

**RUKMINI COLLEGE OF MANAGEMENT & COMMERCE**  
**(Formerly Cognizant College of Commerce)**  
**Ameerpet, Hyderabad.**  
**IMPORTANT QUESTIONS FOR 5<sup>TH</sup> SEMESTER EXAMINATION**

**MOBILE COMMERCE**

**B.B.A. III Year**

**UNIT No.1**

1. Discuss three pillars of E-Commerce.
2. Discuss benefits of E-Commerce.
3. Explain briefly about E-Commerce business models.
4. Differentiate between E-Commerce & M-Commerce

**UNIT No.2**

1. Explain various types of mobile clients.
2. Write about triangulation.
3. Discuss about mobile device communication protocols (WAP, I.Mode)

**UNIT No.3**

1. Discuss in detail about Generations.
2. Explain about various types of WLANS.
3. What is wi-fi? Explain its characteristics, advantages & limitations.

**UNIT No.4**

1. Explain about mobile financial services.
2. Explain about mobile product location and shopping.
3. Explain about mobile distance education.
4. What is mobile advertising? Explain its merits and demerits.

**UNIT No.5**

1. What are wireless applications? Explain its components.
2. Explain the layer of WAP protocol.
3. Explain the characteristics of M-Payments system.
4. Explain different mobile payments system models.

**MOHD.YASEEN**  
*M.Com, M.B.A*  
**Vice Principal.**

 **RUKMINI** (COGNIZANT)  
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Courses Offered : B.Com (Gen), B.Com (Comp.), B.Com (Comp Appl.) & BBA

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**ENTREPRENEURSHIP DEVELOPMENT**

**B.B.A. III Year**

**UNIT No.1**

1. Define Entrepreneur? Explain characteristics and types of entrepreneur.
2. Explain the role of Entrepreneurship in economic development of India.
3. What do you mean by rural Entrepreneurship? Explain about its importance & problems.

**UNIT No.2**

1. What do you mean by Entrepreneurial environment? Explain the various factors.
2. Write briefly about motivational theories.
3. Explain the concept and objectives of EDP.

**UNIT No.3**

1. Explain the objectives of small scale industries.
2. What are MSMEs? What are the opportunities for Entrepreneurial growth in MSMEs.
3. Explain the role of MSMEs in economical development.

**UNIT No.4**

1. What are commercial banks? Discuss the role and functions of commercial banks.
2. Write briefly about other financial institutions that promote entrepreneur (ICICI & SFC's)
3. What are various training institutions which assist in entrepreneurship growth.
4. What are the Government schemes to develop and encourage entrepreneurship.

**UNIT No.5**

1. Define the term venture capital. Explain its features.
2. Discuss in detail stages involved in venture capital.
3. What are the various methods of evaluating venture capital financing.

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**IMPORTANT QUESTIONS FOR 5<sup>TH</sup> SEMESTER EXAMINATION**

**BRAND MANAGEMENT**

**B.B.A. III Year**

**UNIT No.1**

1. Define brand and branding? Explain the significance of them.
2. Differences between brand and product.
3. Importance of brand building.
4. What is brand launching? Explain the stages.

**UNIT No.2**

1. What do you mean by branding and advertisement? Explain the differences.
2. Objectives and functions of advertising.
3. Discuss in detail about AIDA model.
4. What are different types of branding strategies.

**UNIT No.3**

1. Explain different types of brand extensions.
2. Write briefly about Pros and Cons of brand extension.
3. What is category extension? Explain different types of it.

**UNIT No.4**

1. What are dimensions of brand personality?
2. What is brand positioning? Explain its characteristics and steps.
3. Explain different types of brand repositioning strategies with examples.

**UNIT No.5**

1. What is brand equity? Explain its characteristics.
2. Explain Keller model for measuring brand equity.
3. Explain various ways and sources to enhance brand equity.
4. What do you mean by brand planning? Explain its characteristics and process.

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**IMPORTANT QUESTIONS FOR 5<sup>TH</sup> SEMESTER EXAMINATION**

**RETAIL MARKETING**

**B.B.A. III Year**

**UNIT No.1**

1. Explain in detail about the opportunities of retail industry in India.
2. What are the types and characteristics of retailing.
3. Explain the functions and activities of retailing.
4. Explain the growth retailing in India.

**UNIT No.2**

1. Traditional retailing vs. Global retailing.
2. Explain about hyper market, super market and offshore retailers.
3. What are types of franchising? Explain its advantages and disadvantages.
4. Explain the concept of retail life cycling.

**UNIT No.3**

1. What are the factors influencing merchandising.
2. Explain the functions of merchandising manager.
3. Explain the methods of analyzing merchandise performance.
4. How do you check and correct the merchandising performance.

**UNIT No.4**

1. Explain various types of store layouts with merits.
2. Store layout design helps in high retail performance – explain.
3. Define visual merchandising. Explain its importance.
4. What type of sales promotion tools are used in retailing.

**UNIT No.5**

1. What are roles and functions of channel distribution?
2. How do you manage channel conflicts in retailing.
3. What is the need and importance of physical distribution?
4. What is the role of CRM in building customer loyalty?

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