4** | **DISCUSS ON e-SCM ARCHITECTURE WITH SUITABLE DIAGRAM.** |
| **QUE5** | **WRITE SHORT NOTE ON BPO BUSINESS MODEL.** |

**FOUNDATION COURSE**

Roll no 2019

1. What is transactional Ethics
2. What is Normative Ethics
3. What is meant by professional ethics?
4. What is meant by personal ethics?
5. What is meant by managerial ethics?

**ECONOMICS**

Roll no 2019

1. What is meant by Aggregate Supply?

2. Explain recovery phase of trade cycle.

3. What is meant by Gross Domestic Product?

4. Define Open Economy.

5. What is meant by macroeconomics?

ROLL NO 2084

1. Explain three sector circular flow of national income.

2. Discuss the scope of macroeconomics.

3. Briefly explain the components of effective demand.

4. What is meant by Gross Domestic Product?

5. Define Open Economy

ROLL NO: 2150

1. What is meant by effective demand

2. What is Green GNP?

3. Define Macroeconomics.

4. What is a trade cycle?

5. What is meant by Aggregate Demand?

**BUSINESS RESEARCH METHODS**

Roll no 2019

1. Define Research.

2. What is probability sampling?

3. Explain Snow ball sampling one sentence.

4. Explain casual research in one sentence.

5. What is null hypothesis?.

Roll no 2150

1. Explain the importance of research.

2. Explain any three types of research.

3. Explain steps of research.

4. Name any two Types of Hypothesis.

5. What do you understand by Research?

PRODUCTION AND TOTAL QUALITY MANAGEMENT

ROLL NO: 2019

1. What is Plant Layout ? Explain the principles of a good layout ?
2. Explain Philip Crosby's philosophy and approach to Quality.
3. Write a notes on Inventory management.
4. Explain concept of Six sigma along with it's features.
5. Calculate partial and total productivity.

Output- 500000

Labour- 75000

Capital- 100000

Raw material- 190000

Electricity- 25000

Other misc.- 10000

ROLL NO 2060

1. What are the factors to be considered at the time of designing plant layout?
2. Explain the function of inventory.
3. Explain briefly Kaizen strategy of Massaki Imai.
4. Write a note on Lean thinking.
5. ABC electrical is consuming Electric motors as follows.

Normal usage 200 units per week, minimum usage 150 units per week, maximum usage 225 units per week, reorder quantity 230 units, reorder period or lead time 3-5 weeks. Calculate safety stock, reorder level, maximum level consumption and average inventory.

FINANCIAL INSTITUTION AND MARKETS

ROLL NO 2126

1. Describe Microfinance.

2. What is Foreign Exchange Market?

3. Explain Bill Discounting.

4. State Gilt Edged Market

5. What are Non Banking Financial Companies?