

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-304

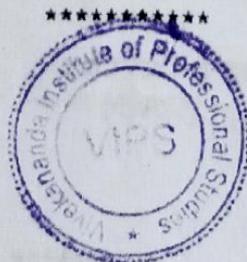
Subject: Digital Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. N.1 which is compulsory.  
All questions carry equal marks.

- Q1 Write short notes on **any three**:-
- Digital Marketing vs Traditional Marketing
  - Online Marketing Mix
  - Web Analytics
  - B2B and B2C internet marketing
  - Testing content
- Q2 Explain the scope of digital marketing. Discuss the importance of digital marketing in today's era.
- Q3 (a) Define Website. What are the steps involved in website design planning.  
(b) Explain the various methods used to determine users requirement.
- Q4 What is Integrated Internet Marketing Communication (IIMC). Explain the objectives and also discuss the various tools which helps in measuring the performance of marketing efforts of a business.
- Q5 What is E-mail marketing. Discuss the various types of e-mail. Elaborate the importance of email marketing for a company.
- Q6 Write note on **any two**:-
- Viral Marketing
  - Blogs
  - Content Marketing
- Q7 What do you understand by Social Media Marketing. Explain the importance of it and recognise the ways to make social media marketing effective.
- Q8 Define mobile marketing. Explain various methods of mobile marketing by elaborating the various advantage of mobile marketing.



(Please write your Exam Roll No.)

Exam Roll No. ....

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Paper Code: BBA-306

Subject: International Business Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the nature and scope of international business. What are the unique challenges and opportunities involved in international business? Explain with the help of example.
- Q2 Write short notes on **any three** of the following:-  
(a) Role of World Bank in development of Developing Countries  
(b) International Monetary Fund  
(c) Social Responsibilities of TNCs  
(d) Cross border mergers and acquisitions
- Q3 What is Globalization? Why countries encourage foreign investment? How FDI does contribute in the economic development of the host country?
- Q4 How Technological Developments have impacted the process of globalization? Why do companies in developing countries go for technology transfer and what are the usual problems faced by them in this regard?
- Q5 What is Global Competitive Advantage? Why is strategic planning important to achieve Global Competitive Advantage? Illustrate how some organizations have achieved this?
- Q6 (a) Explain the concept of Country risk analysis. Comment on socio-economic risk and its analysis.  
(b) What are trade barriers? Give their classification and state their relative merits and demerits.
- Q7 Write short notes on:-  
(a) Performance appraisal of employees in global context.  
(b) Motivating employees globally
- Q8 What is Corporate Governance? How it is different from CSR? How Corporate Governance is done at a global level?

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SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-308

Subject: Business Policy and Strategy

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Write short notes on **any two**:-  
(a) Directional Policy Matrix  
(b) Resource Deployment Matrix  
(c) Value Chain Approach
- Q2 Explain Michael Porter's Five Forces Model of Competition with the help of suitable examples. How does it help in strategy formulation?
- Q3 Explain the utility of the following:-  
(a) BCG Growth Matrix Strategy  
(b) Contingency Strategy
- Q4 Describe the role of organizational structure in ensuring successful implementation of strategy.
- Q5 Differentiate between growth through concentric and conglomerate diversification strategies.
- Q6 What is resource audit? What problems are encountered during the resource audit?
- Q7 Briefly explain the various corporate level strategies with suitable examples.
- Q8 Critically explain the issues involved in the implementation of strategy at organizational level with relevant examples.

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# END TERM EXAMINATION

SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-310

Subject: Sales and Distribution Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.  
All questions carry equal marks.

Q1 Answer the following: (Any five)

- a) Motivating Channel Partners
- b) Ethical and Legal issues in sales management.
- c) Sales Budget and its purpose
- d) Role and function of distribution channels in marketing of products.
- e) 2 Theories in personal Selling
- f) SPIN Model in Selling
- g) Transactional v/ s Relationship Selling

Q2 Explain the personal Selling process in brief. Illustrate each stage of personal selling process with suitable examples.

- Q3 a) How to determine the size of Sales force? Give methods involved.
- b) Explain Qualitative techniques used in sales forecasting?

- Q4 a) Distinguish between intensive, selective and exclusive channel design. Which design would you recommend and why for (a) high priced luxury cars (b) Mosquito repellents?
- b) Define Channel Conflicts? Briefly explain the reasons of channel conflict and how to resolve these conflicts with suitable examples.

- Q5 a) What are Sales Objectives? Give a list of Qualitative and Quantitative Sales Objectives. What are the Sales Strategies that can be used to accomplish these objectives?
- b) What are Sales Quota? What are its different types? How Quotas are set?

Q6 Briefly describe the procedure for designing sales territories. Differentiate between build-up and breakdown methods, used for designing sales territories.

- Q7 a) What are the Primary sources of recruitment? What are the advantages and disadvantages of internal and external sources of recruitment?
- b) What are the objectives and methods used for motivation and compensation of Sales personnel?

- Q8 a) Explain briefly the difference between logistics and Supply Chain Management.
- b) What are the factors which influence channel selection.

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