

SEMINAR TOPICS BBA SUBJECT: MARKETING MANAGEMENT

DATE OF SEMINAR: 17/8/2019

TOPIC NO:	TOPICS
MM 1	Nature, Scope and Importance of Marketing
MM 2	Evolution of Marketing
MM 3	Core marketing concepts- Production concept
MM 4	Core marketing concepts- Product concept
MM 5	Core marketing concepts- Selling concept
MM 6	Core marketing concepts- Marketing concept
MM 7	Core marketing concepts- Holistic marketing concept
MM 8	Marketing Environment: Demographic, economic, political
MM 9	Marketing Environment : legal, socio cultural, technological environment (Indian context)
MM 10	Marketing Environment technological environment (Indian context)
MM 11	Portfolio approach – Boston Consultative Group (BCG) matrix
MM 12	Segmentation, Targeting and Positioning:
MM 13	Levels of Market Segmentation
MM 14	Basis for Segmenting Consumer Markets
MM 15	Difference between Segmentation Targeting and Positioning
MM 16	Product and Pricing Decisions: Concept of Product Life Cycle (PLC)
MM 17	PLC marketing strategies, Product Classification
MM 18	Product Line Decision,
MM 19	Product Mix Decision
MM 20	Branding Decisions, Packaging & Labelling
MM 21	New Product Development- Pricing Decisions
MM 22	Determinants of Price, Pricing Methods (Non-mathematical treatment)
MM 23	Adapting Price -Geographical Pricing, and
MM 24	Promotional Pricing
MM 25	Differential Pricing)
MM 26	Promotion Mix: Factors determining promotion mix
MM 27	Promotional Tools – basics of Advertisement

MM 28	Sales Promotion, Public Relations & Publicity and Personal Selling
MM 29	Place (Marketing Channels): Channel functions,
MM 30	Channel Levels
MM 31	Types of Intermediaries: Types of Retailers, Types of Wholesalers
MM 32	Types of Intermediaries: Types of Wholesalers
MM 33	Marketing of Services - Unique Characteristics of Services
MM 34	Marketing strategies for service firms – 7Ps

SEMINAR TOPICS BBA SUBJECT: ENGLISH II

DATE OF SEMINAR: 18/8/2019

TOPIC NO:	TOPICS
EE1	Writing as a skill-its importance
EE2	mechanism of writing
EE3	words and sentences
EE4	paragraph as a unit of structuring a whole text
EE5	combining different sources
EE6	Functional use of writing-personal
EE7	academic and business writing
EE8	creative use of writing
EE9	Writing process-planning a text
EE10	finding materials
EE11	drafting-revising
EE12	editing-finalizing the draft
EE13	computer as an aid
EE14	key board skills
EE15	word processing-DTP
EE16	Writing models-essay-précis
EE17	expansion of ideas-dialogues-letter writing
EE18	personal letters-formal letters
EE19	CV-surveys-questionnaires

EE20	email-fax-job application
EE21	report writing-
EE22	Academic writing-writing examination
EE23	evaluating a text-note-making-paraphrasing
EE24	summary writing- organizing paragraph
EE25	introduction- body
EE26	conclusion-re-reading and rewriting
EE27	copy editing- accuracy
EE28	Presentation skills-elements of presentation strategies
EE29	audience –objective
EE30	– medium- key ideas
EE31	Structuring the material –organizing content
EE32	A/V aids- hand outs – use of power points
EE33	clarity of presentation
EE34	non verbal presentation – seminar paper presentation and discussion

