PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch - BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

VISUAL PROGRAMMING

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1   Visual Basic is a tool that allows you to develop application
    (i)   Real time   (ii) Graphical User Interface
    (iii) Character user interface   (iv) None of these

2   The requirement for repeating the instructions is referred to as the _____
    (i)   Looping condition   (ii) Conditional statement
    (iii) Iterative statement   (iv) Initialization statement.

3   Frame controller acts as a
    (i)   Event   (ii) Method
    (iii) Class   (iv) Container

4   The window in which the individual documents are displayed is called..... window.
    (i)   Main   (ii) Child
    (iii) Parent   (iv) None

5   Form files are saved with an extension _____
    (i)   .frm   (ii) .prj
    (iii) .vpb   (iv) .rmf

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6   a   Outline the steps involved in VB application development.
                            OR
    b   Explain any three common properties of VB controls.

7   a   Explain about logical operators in visual basic.
                            OR
    b   Explain the Case…. End Select statement with example.

8   a   Describe about combo box with an example.
                            OR
    b   State the difference between picture box and image box.

9   a   How will you add menu items to a form? Explain.
                            OR
    b   Narrate about on file stream class.

10 a   Bring out the differences between commit and rollback transaction.
                            OR
    b   Outline the steps to connect database using VB Data control.

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 x 6 = 30)

11 a   Discuss about IDE environment in Visual basic.

OR

b   Enumerate the usage of visual basic in business needs.

12 a   Discuss about looping statements with example.

OR

b   Elucidate about the array concepts in VB.

13 a   Differentiate Msgbox() and Inputbox() functions in visual basic.

OR

b   Elucidate the GUI tools in VB. Explain any three of the tool.

14 a   Illustrate MDI forms.

OR

b   Discuss about the file concepts in Visual programming.

15 a   Enumerate in detail about Data Access Object (DAO).

OR

b   Enumerate ActiveX Data Object.(ADO) in detail.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
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BBA DEGREE EXAMINATION DECEMBER 2022
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEM)

RELATIONAL DATABASE MANAGEMENT SYSTEM

Time: Three Hours   Maximum: 75 Marks
SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1. Which of the following is generally used for performing tasks like creating the structure of the relations, deleting relation?
   a. Data Manipulation Language   b. Query
   c. Relational Schema   d. Data Definition Language

2. Which of the following is known as a set of entities of the same type that share same properties, or attributes?
   a. Relation set   b. Entity set   c. Tuples   d. ER model

3. In the given query which of the keyword has to be inserted?
   INSERT INTO employee _____(104, 'Jeni', 2000);
   a. Table   b. Values   c. Relation   d. Field

4. Which of the following is not a single row function?
   a. Mod()   b. Ltrim()   c. Max()   d. Year()

5. Which is a special type of integrity constraint that relates two relations and maintains consistency across the relations.
   a. Entity Integrity Constraints   b. Referential Integrity Constraints
   c. Domain Integrity Constraints   d. Domain Constraints

6. Which of the following creates a virtual relation for storing the query?
   a. View   b. Function   c. Procedure   d. Join

7. A relational database consists of a collection of
   a. Fields   b. Records   c. Keys   d. Tables

8. What is the name of the two variable scopes in PL/SQL?
   a. Local & Grind Variable   b. Letter & Grind Variable
   c. Local & Global Variable   d. Letter & Global Variable

9. Which is a database object that groups logically related PL/SQL types, objects and subprograms?
   a. Package   b. Module   c. Body   d. Name

10. Which parameter acts like a constant inside the subprogram?
    a. IN   b. OUT   c. Both A & B   d. Variable

Cont...

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a. How can Database Entities and Attributes be different? Explain in detail.
    (OR)
    b. Narrate about the Data Manipulation Language. (DML)

12. a. Classify the different SQL SELECT Statements with an example.
    (OR)
    b. State and explain any 5 Aggregate Functions in SQL with example.

13. a. How to simplify SQL Server Database Object using with Synonyms.
    (OR)
    b. Prepare and develop the 1NF and 2NF Normalization with an example.

14. a. Develop and explain the features of OO in RDBMS.
    (OR)
    b. Analyze about the PL/SQL Control Structures with example.

15. a. How do you Create and Delete Trigger? Describe in detail.
    (OR)
    b. Organize in detail about Stored Procedure and Functions in RDBMS.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Point out the various Types of Database Models with diagram.

