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**Sixth Semester B.B.A. Degree Examination, April 2017  
(Career Related First Degree Programme Under CBCSS)**

**Group 2(b)**

**Core Course**

**BM 1642 : EXPORT MANAGEMENT  
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer all the questions from the following in **one** or **two** sentences. Each question carries 1 mark.

Explain the following :

1. FEMA.
2. GCC.
3. What is WTO ?
4. Bulk Cargo.
5. EXIM Policy.
6. International Marketing.
7. PPO.
8. Excise Duty.
9. Balance of Trade.
10. Import Substitution Industrialization.

**(10×1=10 Marks)**

**P.T.O.**



## SECTION – B

Answer **any eight** questions in **one** paragraph. **Each** question carries **2** marks.

11. What is Foreign Exchange Rate ?
12. What is International Treaty ?
13. Explain Import Quota.
14. What is Export Restriction ?
15. What is Globalization ?
16. Define spot market.
17. What is Nominal Exchange Rate ?
18. What is Hedging ?
19. What is Real Exchange Rate ?
20. What is Foreign Exchange Quotation ?
21. What are Tariffs ?
22. What is Free Trade and Warehousing Zones ?

(8×2=16 Marks)

## SECTION – C

Answer **any six** questions, answer should **not** exceed **one** page. **Each** question carries **4** marks.

23. Explain the participants of Foreign exchange market.
24. Explain the objectives of Foreign Trade Policy.
25. Write a note on FERA.



26. Write a note on tax incentive.
27. What do you mean by letter of credit ?
28. Write a short note on Back to Back LC.
29. Explain the procedure of filing rebate claim.
30. Write a note on Export Promotion Council in India.
31. Explain the various methods of international trade.

**(6×4=24 Marks)**

**SECTION - D**

Answer **any two** in not exceeding **four pages each**. Each question carries **15 marks**.

32. What do you mean by exchange rates ? Explain the factors influencing exchange rate.
33. Explain the essentials of an export contract.
34. List out and explain the major export items of India.
35. What do you mean by letter of credit ? Explain its benefits to both exporters and importers.

**(2×15=30 Marks)**



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**Sixth Semester B.B.A. Degree Examination, April 2017  
(Career Related First Degree Programme Under CBCSS)  
Group 2(b)**

**Core Course : BM 1643 : STRATEGIC MANAGEMENT  
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries 1 mark.  
**(1×10=10 Marks)**

- 1) What is strategy ?
- 2) What is brain storming ?
- 3) What is a vision ?
- 4) Define strategy implementation.
- 5) What is benchmarking ?
- 6) What is functional strategy ?
- 7) Who are cash cows ?
- 8) What is global strategy ?
- 9) Who is a strategist ?
- 10) What is divestiture ?

**SECTION – B**

II. Answer **any 8** questions. **Each** question carries 2 marks. **(2×8=16 Marks)**

- 11) What is strategic advantage profile ?
- 12) What are the importances of strategy evaluation ?
- 13) What are the different growth strategies ?

P.T.O.



- 14) Distinguish between strategy and a plan.
- 15) What are the different components of a mission statement ?
- 16) What are the three fundamental strategy evaluation activities ?
- 17) What is diversification ?
- 18) Explain the nature of a strategy.
- 19) What are the different categories of resources ?
- 20) Write a note on strategic leap control.
- 21) What are the features of business objectives ?
- 22) Write a note on competitive advantage.

### SECTION – C

III. Answer **any 6** questions. Each question carries **4** marks. **(4×6=24 Marks)**

- 23) What is the need for strategy ?
- 24) Explain the different approaches to crafting a strategy.
- 25) Explain the features of strategic management.
- 26) Explain the major components of strategy.
- 27) Differentiate between strategy formulation and strategy implementation.
- 28) Explain balanced score card.
- 29) Explain the functional strategies in detail.
- 30) What are the challenges to strategic evaluation ?
- 31) What is SBU ? Explain its advantages and disadvantages.

