

K-MAT ORIENTATION

One day K-MAT orientation programme was conducted on 04/01/2023 as part of the memorandum of understanding between ITM Mayyil and Department of Management studies

NAM College Kallikkandy. Mr. *MUHAMMED JOUHAR K K* , Academic director of ITM Mayyil handled the session . Final year students of BBA Class were present in the session and they had a very useful interaction with the resource person . Most of the students are interested in selecting MBA as their higher study option , the session helped them to clarifying their doubts about the MBA admission process.

Mr. Abdul Ahraf M Head of the department welcomed the session and session was inaugurated by Dr. Majeesh T , Principal of the college.



NAM COLLEGE KALLIKKANDY
PG DEPARTMENT OF COMMERCE &
DEPARTMENT OF MANAGEMENT STUDIES

In Association With IQAC

K-MAT ORIENTATION
"As part of faculty exchange programme with ITM college Mayyil"

RESOURCE PERSON: MUHAMMED JOUHAR KK(MCA, Mphil)
Academic director, ITM college of institutions



INTERNAL EXAMINATION JANUARY 2022
III SEM BBA DEGREE PROGRAMME
CORE COURSE V- 3B05BBA
MARKETING MANAGEMENT

TIME:2 HOURS

MAXIMUM MARK:20

PART A

Answer all questions. Each question carries 1 mark.

1. Define market
2. Define Market Segmentation
3. What Is A Augmented Product

Part B

Answer Any Three Questions. Each Question Carries Two Mark.

4. Distinguish Between Internal And External Environment
5. What Is Demographic Segmentation
6. What Is The Difference Between Brand Mark And Trade Mark
7. Explain The Advantages Of Branding

Part C

Answer Any Two Questions. Each Carries 3 Marks.

8. Explain Briefly The Various Branding Strategies
9. What Are The Different Dimensions Of A Product
10. What Is The Importance Of Study Of Consumer Behavior

Part D

Answer Any One Question. Question Carries 5 Marks

11. Define Consumer Behavior. What Are The Various Factors Influencing Consumer Behavior

12. Define Marketing Environment. Discuss The Various Factors Of Micro And Macro Environment



*Prepared by
Muhammed Rizwan*

INTERNAL EXAMINATION JANUARY 2022
III SEM BBA DEGREE PROGRAMME
ABILITY ENHANCEMENT COURSE- 3A12BBA
PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

TIME:2 HOURS

MAXIMUM MARK:20

PART A

Answer All Questions. Each Question Carries 1 Mark.

1. What Is Job Stress
2. What Is Initial Screening Interview
3. What Is Email Etiquette

Part B

Answer Any Three Questions. Each Question Carries Two Mark.

4. Discuss The Different Types Of Team
5. Discuss The Benefits Of Yoga
6. What Are The Steps Involved In Report Writing
7. Explain The Importance Of Leadership Skills

Part C

Answer Any Two Questions. Each Carries 3 Marks.

8. Discuss The Process Of Public Speaking
9. Mention The Barriers To Communication
10. Discuss The Different Types Of Interview

Part D

Answer Any One Question. Question Carries 5 Marks

11. Define Communication. Explain The Communication Process.
12. What Is Interview? Discuss The Preparations To Be Made By A Candidates Before During And After The Interview



Prepared by
Sarini Sathesaran
of 11/1