



68323

III Semester B.B.A.M. Examination, March/April 2022
(2018-19 Onwards) (CBCS)
AVIATION MANAGEMENT
Paper – 3.3 : Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written completely in English.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks : (5×2=10)
- What is a market ?
 - Give the meaning of product.
 - Mention 4P's of marketing.
 - What do you mean by consumer goods ?
 - Define brand.
 - What is packing ?
 - Give the difference between cost and price.

SECTION – B

- Answer **any three** of the following questions. **Each** question carries **six** marks : (3×6=18)
- Briefly explain the factors influencing pricing decisions.
 - Explain the features of a market.
 - Explain briefly the stage in developing a new product.
 - What is product mix ? Explain in brief.
 - State the difference between the selling and marketing.

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SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks :

(3×14=42)

7. Define marketing. Explain the importance of marketing in developing countries.
8. Explain the different types of channels of distribution.
9. Define market segmentation. Explain the different bases of market segmentation.
10. Being a marketing manager what functions do you assume ? Explain in detail.
11. Explain the various market segmentation strategies.



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**Third Semester B.B.A.M. Examination, March/April 2022
(CBCS)
AVIATION MANAGEMENT
Paper – 3.1 : Business Communication**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

1. a) What is communication ?
- b) What is a covering letter ?
- c) What is internet ?
- d) What is event management ?
- e) Give two importance of E-mail in business communication.
- f) What is career ?
- g) What is vote of thanks ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. **(3×6=18)**

2. Briefly explain the types of memo.
3. Explain 7 C's of communication.
4. Explain the significance of agenda in a meeting.
5. Explain the barriers of communication.
6. Explain the functions of a business letter.

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SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks.

(3×14=42)

7. Explain different methods of interviews.
8. Discuss in detail types of reports. Explain progress report and committee report.
9. Draft a resume for the post of HR Manager in Wipro Ltd. Electronic City, Bangalore Campus.
10. Draft a letter of appointment order with terms and conditions which will govern the appointment.
11. Write short notes on :
 - a) Video conference
 - b) Office circular
 - c) Body language
 - d) Brain storming.



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III Semester BBAM Examination, March/April 2022
(CBCS)
AVIATION MANAGEMENT
Paper – 3.4 : Management Information System

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be **completely** written in **English only**.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. (5×2=10)
- a) State any two features of MIS.
 - b) What is hierarchical relationship in management ?
 - c) Give the meaning of computer hardware.
 - d) What do you mean by Digital scanners ?
 - e) Give the meaning of teleconferencing.
 - f) What are super computers ?
 - g) Distinguish between impact and non-impact printers.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. (3×6=18)

- 2. Briefly write the steps in implementation of MIS.
- 3. Briefly explain the use of MIS in finance and marketing functions.
- 4. Write a note on secondary storage devices.
- 5. State the features of B-B model.
- 6. List out output devices of a computer.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Describe the support of Information system in the process of decision making.
8. Write in detail the role of MIS in functional areas of Personnel, Finance and Marketing.
9. Write in detail the classification of computers.
10. Write a note on :
 - a) Key board
 - b) Voice input devices
 - c) Video display.
11. What is DBMS ? Explain the importance of DBMS in an organisation.



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III Semester B.B.A.M. Degree Examination, March/April 2022
(CBCS – 2018 – 19 Onwards)
AVIATION MANAGEMENT
Paper – 3.2 : Production and Material Management

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in **English** only.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **2** marks. (5×2=10)
- a) What is material management ?
 - b) What is plant layout ?
 - c) What is job production ?
 - d) What is a quality circle ?
 - e) Define material handling.
 - f) What is dispatching ?
 - g) Expand HML and GOLF.

SECTION – B

- Answer **any three** questions. **Each** question carries **6** marks. (3×6=18)
- 2. Write various objectives of production management.
 - 3. Write the objectives of plant layout.

P.T.O.



4. What are the advantages of quality control ?
5. Discuss Alfred Weber's theory of location of industries.
6. Discuss the importance of a store keeper in a manufacturing organisation.

SECTION – C

Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**

7. Explain various types of plant layout.
 8. Explain various types of industrial buildings.
 9. Explain various functions of material management.
 10. Discuss import procedure.
 11. Explain various work related welfare facilities.
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III Semester B.B.A.M. Degree Examination, March/April 2022
(CBCS –2018-19 Onwards) (Semester Scheme)
INCOME TAX
Paper – 3.5 : Aviation Management

Time : 3 Hours

Max. Marks : 70

Instructions : Answers should be completely written in **English** .
Use of calculator is allowed.