17. Discuss in detail about the Set Operators in SQL with example.

18. Justify about the Join? Examine the different types of Joins with example.

19. Enumerate the Architecture of PL/SQL.

20. Differentiate between Cursor and Package.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA (IS) DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

CLOUD COMPUTING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   _____ computing refers to applications and services that run on a distributed network using virtualized resources
   (i)   Distributed   (ii)   Cloud
   (iii) Soft   (iv) Parallel

2   Which of the following cloud concept is related to pooling and sharing of resources?
   (i)   Polymorphism   (ii)   Abstraction
   (iii) Virtualization   (iv) Deadlock

3   _____ has many of the characteristics of what is now being called cloud computing
   (i)   Internet   (ii)   Software
   (iii) Web Service   (iv) Hardware

4   Which of the following can be identified as cloud?
   (i)   Web Applications   (ii)   Intranet
   (iii) Hadoop   (iv) Internet

5   _____ refers to the location and management of the cloud's infrastructure
   (i)   Service   (ii)   Deployment
   (iii) Application   (iv) Development

6   Which of the following is cloud deployment model?
   (i)   public   (ii)   private
   (iii) hybrid   (iv) all of the mentioned

7   Cloud computing is a _____ system and it is necessarily unidirectional in nature
   (i)   stateless   (ii)   stateful
   (iii) reliable   (iv) maintenance

8   Which of the following is most important area of concern in cloud computing?
   (i)   Security   (ii)   Storage
   (iii) Scalability   (iv) reliability

9   You can't count on a cloud provider maintaining your _____ in the face of government actions.
   (i)   scalability   (ii)   reliability
   (iii) privacy   (iv) Security

10   Which of the following is one of the unique attribute of Cloud Computing?
   (i)   utility type of delivery (ii)   elasticity
   (iii) low barrier to entry   (iv) all of the mentioned

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 7 = 35)

11 a   Summarize the characteristics of cloud computing.
         OR
    b   Describe the purpose of ubiquitous network access.

12 a   Distinguish between the public and private cloud.
         OR
    b   Explain the commoditization in cloud computing.

13 a   Bring out the gamut of cloud solution.
         OR
    b   Describe the cloud business process management.

14 a   Explain the methods of information storage in cloud.
         OR
    b   How will you archive and protection in cloud? Give example.

15 a   Show the main functions of Storage Area Networks.
         OR
    b   State the applications of text mining.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks   (3 x 10 = 30)

16   Examine the implementation of independent resource planning.

17   Outline the need of cloud infrastructure self service.

18   Discuss the cloud design and implementation using SOA.

19   Evaluate the methods of server virtualization with diagram.

20   Compare the web content mining and web structure mining.

                    Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA(IS) DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – **BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)**

DATA MINING AND BUSINESS INTELLIGENCE

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   What are the functions of Data Mining?
   (i)   Association and correctional analysis classification
   (ii) Prediction and characterization
   (iii) Cluster analysis and Evolution analysis
   (iv) All of the above

2   Data mining is ….…..
   (i)   Time variant non-volatile collection of data
   (ii) The actual discovery phase of a knowledge
   (iii) The stage of selecting the right data
   (iv) None of these

3   What is KDD in data mining?
   (i)   Knowledge Discovery Database   (ii)   Knowledge Discovery Data
   (iii) Knowledge Data definition   (iv)   Knowledge data house

4   ——— is the output of KDD
   (i)   Query   (ii) Useful Information
   (iii) Data   (iv) information

5   Which one of the following statements is not correct about the data cleaning?
   (i)   It refers to the process of data cleaning
   (ii) It refers to the transformation of wrong data into correct data
   (iii) It refers to correcting inconsistent data
   (iv) All of the above

6   _____ is the heart of the warehouse
   (i)   Data mining database servers   (ii) Data mart database servers
   (iii) Data warehouse database servers   (iv) Relational data base servers

7   Choose the option on which database architecture is based.
   (i)   SQL server   (ii) RDBMS
   (iii) DBMS   (iv) Sybase

8   Business intelligence is only possible with big applications like power
   BI_____
   (i)   Yes, if it doesn't have a database, it's not really BI
   (ii) No, Business intelligence means using data to support your case and
         displaying it in an understandable way
   (iii) No, anything can be used as business intelligence
   (iv) Yes, Expensive software is necessary

9   Which of the following forms of data mining assigns records to one of a
   predefined set of classes?
   (i)   Classification   (ii) Clustering
   (iii) Both A and B   (iv) None

10   Which of the following is not belonging to data mining?
  (i)   Knowledge extraction   (ii)   Data transformation
  (iii) Data exploration   (iv) Data archaeology

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 7 = 35)

11   a   Narrate the Classification of Data Mining Systems.
                       OR
    b   Describe the Data Warehouse Architecture.