### SECTION – D

IV. Answer **any 2** questions. Each question carries **15** marks. **(15×2=30 Marks)**

- 32) What is strategy formulation ? Explain the process of strategy formulation.
  - 33) Explain Michael Porters Five Forces model of industry analysis.
  - 34) 'Changes in strategy lead to changes in organizational structure'. Explain the different structures for strategy.
  - 35) Explain Mc Kinsey Seven S Model Framework.
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**Sixth Semester B.B.A. Degree Examination, April 2017  
(Career Related First Degree Programme Under CBCSS)**

**Group 2 (b)**

**Core Course**

**BM 1643 : BUSINESS POLICY AND STRATEGIC MANAGEMENT  
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Write short answers to **all** questions in **one** or **two** sentences **each**. Each question carries **1** mark.

1. What is horizontal merger ?
2. Define strategy.
3. Define business environment.
4. What is the purpose of bench-marking ?
5. What is divestment strategy ?
6. What is organization culture ?
7. What is the application of SBU strategy ?
8. What is KRA ?
9. What do you mean by social audit ?
10. Define joint venture.

**(10×1=10 Marks)**

P.T.O.



## SECTION – B

Answer **any eight** questions in **not exceeding one paragraph each**. Each question carries **2** marks.

11. Mention any two benefits of strategic management.
12. Differentiate the terms program and policy.
13. Mention any four features of business policy.
14. Explain intensive growth strategy.
15. What are the advantages of merger ?
16. What are the characteristics of a good policy ?
17. Mention the functions of personnel policies.
18. Explain the importance of strategic evaluation.
19. Briefly explain LBO.
20. What is reverse merger ?
21. Why mission is needed ?
22. What is environmental diagnosis ?

**(8x2=16 Marks)**

## SECTION – C

Answer **any six** questions in **not exceeding one page each**. Each question carries **4** marks.

23. List any five limitations of strategic management.
24. Explain different types of strategy control.
25. Mention the various qualitative performance measures.
26. Explain the need for environmental scanning.
27. Explain turnaround strategy.
28. Mention the functions of a leader.



29. Explain the various components of financial policies.

30. What is BCG approach ?

31. Give notes on :

a) mission

b) objectives.

**(6×4=24 Marks)**

### SECTION – D

Answer any two questions in not exceeding four pages each. Each question carries 15 marks.

32. Explain in detail the strategic management process.

33. Explain retrenchment strategy.

34. Explain the various sub-systems of an organizational system.

35. Explain SWOT analysis with an example.

**(2×15=30 Marks)**

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**Sixth Semester B.B.A. Degree Examination, April 2017**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(b)**  
**Elective Course : BM 1661.6 : INDIAN BANKING SYSTEM**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.  
**(1×10=10 Marks)**

- 1) Define bank.
- 2) What is a co-operative bank ?
- 3) What is a chain bank ?
- 4) Define negotiable instrument.
- 5) Define bills of exchange.
- 6) What are commercial banks ?
- 7) What is non-banking financial company – factors ?
- 8) What is meant by general crossing of a cheque ?
- 9) What is a blank cheque ?
- 10) What is discounting bills of exchange ?

**SECTION – B**

II. Answer **any 8** questions. Each question carries **2** marks. **(2×8=16 Marks)**

- 11) What is branch banking ?
- 12) What is deposit banking ?
- 13) What is by any time banking ?
- 14) Write a short note on primary agricultural credit societies.



- 15) What are the differences between banks and non-banking financial companies ?
- 16) Write a short note on SIDBI.
- 17) How is the term 'owned fund' related to NBFCs ?
- 18) Who all are the parties to a bill of exchange ?
- 19) What are development banks ?
- 20) What is Asset Finance Company (AFC) in relation to NBFCs ?
- 21) Write a short note on ICICI bank.
- 22) What is an asset finance company ?

SECTION - C

III. Answer any 6 questions. Each question carries 4 marks.

(4x6=24 Marks)

- 23) What are the features of unit banking ?
- 24) Discuss the defects of regional rural banks.
- 25) What is an EXIM bank ?
- 26) What are the merits of group banking ?
- 27) Discuss the demerits of chain banking.
- 28) What are the features of primary agricultural credit societies ?
- 29) What are the major objectives of district co-operative banks ?
- 30) What are the functions of primary agricultural credit societies ?
- 31) What are the sources of funds of state co-operative banks ?

