

RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT, INDORE
IMPORTANT QUESTIONS FOR INTERNAL EXAM
CCE-EXAM - B.B.A. VI SEMESTER

Date	Subject	Time
03-Mar	TQM / SP-1	12:00pm – 2:00pm
04-Mar	RM / SP-2	12:00pm – 2:00pm
05-Mar	IEM / SM	12:00pm – 2:00pm

SUBJECT: Retail management

1. Explain the evolution of retailing in India.
2. What are the various type of retail formats in current market?
3. What are the benefits of retail in an industry?
4. Describe the various types of pricing strategies available.
5. Explain the supply chain of Wal-Mart Retail Company.

SUBJECT: Consumer Behavior

1. Explain Market analysis.
2. Briefly discuss characteristics of Indian consumer.
3. What do you understand by 'culture'.
4. Explain Positive & Negative Motivation.
5. Discus Maslow's Hierarchy Theory.

SUBJECT: TQM

- 1) What do you mean by quality? Explain the concept & features of TQM in detail.
- 2) Why JURAN is known as "Father of TQM"?
- 3) Explain Crosby's theory on Quality management.
- 4) What are the building blocks of TQM? Explain in detail.
- 5) Write a note on PDSA cycle.

SUBJECT: International Trade

- 1) What do you mean by international trade? Explain its nature & scope?
- 2) Describe various to foreign trade?
- 3) Explain theory of absolute advantage & comparative advantage.
- 4) What do you understand by Balance of payment? Explain types of disequilibrium in balance of payment.
- 5) Discuss the limitations of international trade in detail?

SUBJECT: INDIAN ETHOS IN MANAGEMENT

1. How business ethics & Moral obligations are related?
2. Explain business ethics in detail?
3. Explain the role of media in ensuring corporate governance?
4. Write Secular versus Spiritual Values in management?
5. What are work ethics & how one can manage stress at work place?

SUBJECT: STRATEGIC MANAGEMENT

1. What do you mean by Strategic Management? Write its various steps?
2. Explain Strategic Management process?
3. Differentiate between vision & mission with suitable examples?
4. How mission & objectives are check formulated?
5. Explain the nature of Strategic Plan?

SUBJECT: MERCHANT BANKING

- 1) What do you mean by merchant banking? Explain its origin? Explain the functions of merchant banking.
- 2) Who is a merchant banker? Explain the role of merchant banker.
- 3) Explain the regulatory framework of merchant banking.
- 4) Explain the concept of financial services & its role in financial system.
- 5) Define the concept of leasing. Difference between finance lease & Operating lease.

SUBJECT: MARKETING OF SERVICES

1. "Service marketing is different from Marketing of goods". Explain.
2. Discuss another 3-P of service marketing.
3. Explain GAP model.
4. What is customer delight in marketing of service brands?
5. Describe components of service marketing.