

BBA

(Pages : 3)

T – 1975

Reg. No. : .....

Name : .....

**Sixth Semester B.B.A. Degree Examination, April 2024**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Core Course**

**BM 1642 : INTERNATIONAL BUSINESS**

**(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Very short answer type questions. (One word to maximum of 2 sentences) Answer all questions. Each question carries 1 mark.

1. What is meant by international business?
2. What do you understand by technological environment?
3. What is 'culture'?
4. What is meant by merger?
5. What is a joint venture?
6. What do you understand by Non-tariff Barriers?
7. What are Trading Blocs?
8. What is a foreign exchange market?

P.T.O.

9. What is a Revocable Letter of Credit?
10. What is the expansion of UNCTAD?

**(10 × 1 = 10 Marks)**

**SECTION – B**

Short answer questions. (Not to exceed **one** paragraph) Answer any **eight** questions. Each question carries **2** marks.

11. Briefly explain the two types of political systems.
12. What are the important features of strategic alliances?
13. What are the advantages of licensing?
14. Name the different classification of regional trading blocs.
15. What are the limitations of mergers and acquisitions?
16. Who are the parties involved in a letter of credit?
17. What is the use of balance of payments?
18. What do you understand by 'balance of payments disequilibrium'?
19. Enumerate the major activities of UNCTAD.
20. What are the advantages of globalisation?
21. What are the important objectives of FEMA?
22. Give any two objectives of WTO.

**(8 × 2 = 16 Marks)**

### SECTION – C

Short essay questions. (Not to exceed **120** words) Answer any **six** questions. Each question carries **4** marks.

23. What are the advantages of international business?
24. Briefly explain the benefits of technology in management decision making.
25. Briefly explain the need for Government intervention in business in India.
26. What are the characteristics of MNCs?
27. What are the benefits of strategic alliances?
28. Write a short note on mergers and acquisitions.
29. What is franchising? What are the services provided by the franchisor to the franchisee?
30. What are the merits of capital account convertibility?
31. Enumerate the negative effects of globalisation on the Indian economy.

**(6 × 4 = 24 Marks)**

### SECTION – D

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

32. Discuss the characteristics of economic environment.
33. Explain the merits and demerits of MNCs.
34. Discuss in detail the functions of WTO.
35. "Although India has several handicaps, there are also a number of favourable factors for globalization of Indian business". Discuss.

**(2 × 15 = 30 Marks)**

(Pages : 3)

T – 1976

Reg. No. : .....

Name : .....

**Sixth Semester B.B.A. Degree Examination, April 2024**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Core Course**

**BM 1643 : STRATEGIC MANAGEMENT**

**(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Very Short Answer Type Questions. (One word to maximum of 2 sentences)

Answer all questions. Each question carries 1 mark.

1. Define strategic management.
2. What do you mean by mission statement?
3. What is meant by strategy formulation?
4. What is competitive advantage?
5. What is a vision statement?
6. What do you understand by turnaround management?
7. What do you mean by a horizontal merger?
8. What is Spin-off?
9. What is strategic alliance?
10. What is meant by strategic control?

**(10 × 1 = 10 Marks)**

P.T.O.

## SECTION – B

Short Answer Questions. (Not to exceed **one** paragraph)

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

11. Give any two limitations of strategic management.
12. Give any two examples of strengths of a competitive firm.
13. What is the difference between synergy and dysergy?
14. Name any two advantages of vision statement.
15. Give any two limitations of SWOT analysis.
16. Write a short note on strategic decision making.
17. Enumerate the different levels of strategy.
18. Write a short note on Functional Strategies.
19. What do you mean by procedural implementation?
20. What are the major issues in strategy implementation?
21. Explain the major aim of corporate restructuring.
22. Write a short note on conglomerate mergers.

**(8 × 2 = 16 Marks)**

## SECTION – C

Short Essay Questions. (Not to exceed 120 words)

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

23. Explain the elements of strategic management.
24. What are the key features of objectives?
25. Briefly explain the major steps involved in SWOT analysis.
26. What is diversification? Why is it needed in organizations?

27. What are the various forms of divestment?
28. Define strategy implementation. Explain briefly the steps involved in strategy implementation.
29. What are the techniques of strategic evaluation and control techniques?
30. What are the benefits of mergers and acquisitions?
31. Write short notes on:
  - (a) Joint venture
  - (b) Divestiture strategy.

**(6 × 4 = 24 Marks)**

#### SECTION – D

#### Long Essay Questions.

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

32. (a) Explain the functions of objectives.  
(b) What are the components of a mission statement?
33. What is strategic intent? Discuss the hierarchy of strategic intent?
34. Discuss the method of constructing BCG Matrix. Also explain the limitations of BCG Matrix.
35. Define strategy evaluation and control. Discuss the basic requirements of an effective strategy evaluation system.

**(2 × 15 = 30 Marks)**

(Pages : 3)

T – 1978

Reg. No. : .....

Name : .....

**Sixth Semester B.B.A. Degree Examination, April 2024**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Elective Course**

**BM 1661.2 : RETAIL MANAGEMENT**

**(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Very short answer type questions. Answer **all** questions in **one** or **two** sentences.

Each question carries **1** mark.

1. Write the meaning of retailing.
2. What is a shopping mall format?
3. What is a convenience store?
4. What is electronic retailing?
5. What is store image?
6. What is multiple unit pricing?
7. Who is a franchisee?

P.T.O.

