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Register Number:

DATE:28-02-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 560027**

**M.A ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in February-March 2022)

**APR 7121 - Basics of Business Management**

**Time: 1hr 30 minutes Max Marks: 35**

**This paper consists of ONE printed page and ONE part**

1. **Answer any 5 questions in not less than 150 words each. (5x7=35)**
2. What are the three Golden rules of Debit and Credit? State giving examples.
3. What are the various sources of funding one looks for when creating a start-up business?
4. A good brand creates value even among the employees of a company? How? Discuss.
5. How does one use price as part of a promotional strategy to push brand sales? Give three detailed examples.
6. Narrate five attributes one should look at while assessing a warehouse for rent.
7. What are the strategies one uses to extend the maturity stage of a business or brand?
8. Retailers play an important role in making or breaking a brand? Discuss with examples.

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