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Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Stream – II : Marketing Management
Elective Course : BM 1661.2 : RETAIL MANAGEMENT
(2014 Admission Onwards)

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 franchising.
- 2) What are private labels ?
- 3) What are impulse goods ?
- 4) What are convenience stores ?
- 5) What is price bundling ?
- 6) What do you mean by e-tailing ?
- 7) Who is a category killer ?
- 8) What do you mean by cross shopping ?
- 9) What is cross docking ?
- 10) Define retail location.

SECTION – B

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

- 11) Differentiate between retail and wholesale.
- 12) What are the limitations of departmental stores ?
- 13) What are the factors influencing retail merchandising ?

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- 14) What are the objectives of store layout and design ?
- 15) Write a note on catalogue retailing.
- 16) What are the different micro environmental factors affecting a retail market ?
- 17) What is the need for retail research ?
- 18) What is an isolated store ?
- 19) What are the contents on a label ?
- 20) Write a note on global retailing.
- 21) What is retail audit ?
- 22) What is a quality of a service ?

SECTION – C

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

- 23) Explain consumer decision making process.
- 24) Explain the factors to be considered while arriving at the price of a product.
- 25) What are the factors to be considered when making layout decisions ?
- 26) Discuss in brief merchandise forecasting.
- 27) Explain the different store layout formats.
- 28) Explain the challenges and opportunities in retailing.
- 29) Explain the socio economic influences in retailing.
- 30) Explain the internal and external atmospherics in retail sector.
- 31) Explain wheel of retailing.

SECTION – D

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

- 32) Explain the different types of retailing format.
 - 33) Explain the retail promotion mix strategy.
 - 34) Explain trade area analysis.
 - 35) Explain the steps in merchandise planning.
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Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Core Course : BM 1643 : STRATEGIC MANAGEMENT
(2014 Admission Onwards)

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 operating strategy ?
 - 2) What is mission ?
 - 3) Define strategic management.
 - 4) What is span of control ?
 - 5) What is retrenchment strategy ?
 - 6) What is an objective ?
 - 7) What is translational strategy ?
 - 8) What is mapping ?
 - 9) What is horizontal integration ?
 - 10) What is synergy ?

SECTION – B

- II. Answer any 8 questions. Each question carries 2 marks. (2×8=16 Marks)
- 11) What are the different types of goals ?
 - 12) What is strategic intent ?
 - 13) What are the key elements of organisation structure ?
 - 14) What are the hierarchy of objectives ?



- 15) What are the problems in resource allocation ?
- 16) What are the roles of strategists in strategic management ?
- 17) What is strategic surveillance ?
- 18) Identify the people responsible for strategy making at different levels in an organization.
- 19) List out the forces of economic environment.
- 20) What are the various evaluation techniques for operational controls ?
- 21) What is TQM ?
- 22) What are the pitfalls of developing business goals ?

SECTION – C

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

- 23) Explain the activities included in strategic evaluation.
- 24) What are the essentials of effective control strategies ?
- 25) Explain the different levels of strategy.
- 26) Explain GAP analysis.
- 27) Explain the functions of strategic management.
- 28) Explain the role and importance of SWOT analysis.
- 29) Explain the strategic management process.
- 30) Explain the problems in strategic formulation.
- 31) Write a note on divisional structure of the organisation.

SECTION – D

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

- 32) Explain the BCG model of portfolio analysis.
 - 33) Explain in detail the components of business environment.
 - 34) Explain in detail the different types of strategies.
 - 35) Explain the different approaches to strategy implementation.
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**Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme under CBCSS
Group 2(b)
Elective Course : BM 1661.6 INDIAN BANKING SYSTEM
(2014 Admission Onwards)**

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 unit banking ?
- 2) What is NABARD ?
- 3) What is a promissory note ?
- 4) Define a cheque.
- 5) What is Investment Company (IC) in relation to NBFCs ?
- 6) What is meant by special crossing of a cheque ?
- 7) What is a bearer cheque ?
- 8) What are fixed deposits ?
- 9) What is endorsement ?
- 10) What are recurring deposits ?

SECTION – B

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

- 11) What is chain banking ?
- 12) What is mixed banking ?
- 13) What is anywhere banking ?



- 14) Write a short note on district co-operative banks.
- 15) What is a Non-Banking Financial Company ?
- 16) Write a short note on state co-operative banks.
- 17) What are the objectives of SIDBI ?
- 18) Write a short note on regional rural banks.
- 19) Who all are the parties to a cheque ?
- 20) What is an Infrastructure Debt Fund-Non-Banking Financial Company ?
- 21) What are the advantages of a cheque ?
- 22) Discuss the need for banking.