8. What is labelling?
9. Write the meaning of site analysis?
10. What is brand equity?

**(10 × 1 = 10 Marks)**

**SECTION – B**

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

11. What is a Speciality store?
12. What is POS Software?
13. Differentiate data warehousing and data mining.
14. What is store planning?
15. What is the meaning of Wall Merchandise?
16. What all are the ethical responsibilities of a retailer?
17. What is demand oriented pricing?
18. What is retail planning process?
19. Define supply chain management.
20. What is merchandising tools?
21. What is retail store design?
22. What are the elements of retail promotion mix?

**(8 × 2 = 16 Marks)**



## SECTION – C

Short Essay Questions. Answer any **six** questions not exceeding **one** page.

Each question carries **4** marks.

23. Write down the elements of Visual Merchandising.
24. Write down the steps involved in developing a retail strategy.
25. Write the technology applications of merchandising.
26. Explain the ethical practises in retail management.
27. Write the process of category management.
28. Explain the types of retail location.
29. What all are the barriers to effective retail planning?
30. What all are the decision process for site selection?
31. What all are the functions of retailing?

**(6 × 4 = 24 Marks)**

## SECTION – D

Long Essay questions. Answer any **two** questions not exceeding **four** pages.

Each question carries **15** marks.

32. Write down the steps involved in choosing retail location.
33. Explain different types of retail plans and write down qualities of a good plan.
34. Give a brief account on recent trends in retailing.
35. Define supply chain management? Write down the benefits of SCM and explain CPFR model in SCM.

**(2 × 15 = 30 Marks)**

(Pages : 3)

T – 1982

Reg. No. : .....

Name : .....

**Sixth Semester B.B.A. Degree Examination, April 2024**

**Career Related First Degree Programme under CBCSS**

**Group 2 (b)**

**Elective Course**

**BM 1661.6 : INDIAN BANKING SYSTEM**

**(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Very short answer type questions. (one word to maximum of two sentences)  
Answer **all** questions. Each question carries **1** mark.

1. Who is a banker?
2. What is mixed banking?
3. Write note on demand liabilities.
4. What is protesting?
5. Expand NEFT.
6. What is meant by overdraft?
7. What is cooperative banking?

P.T.O.

8. Write a note on Kerala Bank.
9. What is SIDBI?
10. When did NABARD get established?

**(10 × 1 = 10 Marks)**

### SECTION – B

Short answer questions. (not to exceed one paragraph).  
Answer any **eight** questions. Each question carries **2** marks.

11. What are the features of chain banking?
12. What are indigenous banks?
13. What is meant by days of grace?
14. What is payment in due course?
15. What is negotiation by delivery?
16. What is open market operation?
17. Explain the term NPA.
18. What are the working capital sources of district cooperative banks?
19. Explain the term limited liability.
20. What is meant by development banks?
21. Discuss any two functions of EXIM Bank.
22. Distinguish between unit banking and branch banking.

**(8 × 2 = 16 Marks)**

### SECTION – C

Short essay questions (not to exceed **120** words).  
Answer any **six** questions. Each question carries **4** marks.

23. Discuss the advantages of EFT.
24. Discuss the scheme of social control over the banks.
25. Discuss the privileges available to a holder in due course.
26. Discuss the qualitative instruments of credit control.
27. What is electronic banking?
28. Differentiate between banks and non-banking finance companies.
29. What are the essentials of promissory notes?
30. What is a current account? Explain its merits.
31. Briefly discuss the history of cooperative banks in India.

**(6 × 4 = 24 Marks)**

### SECTION – D

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

32. Explain the importance of banking sector in India.
33. Define endorsement. What are the essentials of a valid endorsement?
34. Discuss the functions of commercial banks.
35. Examine the role of NABARD in rural development.

**(2 × 15 = 30 Marks)**

(Pages : 3)

T – 1974

Reg. No. : .....

Name : .....

**Sixth Semester B.B.A. Degree Examination, April 2024**  
**Career Related First Degree Programme under CBCSS**  
**Core Course**  
**BM 1641 : MANAGEMENT INFORMATION SYSTEM**

**(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. What is an integrated system?
2. What do you mean by input?
3. What is DSS?
4. What is DBMS?
5. What do you mean computer fraud?
6. What is data encryption?
7. What do you mean by operational control?

P.T.O.

8. What is batch processing?
9. What is an expert system?
10. What is information system audit?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What do you mean by Human Resource Subsystem?
12. What are the components of MIS?
13. What do you mean by information? How it is different from data?
14. What is information overload?
15. What do you mean by system life cycle?
16. Explain programmed decisions.
17. Describe the role of computers in MIS.
18. What do you mean by operational information?
19. What is prototyping?
20. What do you mean by ERP Modules?
21. What is system design?
22. Explain the concept of data models.

(8 × 2 = 16 Marks)

### SECTION – C

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

23. Explain the importance of MIS in organisations.
24. Describe the characteristics of a system.
25. What do you mean by formal and informal information system?
26. Briefly describe system testing.
27. How can you manage computer frauds?
28. What are the features of ERP?
29. What are the components DSS?
30. Explain system software.
31. What are the causes of information overload?

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer **any two** questions in not exceeding **4** pages. **Each** question carries **15** marks.

32. Explain the relationship of MIS with other disciplines.
33. Describe the features and benefits of Executive Support System
34. What are the various types of systems? Explain.
35. Explain the features and essentials of Transaction Processing System.

**(2 × 15 = 30 Marks)**