



BBA

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
Career Related FDP Under CBCSS
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** carries 1 mark.
(10×1=10 Marks)

1. What is a data ?
2. Define Information System.
3. What is EDP ?
4. What do you mean by Information Overload ?
5. Explain Graphical User Interface.
6. What is Office Automation System ?
7. Define Executive support system.
8. Define database.
9. What is meant by value of information ?
10. Explain system analysis and design.



SECTION – B

Answer any 8 questions in one paragraph. Each question carries 2 marks.

(8×2=16 Marks)

11. Describe the components of an information system.
12. Explain the features of value of information.
13. What are the components of a DBMS ?
14. Explain the term system.
15. Describe the interactive system for DSS.
16. What are the limitations of MIS ?
17. Explain the role of MIS in operations research.
18. What are the characteristics of a system ?
19. What are the benefits of office automation system ?
20. What is informal information system ?
21. What do you mean by data abstraction ?
22. Define subschema.

SECTION – C

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

(6×4=24 Marks)

23. What are the limitations of a database ?
24. Explain the benefits of MIS.
25. What are the various methods of managing information overload ?
26. Explain formal and informal information system.
27. Explain in detail the problems in implementing MIS.



28. What are the different types of DSS ?
29. Describe in detail the different database languages.
30. What are the limitations of File Processing System ?
31. Describe database software.

SECTION - D

Answer **any 2** questions in **not exceeding four pages each**. Each question carries **15 marks**. **(2x15=30 Marks)**

32. Explain the characteristics of MIS.
 33. Briefly explain the role of MIS in other related disciplines.
 34. What are the different attributes of information ? Explain.
 35. What are the techniques of managing overload ?
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Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
Career Related FDP under CBCSS
BM 1661.2 : RETAIL MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

(10×1=10 Marks)

1. Define retail sales promotion.
2. What is a conventional supermarket ?
3. What do you mean by video Kiosk ?
4. Who is a warehouser ?
5. Explain the term operational control.
6. What is an example of a chain store ?
7. Define retail strategy.
8. What is a vending machine ?
9. Explain retailing information system.
10. Explain the types of retailing format.



SECTION – B

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

(8x2=16 Marks)

11. Explain the importance of Retailing.
12. Briefly explain Airport Retailing.
13. Write a note on retail marketing mix.
14. Explain Labelling.
15. Describe about CRM in retail business.
16. What are the basic components of product mix ?
17. Briefly explain the objectives of Retail Sales Promotion Programme.
18. What are the factors to be considered while merchandise forecasting ?
19. Explain the need of public relation in retailing.
20. What is a factory outlets store ?
21. When does store location problem arises ? Explain briefly.
22. Briefly explain the factors to be considered while selecting a site.

SECTION – C

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

(6x4=24 Marks)

Discuss the functions of Retailing.

Briefly explain the retail control system.

What are the objectives of retail sales promotion program ?



26. Discuss the technological changes in retailing environment.
27. Explain the sources of working capital for the retailer.
28. Explain briefly about the ownership based retail format.
29. Briefly explain the Retail Business Environment.
30. Explain the consumer decision making process in retail business.
31. What are the benefits of trading Area Analysis ?

SECTION – D

Answer any two questions in not exceeding four pages each. Each question carries 15 marks. (2×15=30 Marks)

32. What are the factors to be considered while selecting a retail shop by the customers ?
 33. Briefly explain about the new trends in sales promotion.
 34. Describe merchandising buying and handling process.
 35. Discuss the opportunities and threats involved in global retailing.
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Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2019
Career Related FDP under CBCSS
BM 1643 : STRATEGIC MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define strategic management.
2. Explain tactical planning.
3. What is a vision statement ?
4. Explain the term contingency strategies.
5. What is meant by objectives ?
6. What is a Strategic Business Area ?
7. Define Benchmarking.
8. Explain strategic choice.
9. What is synergy ?
10. Define organisational appraisal.

SECTION – B

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

11. Explain the steps in strategic control.
12. What are the characteristics of a mission statement ?
13. Briefly explain the benefits of strategic control.
14. Describe the importance of strategy formulation.