SECTION - C

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

- 23) What are the essential elements of promissory notes ?
- 24) What are the objectives of EXIM bank ?
- 25) What are the demerits of group banking ?
- 26) Discuss the merits of chain banking.
- 27) What are the sources of funds of primary agricultural credit societies ?
- 28) Distinguish between co-operative banks and joint stock banks.
- 29) What are the objectives of primary agricultural credit societies ?
- 30) What are the features of Negotiable instrument ?
- 31) What are the reasons for the establishment of regional rural banks ?

SECTION - D

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

- 32) Discuss the important provisions of Banking Regulation Act, 1949.
 - 33) Explain the structure of co-operative banks.
 - 34) Explain the functions of NABARD.
 - 35) What are the advantages and disadvantages of unit banking ?
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Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme under CBCSS
Group 2(b)
Core Course : BM –1642 : INTERNATIONAL BUSINESS
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.
- 1) Explain counterfeiting.
 - 2) Explain gray market.
 - 3) What is macro business environment ?
 - 4) What is franchising ?
 - 5) Explain trade barriers.
 - 6) What is Voluntary Export Restraint ?
 - 7) What is anti-dumping ?
 - 8) Expand IBRD.
 - 9) What is economies of scale ?
 - 10) What do you meant by globalization of markets ? **(1×10=10 Marks)**

SECTION – B

- II. Answer **any 8** questions. **Each** question carries **2** marks.
- 11) Explain the nature of international business.
 - 12) Explain the comparative cost theory in international business.
 - 13) What do you mean by tariff barriers ?
 - 14) What is Patent Co-operation Treaty ?
 - 15) What is MFN Clause ?

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- 16) What is embargo ?
- 17) What do you mean by exchange control ?
- 18) Define Letter of credit.
- 19) What is bill of lading ?
- 20) What is a turnkey project ?
- 21) Explain FDI.
- 22) Define a multi-national company.

(2×8=16 Marks)

SECTION – C

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

- 23) Explain the stages of globalization.
- 24) Differentiate specific duty, advalorem duty and compound duty.
- 25) Explain the objectives of IMF.
- 26) State the functions of World Bank.
- 27) Explain the primary functions of IFC.
- 28) Explain the essential conditions for globalization.
- 29) Explain the various anti-dumping measures in international business.
- 30) What are the factors which contributed to the growth of MNCs ?
- 31) Why international business is essential for a country ?

(4×6=24 Marks)

SECTION – D

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

- 32) Briefly explain the procedure for export.
- 33) Define international business. What are the factors that force an organization to move international ?
- 34) Define business environment. Explain the various business environmental factors influencing the performance of international business.
- 35) Explain the various ways by which a domestic company can enter into an international business.

(15×2=30 Marks)



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Name :

Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Core Course : BM 1641 Management Information System
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is information system ?
2. Define information.
3. What is age of information ?
4. Define DSS.
5. What is formal information system ?
6. What is system analysis ?
7. What is ESS ?
8. What is DML ?
9. Define DBMS.
10. Write any two advantages of DBMS.

(10×1=10 Marks)

SECTION – B

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

11. Discuss the need for MIS.
12. Differentiate between data and information.
13. Explain value of information.
14. List any four characteristics of informal information system.
15. What is closed system ?
16. What is process control system ?



17. List the types of DSS.
18. What is expert system ?
19. What is logical system design ?
20. Write any two benefits of analysing existing system.
21. What is data dictionary ?
22. What is relational database model ?

(8×2=16 Marks)

SECTION – C

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

23. What are the characteristics of information ?
24. Discuss the types of management information.
25. Explain the sub-systems of TPS.
26. Differentiate between structured and unstructured decisions.
27. How can you analyse the existing system ?
28. Write a short note on SSAD.
29. Explain input control in systems.
30. Illustrate the prototype approach.
31. What are the components of DBMS ?

(6×4=24 Marks)

SECTION – D

Answer **any two** questions. **Each** question carries **15** marks.

32. Describe the impact of MIS on people, organisation and management.
33. What is TPS ? Discuss the merits and demerits of TPS.
34. What do you mean by system implementation ? Discuss the activities involved in system implementation.
35. Who is DBA ? Elucidate the duties and functions of DBA.

(2×15=30 Marks)