12   a   Explain Data Cleaning.
                       OR
    b   Narrate the Data Mining Primitives.

13   a   Sketch the Association Rule and its basic concepts.
                       OR
    b   Summarize the Multiple-Level Association Rules.

14   a   How Business Intelligence is important?
                       OR
    b   Outline the BI Implementation Steps.

15   a   Explain the ethics and business intelligence.
                       OR
    b   Describe RFID.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks   (3 x 10 = 30)

16   Discuss the Major Issues in Data Mining.

17   Categorize the Major Tasks in Data Preprocessing.

18   Analyze the mining multilevel association rules from transactional databases.

19   Outline the Business Intelligence Framework and Components.

20   Elucidate the Future of Business Intelligence.

                  Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEM)

DISCIPLINE SPECIFIC ELECTIVE-I: BASICS OF BUSINESS ANALYTICS

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   Data Analysis is a process of _____.
   (i) Inspecting data   (ii) Data cleaning
   (iii) Transforming of data   (iv) All the above

2   The dependent and Independent variable of data should be _____.
   (i) Qualitative   (ii) Quantitative
   (iii) Neither a nor b   (iv) None of these

3   _____ refers to the ability to turn your data useful for business.
   (i) Value   (ii) Variety
   (iii) Velocity   (iv) none of these

4   OLTP stands for _____.
   (i) Offline transaction processing   (ii) Online Transaction processing
   (iii) Outline traffic processing   (iv) None

5   _____ tool supports the creative and documentation of model.
   (i) Data cleaning   (ii) Data modeling
   (iii) Big data   (iv) Analytical mining

6   Data integration is _____.
   (i) Homogeneous   (ii) Heterogeneous
   (iii) Both a & b   (iv) None of these

7   Data transformation is the process of transforming data into the appropriate required form.
   (i) Data mining   (ii) Data mining
   (iii) Data modeling   (iv) Data Analytical

8   _____ is not generally updated in real time.
   (i) Online Data   (ii) Data Interpretation
   (iii) Data Ware house   (iv) Big Data

9   The balanced score card is a strategic planning and _____ system.
   (i) Management   (ii) Marketing
   (iii) Financial   (iv) Technical

10 KPI stands for _____.
   (i) Knowledge processing Indicator   (ii) Key processing Indicator
   (iii) Knowledge processing Input   (iv) Key performance Indicator

SECTION - B (35 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks   (5 x 7 = 35)

11   a   Explain the purpose of using IT in Business.

OR

    b   Describe the following a) structured data b) un structured data

        c) semi structured data.

12   a   Explain the overview of Business Intelligence.

OR

    b   Explain the role of statistics in analytics.

13   a   Narrate the process involved in Business Analytics.

OR

    b   Application of Business Analytics in Industries – Explain.

14   a   Explain the need for data warehouse.

OR

    b   Classify the various types of data model.

15   a   Explain the role metrics in business analytics.

OR

    b   Explain the various types of Enterprise report.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks   (3 x 10 = 30)

16.   Explain the types of Digital Data.

17.   Discuss the characteristics, issues and challenges of OLTP And OLAP.

18.   Enumerate the future of Business Analytics.

19.   Examine the types of Data Model.

20.   Summarize various types of dashboard and illustrate with the creation of dash board.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Second Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

INTRODUCTION TO RETAILING

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1. Retailing creates _____.
   (i) time utility   (ii) place utility
   (iii) ownership utility   (iv) all of these.

2. The first and foremost method of retail is _____.
   (i) Counter service   (ii) Self-service
   (iii) Online shops   (iv) Cost-plus pricing

3. During each stage in the development of a retail strategy, retail managers should

   _____.
   (i) considers only controllable variables
   (ii) refrain from "fine tuning" the strategy
   (iii) looks for both positive and negative feedback
   (iv) considers no problems with the government to be a form of negative feedback

4. E-tailing stands for _____.
   (i) Entrepreneurial Retailing   (ii) Ecological Retailing
   (iii) Electronic Retailing   (iv) Efficient Retailing

5. A large building complex with a conglomeration of shops is known as

   _____.
   (i) Mall   (ii) Hyper Market
   (iii) Supermarket   (iv) Co-operative Store

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6. (a) Summarize the objectives of retailing.
                        (OR)
   (b) Explain the life cycle in retail.

