

20, important question for practice

Class- BBA CAM-III CODE-301

Subject- Business Policy and Strategic Management

Q.1) Define Business Policy. Discuss its nature and importance.

Q.2) Brief Note on:-

a) Strategic management Process

b) Issues in Strategic Decision Making

Q.3) Discuss Briefly the Role of CEO in strategic Formulation

Q.4) what are the various Issues in Decision making? Discuss Briefly

Q.5) discusses the approach of problem solving and decision making.

Q.6) Write note on the following

a) Short term objectives

b) Intermediate objectives

c) Long Term Objectives

Q.7) Define the Hierarchy of objective by giving example of Railway and manufacturing Company.

Q.8) what do you mean by objective. Define its characteristics.

Q.9) explain difference between objective and goal. What objectives are to be set in business organization?

Q.10) what alternatives are available. Discuss the process of strategic choice

Q.11) Write note on:-

a) Stability strategy

b) Retrenchment strategy

c) Growth strategy

d) Combination strategy.

Q.12) Discuss the process of structural implementation, its importance in business organization.

Q.13) Define leadership and its role in strategic management and its perspective.

Q.14) Write note on

a) BCG matrix

b) GE NINE CELL MARTIX.

Q.15) Discuss structural Implementation and its barriers.

Q.16) Discuss process of strategic choice in brief.

Q.17) Define environment. What is the relationship between employee and its business environment?

Q.118) Write note on

a) Synergy effect

b) Capability Profile

Q.19) Define SWOT Analysis. Discuss the characteristics' of environment

Q.20) Discuss the Role of strategic Leaders.

Class – BBA Cam III

Subject – Internet Technology.

CODE – BCAM- 305

Q.1) what do you mean by internet? How internet works?

Q.2) what is a search engine? List any five search engine.

Q.3)What is an ISP? What factors are consider in ISP selection for an organization.

Q.4) what do you mean by electronic communication. Explain major electronic communication tool.

Q.5) what is interactive marketing. What are its advantages.

Q.6) define HTML. Explain any five tags used in HTML.

Q.7 Elaborate the concept of Intranet. What is the business value of intranet for organization

Q.8) what is extranet? What is the role of extra net in current scenario.

Q.9) what is enterprise collaboration system? What are its features and limitations?

Q.10) write short notes on the following:-

(a) MS-Back Office

(b) Groupware

Q11)What are the inter organizational activities that can be carried out by companies connected by computer networks ?

Q 12)How the business organizations value intranet.

Q13)How the intranet differs from extranet. Elaborate the differences.

Q14)What are the pros and cons of interactive marketing.

Q15) what is Internet? Explain how an internet works.

Q.16) write short note on:-

a) Internet Phone

B) Faxing

Q.17) Elaborate the concept of lotus note also discuss features.

Q.18) Write short note on:-

a) Dial-up networking

B) Internet Explorer.

Q.19) what is E-Commerce? What are its advantages and disadvantages?

Q.20) What are the tool and techniques used to web page designing.

Marketing Management

Sub Code: 303

BBA (CAM) 3rd Semester

16 Important Questions

- 1) Why marketing is regarded as the most important functional area in the present scenario?
- 2) Describe the various areas, with the help of suitable examples, where the concepts can be used.
- 3) Explain the various factors that will affect the consumer behavior while purchasing washing machine.
- 4) Describe the various pricing strategies available to the marketers and also explain the situations where they might be most suitable.
- 5) What do you mean by market segmentation? Explain the basis of segmentation in detail.
- 6) What do you mean by product life cycle? Explain different strategies used by the marketer at different stages of PLC?
- 7) What is new product development? Explain the process of new product development.
- 8) Describe the various types of marketing channels. Which type of channel you will prefer for selling refrigerators and pre-paid cards for mobile phones?
- 9) How will you train the sales force in an organization which is involved in marketing? Describe the major areas of focus while imparting the training.
- 10) What are the various methods for pre-testing and post-testing the advertisement?
- 11) Explain marketing information system in detail.
- 12) What is marketing research? Explain its process.
- 13) How international marketing is different from the national marketing? Explain its strategies.
- 14) Is advertisement is a social waste? Comment on this statement.
- 15) What do you mean by sales promotion? Explain different techniques of sales promotion.
- 16) Write short note on:
 - a) Sales forecasting
 - b) Market audit