SECTION - D

IV. Answer any 2 questions. Each question carries 15 marks.

(15x2=30 Marks)

- 32) Explain the types of banking system.
- 33) What are the different types of non-banking financial companies registered with RBI ?
- 34) Explain the functions of state co-operative banks.
- 35) Explain the advantages and disadvantages of branch banking.



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**Sixth Semester B.B.A. Degree Examination, April 2017**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(b)**  
**Core Course : BM 1641 MANAGEMENT INFORMATION SYSTEM**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.

1. Define MIS.
2. What is transaction document ?
3. What is a system ?
4. What is tactical information ?
5. What do you mean by value of information ?
6. What is TPS ?
7. Explain expert system.
8. What is SSAD ?
9. What is database ?
10. Who is DBA ?

**(10×1=10 Marks)**



## SECTION – B

Answer **any eight** questions. **Each** question carries **2** marks.

11. Write any four limitations of MIS.
12. Discuss the physical components of MIS.
13. Write a note on nature of information.
14. What do you mean by age of information ?
15. Differentiate between open system and closed system.
16. Discuss the concept of EIS.
17. List any four features of formal information system.
18. What is system analysis ?
19. Describe waterfall model.
20. Write the steps in the process of acquiring hardware.
21. List out any four objectives of database.
22. Explain DBMS.

**(8×2=16 Marks)**

## SECTION – C

Answer **any six** questions. **Each** question carries **4** marks.

23. How MIS is related with management science ?
24. Identify the information requirement at various levels of management.
25. Exemplify the process control system.
26. What are the limitations of expert system ?
27. Discuss the need for system analysis.
28. Why strategic design of MIS ?



- 29. Explain logical and physical system design.
- 30. How a new information system development act as a planned organisational change ?
- 31. Discuss the functions of DBA. **(6×4=24 Marks)**

**SECTION - D**

Answer any two questions. Each question carries 15 marks.

- 32. Define information. Elucidate the concept of information.
  - 33. Define DSS. Explain the components and types of DSS.
  - 34. What is system implementation ? Explain the activities involved in system implementation.
  - 35. What is database model ? Illustrate and explain the various database models. **(2×15=30 Marks)**
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**Sixth Semester B.B.A. Degree Examination, April 2017**  
**(Career Related First Degree Programme Under CBCSS)**  
**Group 2(b)**  
**Stream – II : MARKETING MANAGEMENT**  
**Elective Course – BM 1661.2 : Retail Management**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.  
**(1×10=10 Marks)**

- 1) Define retailing.
- 2) What are hypermarkets ?
- 3) What is a Kirana store ?
- 4) What do you mean by visual merchandising ?
- 5) What is store image ?
- 6) What is a planogram ?
- 7) What is shopping goods ?
- 8) What is SKU ?
- 9) State the need for shopper profile analysis.
- 10) What is catchment area ?

**SECTION – B**

II. Answer **any 8** questions. Each question carries **2** marks **(2×8=16 Marks)**

- 11) What are the functions performed by retailers ?
- 12) Differentiate between product retailing and service retailing.
- 13) What is retail strategy ?
- 14) Write the advantages of chain stores.

P.T.O.



- 15) What are the essentials of retail salesmanship ?
- 16) Write a note on Discount houses.
- 17) What are the functions of merchandising manager ?
- 18) List out the methods employed while pricing the product on the basis of demand.
- 19) What are the strategies involved in retail communication ?
- 20) What are the benefits of e-tailing ?
- 21) What is market segmentation ?
- 22) Give a note on Grid Layout.

### SECTION - C

III. Answer any 6 questions. Each question carries 4 marks. (4x6=24 Marks)

- 23) What types of sales promotion tools are used in retail promotions ? Discuss in brief.
- 24) Explain the different non store based retailing.
- 25) Explain the factors influencing consumer behaviour.
- 26) Explain the importance of location in retail business.
- 27) Explain the approaches to a pricing strategy.
- 28) Explain category management process.
- 29) Explain the customer buying behaviour patterns.
- 30) Discuss the steps in choosing the right retail location.
- 31) What is space management ? Discuss the points to be considered while allocating space to different products.

### SECTION - D

IV. Answer any 2 questions. Each question carries 15 marks. (15x2=30 Marks)

- 32) Explain the factors underlying the trends of modern retail India.
- 33) Explain the factors affecting retail environment.
- 34) Explain the different types of location.
- 35) What is store design ? Explain the importance of exterior design in retailing.