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15. Explain the need and importance of strategic management.
16. What do you mean by differential advantage ?
17. Explain the importance of objectives.
18. What are the various factors of competitive advantage ?
19. Describe the features of a Strategic Business Unit.
20. What are the limitations of strategic management ?
21. Explain the purpose of strategic management process.
22. What are the different types of strategies ?

SECTION – C

Answer **any six** questions. Answer should **not** exceed **one** page. **Each** question carries **4** marks. **(4×6=24 Marks)**

23. What is the difference between a strategic plan and a business plan ?
24. Explain the different levels of strategy.
25. What are the features of strategic management ?
26. Briefly explain the Porter 5 Forces Model.
27. What are the advantages of ETOP ?
28. What are steps involved in strategic choice ?
29. Briefly explain the features of effective evaluation and control system.
30. What are the steps involved in strategy formulation ?
31. Briefly explains the tools of strategic management.

SECTION – D

Answer **any 2** in not exceeding **four** pages **each**. **Each** question carries **15** marks. **(2×15=30 Marks)**

32. Explain the evolution of strategic management.
 33. What are the different types of growth strategies ?
 34. Explain McKinsey matrix and market evolution matrix with diagram.
 35. What are the issues in strategy implementation ?
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(Pages : 3)

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Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2019
(Career Related First Degree Programme Under CBCSS)
BM – 1661.6 : INDIAN BANKING SYSTEM
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. **Each** question carries **1** mark.

1. Define branch banking.
2. What is mixed banking ?
3. Define negotiable instrument .
4. What is social control ?
5. Define banks.
6. What is NBFBI ?
7. Define SIDBI.
8. What is RRBS ?
9. Define Co-operative bank.
10. What is State Co-operative bank ?

(10×1=10 Marks)

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SECTION – B

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

11. What is unit banking ?
12. Explain deposit banking.
13. What is any time banking ?
14. Define bills of exchange.
15. Define investment banking.
16. What is banking company ?
17. What are the objectives of micro finance ?
18. Give any 2 advantages of RRBs.
19. Define EXIM bank.
20. What is NABARD ?
21. State any 2 objectives of co-operative banks.
22. Define District Co-operative bank.

(8x2=16 Marks)

SECTION – C

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

23. Define group banking and chain banking.
24. What are the advantages of branch banking ?
25. What are the advantages of ATM card ?
26. Explain about leasing.



27. What is housing finance ?
28. Explain about development banks .
29. What is the importance of development banks ?
30. Define co-operative movement.
31. What are the advantages of co-operative banks ?

(6×4=24 Marks)

SECTION - D

Answer any 2 questions. Each question carries 15 marks.

32. Give an outline about banking system in India.
33. What are nationalized banks ? State the merits and demerits of nationalized banks .
34. State the evolution, importance and concepts of Development banks.
35. State the role and functions of co-operative banks.

(2×15=30 Marks)



Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
BM 1642 : INTERNATIONAL BUSINESS
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions. Each question carries 1 mark.

1. Define economic environment.
2. What is legal environment ?
3. Define foreign market.
4. What is licensing ?
5. Define MNCs.
6. What is documentation ?
7. Define export.
8. What is import ?
9. Define WTO.
10. What is UNO ?

(10×1=10 Marks)

SECTION – B

Answer any 8 questions. Each question carries 2 marks.

11. What is international trade ?
12. Explain about technological environment.
13. What are trade blocks ?
14. Define trade barrier.
15. Define convertibility of currencies.



16. What is bill of lading ?
17. Define letter of credit.
18. Define FEMA.
19. What is IMF ?
20. What is RBI ?
21. Define IFC.
22. What is ADB ?

(8×2=16 Marks)

SECTION – C

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

23. Explain about the objectives of International Trade.
24. Briefly explain business environment.
25. Explain about political environment.
26. Explain about housing finance.
27. What is franchising ?
28. Explain about convertibility of capital account.
29. What is joint venture ?
30. Define IBRD.
31. Explain about IDA.

(6×4=24 Marks)

SECTION – D

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

32. Explain about export and import procedures and documentation.
33. Give an outline about the international business environment.
34. Explain about the role of international organizations in the international trade.
35. Explain about the problems and challenges in globalization of Indian business.

(2×15=30 Marks)