SECTION – A

Answer **any five** of the following sub-questions. **Each** sub-question carries **2** marks.
(5×2=10)

1. a) What is Income Tax ?
- b) What are exempted incomes ?
- c) Who is a 'Non-Resident' ?
- d) Mention any two tax free perquisites.
- e) What is Provident Fund ?
- f) Define 'Annual Value'.
- g) Expand CBDT.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **6** marks. (3×6=18)

2. Explain any three Canons of Taxation.
3. State any six exempted incomes.
4. Varun went to England for studies on 5th August 2020 and came back to India on 25th February 2021. He had never been out of India before. What is his residential status for the Assessment Year 2021-22 ?
5. Nithin (resident) was a manager in a Radiant Industries Limited, Bangalore. He sought premature retirement from service on 1st November 2020 after completing 25 years of service. His salary for 10 months preceding the date of retirement was ₹ 36,900. He had seven months leave to his credit on the basis of 30 days per year which was approved and was paid ₹ 27,300 as salary. Compute the amount of taxable encashment for the P.Y. 2020-21, if his last drawn salary is ₹ 3,900.

P.T.O.



6. From the following information, compute the annual value of the house :

Municipal value	₹ 2,00,000
Fair rent	₹ 1,80,000
Standard rent	₹2,50,000
Actual rent	₹30,000 per month

Building remained vacant for two months during the previous year.

Unrealised rent ₹ 30,000. conditions of Rule 4 are satisfied.

Municipal tax paid by owner ₹ 15,000 and by the tenant ₹ 15,000.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **14** marks. **(3×14=42)**

7. What are allowances ? Mention any 6 allowances and their taxability provision.
8. Avinash furnishes the following information of income for the A.Y. 2021-22. Find out his total income if his residential status is : (a) Ordinarily Resident (b) Not-ordinarily Resident (c) Non-Resident Indian.

	₹
a) Profits on sale of a building in India but received in Holland	20,000
b) Pension from former employer in India received in Holland	14,000
c) Interest on U.K. Development Bonds (1/4 being received in India)	20,000
d) Income from property in Australia and received in U.S.A.	15,000
e) Income earned from a business in Abyssinia which is controlled from Zambia (₹ 30,000 received in India)	70,000
f) Dividend on shares of an Indian company but received in Holland	10,000
g) Profits not taxed previously brought into India	40,000
h) Profits from a business in Nagpur which is controlled from Holland	27,000
i) Salary received in India for three months	9,000
j) Income from house property in India	13,470
k) Interest on Saving Bank Deposit in State Bank of India	1,000
l) Income from business in Bangladesh, being controlled from India	10,150
m) Dividends received in Belgium from French companies, out of which ₹ 2,500 were remitted to India	23,000
n) Income from agriculture in Indonesia being invested there	12,350



9. From the below given information, determine income from taxable salary of Adeeb for the A.Y. 2021-22.
- a) Basic salary ₹ 30,000 p.m.
 - b) D.A. @60% of basic salary (Forming part of salary).
 - c) Bonus – Two months basic salary.
 - d) Commission p.a. ₹ 15,000.
 - e) Medical allowance ₹ 750 p.m.
 - f) Children education allowance ₹ 600 p.m. for his two children and also hostel allowance of ₹ 1,000 p.m. for both of them.
 - g) He gets HRA ₹ 12,000 p.m. but he pays a monthly rent of the house in Bengaluru ₹ 11,000.
 - h) He is entitled to utilise a car less than 1.6 litre capacity provided by the company for both official and personal use. All the expenses are borne by the employer.
 - i) He contributes 15% of his salary to RPF and the company also contributes the same to the fund.
 - j) Interest credited to SPF @ 11% p.a. ₹ 11,000.
10. Compute the taxable salary income of Mr. Anil Kumar for the A.Y. 2021-22.
- a) Basic salary ₹ 25,000 p.m.
 - b) Employer's contribution to RPF ₹15,800
 - c) Interest on RPF at 12% ₹ 18,000
 - d) HRA of ₹ 24,000 (The house is in Chennai and rent paid by him is ₹ 50,000)
 - e) Conveyance allowance of ₹ 1,000 p.m. (60% spent for official duties)
 - f) Entertainment allowance ₹ 500 p.m.
 - g) Education allowance for his 3 children ₹ 48,000
 - h) He paid LIC premium on his own policy ₹ 10,000
 - i) Hostel allowance for his 3 children ₹ 20,000
 - j) Professional tax paid by the employer ₹ 300 p.m. and paid by him ₹ 200 p.m.
 - k) Reimbursement of medical expenses ₹ 25,000 (treatment in a Govt. hospital)