7. (a) Explain about electronic shopping.
                        (OR)
   (b) Outline the importance of airport retailing.

8. (a) Analyze the ethics in retailing.
                        (OR)
   (b) Bring out the advantages of internet retailing.

9. (a) Narrate the nature of shopping.
(OR)
   (b) Explain about behavioral based segmentation.

10. (a) Outline the features of Mall management.
(OR)
    (b) Explain the factors affecting Private labels.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11. (a) Summarize the nature of retailing.
(OR)
    (b) Discuss the key drivers of retailing in India.

12. (a) Explain about non-traditional retail formats.
(OR)
    (b) Outline the advantages of television shopping.

13. (a) Examine the steps involved in developing a retail strategy.
(OR)
    (b) Discuss about the factors affecting internet retailing.

14. (a) Elucidate the process of shopping.
(OR)
    (b) Analyze the shopping patterns in India.

15. (a) Outline the new mall concepts in India.
(OR)
    (b) Explain the advantages of Private labels.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – BUSINESS ADMINISTRATION(RETAIL MANAGEMENT)

RETAIL STORE MANAGEMENT

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1 The graphic representation of retail function is known as_____
   (i)   Organizational Chart   (ii) Manual
   (iii) Hand books   (iv) Catalogues

2 The final user of a purchase is _____
   (i)   Customer   (ii) Consumer
   (iii) Buyer   (iv) Marketer

3 This is known as cyclical theories _____
   (i) According theory and the wheel of retailing
   (ii) Environmental Theory
   (iii) Conflict theory
   (iv) Survival of the fittest

4 Product with high market share _____
   (i) Transaction builders   (ii) Category Killers
   (iii)Traffic builders   (iv) Category capitalist

5 Warehousing facilities the effective functioning of _____ system
   (i) Logistic   (ii) Marketing
   (iii) Advertisement and sales   (iv) Production

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6   a Describe the Importance of store Location.
                    OR
    b Explain the types of Retail stores.

7   a State the factors affecting the size of trade area.
                    OR
    b Narrate the elements of retail store interior store design.

8   a Explain the essentials of Visual Merchandising.
                    OR
    b Bring out the Merchandise representation techniques.

9   a Describe the operation in retail store.
                    OR
    b State the benefits of business energy management.

10 a Bring out the features of Inventory management.
                    OR
    b Explain the advantages of Warehousing.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11 a   Categorize the good store location characteristics.
OR
   b   Summarize Location decision process.

12 a   Elucidate the principles of retail site evaluation.
OR
   b   Analyze the factors affecting Merchandising.

13 a   Enumerate the Types of visual communication.
OR
   b   Discuss the essentials of successful Merchandising.

14 a   Elucidate features of store security.
OR
   b   Summarise the duties and responsibilities of store management.

15 a   Examine principles of Inventory Management.
OR
   b   Discuss the vendors managed Inventory benefits.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – **BUSINESS ADMINISRATION (RETAIL MANAGEMENT)**

LEGAL ASPECTS OF RETAILING

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1   A letter of acceptance sufficiently stamped a duly addressed is put into course of transmission. There is
(i)   a contract voidable at the option of acceptor
(ii) Contact voidable at the option of offerer
(iii) a voidable contract
(iv) no contract at all

2   The term property as used in the Sale of Goods Act, 1930 means
(i) Possession   (ii) Ownership
(iii) Ownership and passion both (iv) the subject matter of contract of sale

3   In a promissory Note, how many parties are involved:
(i) One   (ii) Two
(iii) Three   (iv) Four

4   A Company wishes to ensure that no one else can use their logo:
(i)   Copy rights   (ii) Trade mark
(iii) Patent   (iv) Industrial designs

5   _____ is in charge of the food safety machinery of the various states of india.
(i)   Food safety officer
(ii) Adjudicating officer
(iii) Commissioner of Food safety of state
(iv) State Minister of Health and Family Welfare

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6   a. Classify the different types of Contract.
OR
b. State the various rules as to offer.