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**Sixth Semester B.B.A. Degree Examination, April 2017**  
**(Career Related First Degree Programme under CBCSS)**  
**Group 2(b)**  
**Elective Course**  
**BM 1661 – SOFT SKILLS DEVELOPMENT**  
**(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

**Answer all the questions in one or two sentences. Each question carries 1 mark.**

**Explain the following :**

1. Verbal Communication
2. Report
3. Gestures
4. Speech
5. Interview
6. Mannerism
7. Minutes
8. Soft skill
9. Negotiation
10. Grooming

**(10×1=10 Marks)**

**P.T.O.**



## SECTION – B

Answer any **eight** questions in **one** paragraph. **Each** question carries **2** marks.

11. What is Group Discussion ?
12. What do you mean by project proposals ?
13. What is etiquettes ?
14. What do you mean by Role play ?
15. Adaptability.
16. What do you mean by Conversation Skill ?
17. What do you mean by Stress Management ?
18. What is Brain storming ?
19. What is Newsletter ?
20. What do you mean by Public Speaking ?
21. What is non-verbal communication ?
22. What is selective listening ?

**(8x2=16 Marks)**

## SECTION – C

Answer any **6** questions. Answer should **not** exceed **one** page. **Each** question carries **4** marks.

23. Explain the ingredients for success in group discussion.
24. Explain the basic listening models.
25. What are the important steps to be taken to improve body language ?
26. Explain the elements to be considered while preparing a newsletter.
27. Explain the advantages of conducting a personal SWOT.
28. Explain the stages of memory foundation and maintenance.



29. What do you mean by telephone etiquettes ? Explain its steps.
30. Write a note on verbal communication.
31. Write a complaint letter to the manager of a refrigerator company stating the complaint. **(6×4=24 Marks)**

**SECTION – D**

**Answer any two not exceeding four pages each. Each question carries 15 marks.**

32. Explain the barriers in communication.
  33. Explain about problem solving and decision making skills.
  34. What do you mean by Time Management ? Explain barriers to effective time management.
  35. Explain the types of non verbal communication. Briefly explain its importance in communication. **(2×15=30 Marks)**
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**Sixth Semester B.B.A. Degree Examination, April 2017  
Career Related First Degree Programme Under CBCSS  
GROUP 2(b)  
Core Course : BM 1642 – INTERNATIONAL BUSINESS  
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

- 1) What is a global company ?
- 2) Explain business environment.
- 3) What is direct exporting ?
- 4) What is licensing ?
- 5) Explain FEMA.
- 6) Define a multinational company.
- 7) What is globalization ?
- 8) Expand UNCTAD.
- 9) What is dumping ?
- 10) Define quota.

**(1×10=10 Marks)**

**SECTION – B**

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) What are non-tariff barriers ?
- 12) What is indirect exporting ?
- 13) What is Greenfield strategy ?
- 14) Differentiate multinational company and transnational company.
- 15) What is intracorporate transfers ?



- 16) What is merger in international business ?
- 17) What is multifibre arrangement ?
- 18) Define Special Drawing Rights.
- 19) Explain the elements of International Financial Systems.
- 20) Explain liberalization.
- 21) What is international franchising ?
- 22) What is contract manufacturing ?

(2×8=16 Marks)

SECTION – C

III. Answer any 6 questions. Each question carries 4 marks.

- 23) Briefly explain the internal factors influencing international business environment.
- 24) State the need for international business.
- 25) Explain the features of globalization.
- 26) Briefly explain the functions of WTO.
- 27) State the objectives of dumping.
- 28) Explain the objectives of International Development Association.
- 29) Explain the functions of UNCTAD.
- 30) Explain the objectives of ADB.
- 31) Briefly explain the functions of IMF.

(4×6=24 Marks)

SECTION – D

IV. Answer any 2 questions. Each question carries 15 marks.

- 32) Explain the various modes of entering the international business.
- 33) What do you mean by globalization of markets ? Also state the advantages and disadvantages of globalization.
- 34) Explain the structure, functions and objectives of IBRD.
- 35) Define international business. State the benefits and problems of international business.

(15×2=30 Marks)