11. Dinesh is the owner of three houses. Compute his income from house property for the A.Y. 2021-22.

Particulars	H - 1	H - 2	H - 3
Municipal value	1,80,000	2,40,000	3,00,000
Fair rent p.m.	16,000	22,000	26,000
Standard rent	2,00,000	3,00,000	3,50,000
Actual rent p.m.	20,000	22,000	24,000
Municipal tax (50% paid by the tenant)	10% of the municipal value	10% of the municipal value	10% of the municipal value
Repair charges	5,000	10,000	15,000
Collection charges	1,000	2,000	3,000
Fire insurance premium	2,000	3,000	3,000
Interest on loan taken for construction	12,000	18,000	30,000



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III Semester B.B.A.M. Degree Examination, March/April 2022
(CBCS – 2018 – 19 Onwards) (Semester Scheme)
BUSINESS ADMINISTRATION – AVIATION MANAGEMENT
Paper – 3.6 : Retail Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be **completely** written in **English**.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries 2 marks. (5×2=10)
- What is a super market ?
 - Expand : i) CRM ii) USP.
 - What is post-purchase behaviour ?
 - What is consumer decision making ?
 - What do you mean by reference group ?
 - What is strategic planning ?
 - What is global retailing strategy ?

SECTION – B

- Answer **any three** of the following questions. **Each** question carries 6 marks. (3×6=18)
- State the features of chain retail stores.
 - Explain the factors influencing retail business in India.
 - What are the objectives of strategic planning in retailing ?
 - Write a note on FDI in retail.
 - Explain the strategic planning process for global retailing.

SECTION – C

- Answer **any three** of the following questions. **Each** question carries 14 marks. (3×14=42)
- Explain retail as a career.
 - Explain the different business models in retail.
 - Discuss the various stages in consumer decision making process.
 - Explain the challenges faced by global retailers.
 - Analyse the growth and evolution of retail industry in India.



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**III Semester B.B.A.M. Degree Examination, March/April 2022
(CBCS – 2018 – 19 Onwards) (Semester Scheme)
BUSINESS ADMINISTRATION – AVIATION MANAGEMENT
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III Semester B.B.A.M. Examination, March/April 2022

(CBCS) (2014 – 15 and Onwards)

AVIATION MANAGEMENT

3.7 : Airline and Travel and Tourism Industry : Introduction

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English only**.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** question carries **two** marks. **(5×2=10)**
- What is commercial aviation ?
 - What is meant by airline operational management ?
 - Define Banker's buying rate.
 - What do you mean by a travel agency ?
 - Define tourism.
 - What is GDS ?
 - Explain the global indicator WH.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. **(3×6=18)**

- Explain the aims of IATA.
- Describe the international departure formalities.
- Write a note on TIM.
- What is BSP ? Explain.
- Write a note on tourism management.

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SECTION – C

Answer **any three** of the following sub-questions. **Each** question carries **fourteen** marks. **(3×14=42)**

7. a) What are the functions of ICAO ?
b) Write a note on IATA geography.
8. a) What are the different types of ground announcements ? Explain.
b) How are flight delays handled ?
9. a) How does DCS help in airline operations management ?
b) Explain IROE.
10. a) What is the procedure for a travel agency to be accredited by IATA ?
b) What is GDS ? How is it different from reservation system ?
11. a) Differentiate between domestic and international tourism.
b) Write a note on exchange earners' foreign currency account.



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III Semester B.B.A.M. Examination, March/April 2022
(CBCS) (2014 – 15 and Onwards)

AVIATION MANAGEMENT

3.7 : Airline and Travel and Tourism Industry : Introduction

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English only**.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** question carries **two** marks. (5×2=10)
- What is commercial aviation ?
 - What is meant by airline operational management ?
 - Define Banker's buying rate.
 - What do you mean by a travel agency ?
 - Define tourism.
 - What is GDS ?
 - Explain the global indicator WH.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. (3×6=18)

- Explain the aims of IATA.
- Describe the international departure formalities.
- Write a note on TIM.
- What is BSP ? Explain.
- Write a note on tourism management.

P.T.O.



SECTION – C

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III Semester B.B.A.M. Degree Examination, March/April 2022
(CBCS – 2018 – 19 Onwards) (Semester Scheme)
BUSINESS ADMINISTRATION – AVIATION MANAGEMENT
Paper – 3.6 : Retail Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be **completely** written in **English**.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries 2 marks. (5×2=10)
- What is a super market ?
 - Expand : i) CRM ii) USP.
 - What is post-purchase behaviour ?
 - What is consumer decision making ?
 - What do you mean by reference group ?
 - What is strategic planning ?
 - What is global retailing strategy ?