7   a. Explain the differences between condition and warranties.
OR
b. Explain the "Doctrine of caveat Emptor".

8   a. Explain the different types of crossing of cheque.
OR
b. Analyze the reasons for dishonor the cheque.

9   a. State the features of TRIPS.
OR
b. Explain the problems in conducting a retail audit.

10 a. Explain the benefits of Consumer Credit Act 1974.

OR

b. State the purpose of the weights and measures Act-1985.

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 x 6 = 30)

11 a. Summarise the essential elements of valid contract.

(OR)

b. Discuss the remedies for breach of contract.

12 a. Summarise the rights of unpaid seller.

(OR)

b. Examine in detail the transfer of ownership.

13 a. Classify the various types of negotiable instruments.

(OR)

b. Classify the features of consumer protection Act.

14 a. Identify the stages involved in registration of trade mark.

(OR)

b. Justify the e-retailing laws and regulations in India.

15 a. Discuss the functions of FSSAI.

(OR)

b. Analyze the features of Consumer Credit Protection Act.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2022
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BUYER BEHAVIOUR

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions

ALL questions carry EQUAL marks   (10 x 1 = 10)

1. When goods and services are purchased for use in the production or assembling of products that are sold and supplied to others is known as _____
   (i) Individual Buyer Behaviour   (ii) Business Buyer Behaviour
   (iii) Consumer Buyer Behaviour   (iv) Secondary Buyer Behaviour

2. First stage in the basic model of Consumer Decision Making is _____
   (i) Purchase   (ii) Information Search
   (iii) Need   (iv) Evaluation of alternatives

3. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____
   (i) Economic situations   (ii) Situational influences
   (iii) Consumption decisions   (iv) Physiological influences

4. _____ is the single factor that best indicates social class.
   (i) Time   (ii) Money   (iii) Occupation   (iv) Fashion

5. _____ is the most basic cause of a person's wants and behaviors.
   (i) Culture   (ii) Social class   (iii) Personality   (iv) Lifestyle

6. When a firm buys a product or service for the first time, it is facing a
   _____
   (i) Habitual re buy situation   (ii) Straight re buy situation
   (iii) Modified re buy situation   (iv) New task situation

7. The most successful products are those which are
   (i) Differentiated   (ii) Solve consumer problems
   (iii) Offering customer value position   (iv) All the above

8. Which of the following would be the best illustration of a subculture?
   (i) A religion   (ii) A group of close friends
   (iii) Your university   (iv) A fraternity or sorority

9. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on _____ products.
   (i) Latest technology   (ii) Timesaving, convenience-oriented
   (iii) Health related   (iv) Communication.

10. Different social classes tend to have different attitudinal configurations and _____ that influence the behaviour of individual members.
    (i) Personalities   (ii) Values   (iii) Finances   (iv) Decision makers

SECTION - B (35 Marks)
Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. (a) What are the characteristics of buyer behaviour?

(Or)

(b) Explain the scope of consumer behaviour.

Cont...

12. (a) What are the elements of consumer analysis?

(Or)

(b) Explain the functions of attitude formation.

13. (a) Explain the different types of sub culture.

(Or)

(b) What are the factors affecting reference group?

14. (a) Explain the product environment.

(Or)

(b) What are the bases of market segmentation?

15. (a) Explain the stores related behaviour.

(Or)

(b) Explain direct marketing approaches.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Explain the factors influencing consumer buying behaviour.

17. Describe the levels of consumer analysis.

18. Elaborate the role of family in consumer behaviour.

19. Discuss the consumer behaviuor and pricing strategy.

20. Discuss the issues of buying behaviuor.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA (RM) DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1. Customized products and services for customers and interaction to individual customers are part of -----------.
   (i) Retailer's management
   (ii) Customer relationship management
   (iii) Company relationship management
   (iv) Supplier management

2. B2C stands for --------------------.
   (i) Business to Government
   (ii) Business to Consumer
   (iii) Business to Business
   (iv) All the above

3. Which of the following strategies is suited to the old Economy?
   (i) Customization
   (ii) Personalization
   (iii) Improve sales
   (iv) Increase in profit

4. 'Total customer benefits' includes -------------.
   (i) Product benefits
   (ii) Services benefit
   (iii) Image benefit
   (iv) All of above

5. Which CRM deals with communication between companies and their customers?
   (i) Collaborative feature
   (ii) Operational feature
   (iii) Analytical feature
   (iv) Automation feature