SI no	Enrollment Number	Name of Candidate	MM	EE
1	862181001	PREMJITH V C	MM 13	EE 34
2	862181002	Vignesh.S.S		
3	862181003	NAZILA S		
4	862181004	Vishnukumar J S		
5	862181005	JIFNA S		
6	862181006	KALIDAS S		
7	862181007	MUHAMMED RAFI.A	MM 6	EE 33
8	862181008	AJMAL SHA A		
9	862181009	ALSHAD H. NOUSHAD		
10	862181010	ANSU ANIYAN		
11	862181011	ANU ANILKUMAR		
12	862181012	ARCHANA REMESH		
13	862181013	ARJUN SAJEEV	MM 5	EE 32
14	862181014	ARYA		
15	862181015	ARYADAS		
16	862181016	ARYA UNNI		
17	862181017	ASWIN K JOHN		
18	862181018	JINI SAJI		
19	862181019	JOYAL RAJAN	MM 7	EE 31
20	862181020	KEERTHANA V		
21	862181021	MALAVIKA.S.PILLAI		
22	862181022	MEERA KRISHNAN		
23	862181023	RAHUL RAVI		
24	862181024	RANJITHA S		
25	862181025	SHIBI MARIYAM BIJU	MM 11	EE 30
26	862181026	SRUTHY S		
27	862181027	SUHAIL. J		
28	862181028	SURYA S UNNITHAN		
29	862181029	SYAM KRISHNAN. G		
30	862181030	AKSHAI BABU		
31	862181031	ATHIRA THULASI	MM 16	EE 29
32	862181032	VISHNU PRASAD. R		
33	862181033	AFZAL N		
34	862181034	AFSAL S R		
35	862181035	AHZAN		
36	862181036	AJMAL B		
37	862181037	AL AJMI H	MM 25	EE 28

38	862181038	ALIF MOHAMMED		
39	862181039	ALIKHAN M		
40	862181040	ALTHAF MUHAMMED I		
41	862181041	AMEEN ANZAR		
42	862181042	ARAVIND S		
43	862181043	ARJUN KRISHNA	MM 26	EE 27
44	862181044	ARJUN M B		
45	862181045	ASHIK S		
46	862181046	ASHIK S		
47	862181047	ASWATHI THAMPI		
48	862181048	AYISHA SHANAVAS		
49	862181049	FAIZE A	MM 4	EE 26
50	862181050	FARZANA BEEGUM A		
51	862181051	FATHIMA S		
52	862181052	HAJARA SHAMSHAD		
53	862181054	HARIS S		
54	862181056	SREECHAND J		
55	862181057	SREEHARI P	MM 3	EE 25
56	862181058	SREEJITH RAJESH		
57	862181060	UMARUL MUKTHAR N		
58	862181061	INSAMAM I		
59	862181062	JISHIN S SAJI		
60	862181063	JOMOL JOHNSON		
61	862181064	KRISHNA PRASAD	MM 18	EE 24
62	862181065	MANHAL N		
63	862181066	MOHAMMED SAJID		
64	862181067	MOHAMMED AJMAL A		
65	862181068	MUHAMMED ESA S N		
66	862181069	R AJAY		
67	862181070	RAFEEK A	MM 20	EE 23
68	862181071	SAJAD N		
69	862181072	SALY		
70	862181073	SHAJINSHA S		
71	862181074	SHANAVAS A		
72	862181075	SHEFEEK N		
73	862181076	SHEHIN N	MM 2	EE 22
74	862181077	SHEREENA R		
75	862181078	SYAMKRISHNAN R		

76	862181079	ABHIJITH MURALI		
77	862181080	SHIBINSHA S		
78	862181081	SHRAVAN		
79	862181082	SHYJU SAJU		
80	862181083	SIDHARTH S NAIR		
81	862181084	HAREESH .O		
82	862181085	CHRIS MARSHAL RAJESH	MM 15	EE 21
83	862181086	AKHILA MATHEW		
84	862181087	ANAS A		
85	862181088	AKSHAI MURALI		
86	862181089	ASHISH DANIEL		
87	862181090	AKHIL RAJAN		
88	862181091	AKHIL S ARUN	MM 27	EE 20
89	862181092	SANDEEP .S		
90	862181093	ACHU VARGHESE		
91	862181094	ASHWIN LESSLY GEORGE		
92	862181095	KAVYA KRISHNAN		
93	862181096	HAMDAN YOOSUF	MM 10	EE 19
94	862181097	RESIN SHA N S		
95	862181098	SABARI B.S		
96	862181099	MUHAMMED BILAL. A		
97	862181100	MIDHUN M		
98	862181101	ROMEO ROY		
99	862181102	ASWIN. S	MM 14	EE 18
100	862181103	FAVAS A		
101	862181104	VISHNU SURESH		
102	862181105	FAHAD. S		
103	862181106	JABIR A		
104	862181107	AMRUTHA RAJ		
105	862181108	JITHIN JIJO		
106	862181109	REVATHY.R	MM 21	EE 17
107	862181110	VITHYA S BABU		
108	862181111	EMMANUAL JOHN FERNANDEZ		
109	862181112	ALWIN REJI		
110	862181113	SHARAN B S		
111	862181114	MOHAMMED YASIN	MM 31	EE 16
112	862181115	ARDRA DATHAN.S		
113	862181116	NANDU.N		