SECTION – B

- Answer **any three** of the following questions. **Each** question carries 6 marks. (3×6=18)
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 - Write a note on FDI in retail.
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SECTION – C

- Answer **any three** of the following questions. **Each** question carries 14 marks. (3×14=42)
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 - Explain the different business models in retail.
 - Discuss the various stages in consumer decision making process.
 - Explain the challenges faced by global retailers.
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**III Semester B.B.A.M. Degree Examination, March/April 2022
(CBCS – 2018 – 19 Onwards)
AVIATION MANAGEMENT
Paper – 3.2 : Production and Material Management**

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in **English** only.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **2** marks. **(5×2=10)**
- a) What is material management ?
 - b) What is plant layout ?
 - c) What is job production ?
 - d) What is a quality circle ?
 - e) Define material handling.
 - f) What is dispatching ?
 - g) Expand HML and GOLF.

SECTION – B

- Answer **any three** questions. **Each** question carries **6** marks. **(3×6=18)**
- 2. Write various objectives of production management.
 - 3. Write the objectives of plant layout.

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4. What are the advantages of quality control ?
5. Discuss Alfred Weber's theory of location of industries.
6. Discuss the importance of a store keeper in a manufacturing organisation.

SECTION – C

Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**

7. Explain various types of plant layout.
 8. Explain various types of industrial buildings.
 9. Explain various functions of material management.
 10. Discuss import procedure.
 11. Explain various work related welfare facilities.
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**III Semester B.B.A.M. Degree Examination, March/April 2022
(CBCS –2018-19 Onwards) (Semester Scheme)
INCOME TAX
Paper – 3.5 : Aviation Management**

Time : 3 Hours

Max. Marks : 70

Instructions : Answers should be completely written in **English** .
Use of calculator is allowed.

SECTION – A

Answer **any five** of the following sub-questions: **Each** sub-question carries **2** marks.
(5×2=10)

1. a) What is Income Tax ?
b) What are exempted incomes ?
c) Who is a 'Non-Resident' ?
d) Mention any two tax free perquisites.
e) What is Provident Fund ?
f) Define 'Annual Value'.
g) Expand CBDT.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **6** marks. **(3×6=18)**

2. Explain any three Canons of Taxation.
3. State any six exempted incomes.
4. Varun went to England for studies on 5th August 2020 and came back to India on 25th February 2021. He had never been out of India before. What is his residential status for the Assessment Year 2021-22 ?
5. Nithin (resident) was a manager in a Radiant Industries Limited, Bangalore. He sought premature retirement from service on 1st November 2020 after completing 25 years of service. His salary for 10 months preceding the date of retirement was ₹ 36,900. He had seven months leave to his credit on the basis of 30 days per year which was approved and was paid ₹ 27,300 as salary. Compute the amount of taxable encashment for the P.Y. 2020-21, if his last drawn salary is ₹ 3,900.

P.T.O.



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SECTION – C

Answer **any three** of the following questions. **Each** question carries **14** marks. **(3×14=42)**

7. What are allowances ? Mention any 6 allowances and their taxability provision.

8. Avinash furnishes the following information of income for the A.Y. 2021-22. Find out his total income if his residential status is : (a) Ordinarily Resident (b) Not-ordinarily Resident (c) Non-Resident Indian.

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g) Profits not taxed previously brought into India	40,000
h) Profits from a business in Nagpur which is controlled from Holland	27,000
i) Salary received in India for three months	9,000
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m) Dividends received in Belgium from French companies, out of which ₹ 2,500 were remitted to India	23,000
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9. From the below given information, determine income from taxable salary of Adeeb for the A.Y. 2021-22.
- Basic salary ₹ 30,000 p.m.
 - D.A. @60% of basic salary (Forming part of salary).
 - Bonus – Two months basic salary.
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 - Medical allowance ₹ 750 p.m.
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 - He gets HRA ₹ 12,000 p.m. but he pays a monthly rent of the house in Bengaluru ₹ 11,000.
 - He is entitled to utilise a car less than 1.6 litre capacity provided by the company for both official and personal use. All the expenses are borne by the employer.
 - He contributes 15% of his salary to RPF and the company also contributes the same to the fund.
 - Interest credited to SPF @ 11% p.a. ₹ 11,000.
10. Compute the taxable salary income of Mr. Anil Kumar for the A.Y. 2021-22.
- Basic salary ₹ 25,000 p.m.
 - Employer's contribution to RPF ₹15,800
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 - Conveyance allowance of ₹ 1,000 p.m. (60% spent for official duties)
 - Entertainment allowance ₹ 500 p.m.
 - Education allowance for his 3 children ₹ 48,000
 - He paid LIC premium on his own policy ₹ 10,000
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 - Professional tax paid by the employer ₹ 300 p.m. and paid by him ₹ 200 p.m.
 - Reimbursement of medical expenses ₹ 25,000 (treatment in a Govt. hospital)



