

# BBA-106 RETAIL MANAGEMENT



**Brand:** Mehta Solutions

**Product Code:** BBA 106

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**JAIPUR NATIONAL UNIVERSITY BBA-106 RETAIL MANAGEMENT**

## Description

**BBA-106 RETAIL MANAGEMENT SOLVED PAPERS AND GUESS**

**Product Details: BBA-106 RETAIL MANAGEMENT**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other JNU University book solutions now mehta solutions brings top solutions for **JNU University BBA-106 RETAIL MANAGEMENT book** contains previous year solved papers plus faculty important questions and answers specially for JNU University .questions and answers are specially design specially for JNU University students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

### **FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

#### **RETAIL MANAGEMENT**

**Objective :** To make students capable enough to understand the management and operational

aspects pertaining to event management.

**Module I :** Event Management : Concept, Importance and Advantages, Type of events-

Cultural, festivals, religious, business etc, Qualities of Event managers.

Module II : Conceptualizing the event : Introduction, Stakeholders in events, the host organization, The host community, Sponsors.

Module III: Perspectives on events : Introduction, The government perspective, The corporate perspective, The community perspective.

Module IV : Sponsorship : Concept benefits and approaching sponsors, event management services.

Module V : Event Planning : Concept and Design- purpose of an event, Analysis of need of audience,

Module VI: Process of event planning. Event Planning Tips : - 5 W's of event planning & and

1 H, Venue selection and Contracting Event Venue.

Module VII : Event Analysis : Market Research, Market Analysis, Competitors Analysis in

Event Planning. SWOT Analysis in Event Planning. Project planning and development

Module VIII : Event Marketing : Introduction, Steps involved in creating a promotional campaign.

Module XI: Event promotion : advertising and public relation, formulation of event marketing

budget and budget plan. Identifying funding resources,

Module X : Incentives to attract the sponsors : Tactics and methods of successful event marketing. Evaluation of marketing efforts.

Module XI: Meeting and Exhibitions : Introduction, Trade shows and exhibitions, principal

purpose, types of shows, benefits,

Module XII : Major participants : organization and membership, evaluation of attendees. Convention/ exhibition facilities; Benefits of conventions facilities.

Module XIII : Event impacts and legacies : Introduction, Balancing the impacts of events, Economic impacts and the role of government, Economic impact studies, Community perceptions of event impacts, Cost-benefit analysis, Monitoring long-term impacts.

Module XIV : Sustainable development and events : Introduction, Forces influencing the 'greening' of events, The Events industry approach to sustainable events.

Module XV: Financial management and events : Introduction, Forecasting Finance and ROI,

The Budget, Control and financial ratios, Costing and estimating Financial reporting.

## **Details**

### **1. Books by courier**

### **2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**