114	862181117	M MUHAMMED WASIF IQBAL		
115	862181118	VARSHA SURESH	MM 17	EE 15
116	862181119	Akhil S P		
117	862181120	Vigin Joy Isaac		
118	862181121	MUHAMMED SHEFIN S		
119	862181122	NANDHU. C		
120	862181123	ATHULYA VIJAYAKUMAR		
121	862181124	AL SHEMEEM M SHEREEF	MM 1	EE 14
122	862181125	AJMIYA B S		
123	862181126	REVATHY SS		
124	862181127	AMRUTHA RAJ		
125	862181128	VAISAKHI SUDHAKARAN		
126	862181129	ABHINAV SANTHOSH		
127	862181130	SRUTHY L	MM 32	EE 13
128	862181131	ABEESH M		
129	862181132	JOEL JEROM		
130	862181133	SOUMYA S G		
131	862181134	MAHIMA MS		
132	862181135	ASHIK S ABDULLAH		
133	862181136	REEJA RAJU		
134	862181137	MUHAMMED NAVAS KHAN.M	MM 9	EE 12
135	862181138	NANDU K S		
136	862181139	REENA JOHN O S		
137	862181140	AMALU A		
138	862181141	ANANDHU .S		
139	862181142	ANAND S V		
140	862181143	ABHIJITH S M	MM 30	EE 11
141	862181144	JACOB JOHN KATTOOKAREN		
142	862181145	ALAMEEN N		
143	862181146	BRIJESH.R		
144	862181147	NAJIYA N		
145	862181148	SAJIN SAJI	MM 33	EE 10
146	862181149	G S GOWTHAM KRISHNAN		

147	862181150	MUHAMMAD SIDHEEK SUDHEER		
148	862181151	ROSHNA ASHOKAN		
149	862181152	NISHAD M		
150	862181153	NINCY XAVIER		
151	862181154	MARY SONIYA . S	MM 12	EE 9
152	862181155	VIJAY V		
153	862181156	NITHIN NANDA KUMAR		
154	862181157	JESSIN ISSAC		
155	862181158	ABHISHEK S		
156	862181159	SREERAJ P		
157	862181160	JIJI MOHAN	MM 24	EE 8
158	862181161	AKHIL V		
159	862181162	Sreekanth S		
160	862181163	S ADITHYAN		
161	862181164	REMYA V A		
162	862181165	HARSHA V RAVEENDRAN		
163	862181166	HASEEF S	MM 29	EE 7
164	862181167	AKHINA WILSON		
165	862181168	AZAD S P		
166	862181169	AKASH. S.A.		
167	862181170	ANAS KHAN		
168	862181171	Mohammed Asif		
169	862181172	Sandra Sidharthan	MM 8	EE 6
170	862181173	ABDUL SHAHEEN		
171	862181174	Shahir S		
172	862181175	ASIYA SUBAIR		
173	862181176	Niyas Khan J		
174	862181177	FATHIMA SAKKEER		
175	862181178	MANU V EAPEN	MM 28	EE 5
176	862181179	SAVERY GULBADAN. S		
177	862181180	KRISHNA. A .M		
178	862181181	Archa Bharathan		
179	862181182	CHRISTIAN SUJITH SEBASTAIN		
180	862181183	FATHIMA SHAHIN F		
181	862181184	ASLAM S	MM 34	EE 4
182	862181185	SANDEEP RAJ		
183	862181186	SUMI MARY SABU		

184	862181187	Nikesh D		
185	862181188	Swathy Nair		
186	862181190	Rajeshkumar s		
187	862181191	ATHUL G S	MM 22	EE 3
188	862181192	ABHIRAJ A		
189	862181193	HARIPRIYA V		
190	862181194	ANANTHU SB		
191	862181195	AMINA AYOOB		
192	862181196	ASLAM SHAH		
193	862181197	BIBINA. P K	MM 23	EE 2
194	862181198	EASTER YASHICA K C M		
195	862181199	THASLIMA ANZAR		
196	862181200	AMAL M SOM		
197	862181201	PRAVEEN M		
198	862181202	Praveen SP		
199	862181203	Athira Muralidharan	MM 19	EE 1
200	862181204	ABHILASH PS		
201	862181205	VISHNU J B		
202	862181206	ALFINA AMEER		
203	862181207	THANSEER S N		

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