6. Sales and Distribution management majorly focuses on the ---------------.
   (i) Buying aspects of an organization
   (ii) Selling aspect of an organization
   (iii) Negotiating aspect of an organization
   (iv) Producing aspect of an organization

7. In Web-enabled CTI, interactions with customers is through the ----------.
   (i) Server
   (ii) Telephone Switch
   (iii) Internet
   (iv) Computer

8. CRM technology can help in --------------------------.
   (i) Designing direct marketing efforts
   (ii) Developing new pricing models
   (iii) Processing transactions faster
   (iv) All of the above

9. Customer management relationship is called as-------------.
   (i) Data mining
   (ii) Permission marketing
   (iii) one-to-one marketing
   (iv) Batch Processing

10. First step in analysis of customer value is to ---------------.
    (i) Identify customer value attributes
    (ii) Assessing attributes importance
    (iii) Assessing company's performance
    (iv) Assessing competitor's performance

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 7 = 35)

11 a   Describe the different stages of Customer life cycle.
OR
    b   Explain the Customer life time value.

12 a   Sketch the features of CRM in B2B markets.
OR
    b   Explain the benefits of Sales Force Automation.

13 a   Describe how the data warehouse is used to analyze CRM.
OR
    b   Describe the development approaches of CRM.

14 a   Analyze the components of e-CRM.
OR
    b   Summarize the major trends of e-CRM.

15 a   Explain the latest development in CRM.
OR
    b   Describe the future of CRM.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks   (3 x 10 = 30)

16   Elucidate the importance of Customer Relationship management.

17   Discuss the various problems of Supply Chain Management.

18   Enumerate the different steps in CRM implementations.

19   Summarize the applications of E-CRM.

20   Discuss the practices of CRM in Indian services business in detail.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

DISCIPLINE SPECIFIC ELECTIVE – I:
STARTUP ENTERPRISE MANAGEMENT

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (10 x 1 = 10)

1   Which of the following shows the process of creating something new?
(i) Business model   (ii) Modeling
(iii) Creative flexibility   (iv) Innovation

2   Which one of the following is an important source of idea generation?
(i) Existing products and service   (ii) Distribution channels
(iii) Federal government   (iv) Consumers

3   For generating ideas an entrepreneur must focus on _____.
(i) Society   (ii) Business Objective
(iii) Need and wants of people   (iv) All the above

4   In the screening process step of business opportunity identification, an
entrepreneur should take a_____.
(i) Macro perspective   (ii) Micro perspective
(iii) Broader perspective   (iv) None of the above

5   Finance plan for the business should include _____.
(i) Projected Balance sheet   (ii) Profit fore cast
(iii) Cash flow fore cast   (iv) All the above

6   Which one of the following is an informal way of raising funds for business?
(i) Loans   (ii) family
(iii) friends   (iv) All these

7   What are the primary sources of funding for entrepreneurs?
(i) Personal savings & Individual Investors
(ii) Finance companies & Banks
(iii) The small Business Administration & Banks
(iv) Former employers & Economic development Authority

8   Incubators provide _____.
(i) Entrepreneurial counselling   (ii) Access to financing
(iii) Technical support   (iv) All of these

9   Expand MVP.
(i) Master Validated product   (ii) Minimum viable product
(iii) Minimum value pitfall   (iv) Maximum viable product

10   Which collaborative program designed to help new start up succeed?
(i) Incubator   (ii) Design thinking
(iii) Accelerator   (iv) Lean methods

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 7 = 35)

11 a   List out the advantages and disadvantages of a startup business.

OR

    b   Describe the process involved in launching a startup enterprise.

12 a   How to identify the business potential and business opportunities.

OR

    b   Narrate the stages of the creative process in business.

13 a   Explain the Lean start up methodology and how can you use it in your business?

OR

    b   Explain the process and tools for development of minimum viable product (MVP).

14 a   State the funding sources for a start up business.

OR

    b   Explain the following a) Patents b) Copy rights c) Trademarks.

15 a   Classify the types of incubators.

OR

    b   State the successful incubators & Accelerators in India.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks   (3 x 10 = 30)

16   Highlight the successful start up entrepreneurs in India and at global level.

17   Discuss the steps involved in design thinking.

18   Enumerate Lean business canvas.

19   Elucidate the growth strategy for a start up business.

20   Discuss the schemes and support measures for incubators in India.

Z-Z-Z   END