11. Dinesh is the owner of three houses. Compute his income from house property for the A.Y. 2021-22.

Particulars	H - 1	H - 2	H - 3
Municipal value	1,80,000	2,40,000	3,00,000
Fair rent p.m.	16,000	22,000	26,000
Standard rent	2,00,000	3,00,000	3,50,000
Actual rent p.m.	20,000	22,000	24,000
Municipal tax (50% paid by the tenant)	10% of the municipal value	10% of the municipal value	10% of the municipal value
Repair charges	5,000	10,000	15,000
Collection charges	1,000	2,000	3,000
Fire insurance premium	2,000	3,000	3,000
Interest on loan taken for construction	12,000	18,000	30,000



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III Semester B.B.A.M. Examination, March/April 2022
(2018-19 Onwards) (CBCS)
AVIATION MANAGEMENT
Paper – 3.3 : Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written completely in **English**.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks : **(5×2=10)**
- a) What is a market ?
 - b) Give the meaning of product.
 - c) Mention 4P's of marketing.
 - d) What do you mean by consumer goods ?
 - e) Define brand.
 - f) What is packing ?
 - g) Give the difference between cost and price.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks : **(3×6=18)**

- 2. Briefly explain the factors influencing pricing decisions.
- 3. Explain the features of a market.
- 4. Explain briefly the stage in developing a new product.
- 5. What is product mix ? Explain in brief.
- 6. State the difference between the selling and marketing.

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SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks :

(3×14=42)

7. Define marketing. Explain the importance of marketing in developing countries.
8. Explain the different types of channels of distribution.
9. Define market segmentation. Explain the different bases of market segmentation.
10. Being a marketing manager what functions do you assume ? Explain in detail.
11. Explain the various market segmentation strategies.



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**Third Semester B.B.A.M. Examination, March/April 2022
(CBCS)
AVIATION MANAGEMENT
Paper – 3.1 : Business Communication**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

1. a) What is communication ?
b) What is a covering letter ?
c) What is internet ?
d) What is event management ?
e) Give two importance of E-mail in business communication.
f) What is career ?
g) What is vote of thanks ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. **(3×6=18)**

2. Briefly explain the types of memo.
3. Explain 7 C's of communication.
4. Explain the significance of agenda in a meeting.
5. Explain the barriers of communication.
6. Explain the functions of a business letter.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks.

(3×14=42)

7. Explain different methods of interviews.
8. Discuss in detail types of reports. Explain progress report and committee report.
9. Draft a resume for the post of HR Manager in Wipro Ltd. Electronic City, Bangalore Campus.
10. Draft a letter of appointment order with terms and conditions which will govern the appointment.
11. Write short notes on :
 - a) Video conference
 - b) Office circular
 - c) Body language
 - d) Brain storming.



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**III Semester BBAM Examination, March/April 2022
(CBCS)
AVIATION MANAGEMENT
Paper – 3.4 : Management Information System**

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be **completely** written in **English only**.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
- a) State any two features of MIS.
 - b) What is hierarchical relationship in management ?
 - c) Give the meaning of computer hardware.
 - d) What do you mean by Digital scanners ?
 - e) Give the meaning of teleconferencing.
 - f) What are super computers ?
 - g) Distinguish between impact and non-impact printers.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. **(3×6=18)**

- 2. Briefly write the steps in implementation of MIS.
- 3. Briefly explain the use of MIS in finance and marketing functions.
- 4. Write a note on secondary storage devices.
- 5. State the features of B-B model.
- 6. List out output devices of a computer.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks.

(3×14=42)

7. Describe the support of Information system in the process of decision making.
 8. Write in detail the role of MIS in functional areas of Personnel, Finance and Marketing.
 9. Write in detail the classification of computers.
 10. Write a note on :
 - a) Key board
 - b) Voice input devices
 - c) Video display.
 11. What is DBMS ? Explain the importance of DBMS in an organisation.
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