

BBA

(Pages : 3)

V – 2108

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2025

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1641 : MANAGEMENT INFORMATION SYSTEM

(2022 Admission)

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 data mining?
2. What is Process Control Systems?
3. What is meant by Database hierarchy?
4. Define the term system testing.
5. What is MIS design?
6. What are DSS tools?
7. Which are the elements of a system?
8. What is meant by ERP?

P.T.O.

9. Define the term Information privacy.
10. Write the advantages of an informal system.

(10 × 1 = 10 Marks)

SECTION – B

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

11. What are the merits of TPS?
12. Define Decision Support System.
13. State the disadvantages of MIS.
14. Explain the characteristics of an expert system.
15. State the difference between Data and Information.
16. Define the characteristics of MIS.
17. What is database?
18. Define the term Data models.
19. What is open system?
20. What is meant by files?
21. What is meant by system analysis?
22. What is the meaning of Data?

(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 different types of systems?
24. Explain Executive Support Systems.

25. Explain the structure of MIS.
26. Discuss the difference between formal and informal system.
27. Discuss the technical solutions for privacy protection.
28. What are the advantages and disadvantages of system testing?
29. Explain the advantages of office automation.
30. Explain about DBMS.
31. Discuss the organisational functions of MIS.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Write the components and role of DSS in the organization.
33. What is MIS and explain how it helps managers make decisions.
34. Explain the technical solutions for privacy protection.
35. Write the scope and importance of MIS.

(2 × 15 = 30 Marks)

(Pages : 3)

V – 2109

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2025

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1642/BL 1642 : INTERNATIONAL BUSINESS

**[Common for : B.B.A. (2022 Admission) & B.B.A. Logistics (2020
Admission onwards)]**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer type questions. Answer **all** questions in one or two sentences each. **Each** Carries **1** mark.

1. What is indirect exporting?
2. What is BOLT?
3. What is a commercial invoice?
4. What is foreign exchange market?
5. What is conglomerate FDI?
6. What is countervailing duty?
7. Expand MIGA?

P.T.O.

8. What is a transnational corporation?
9. What is Structural Adjustment Facility?
10. What is credit risk?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Write few disadvantages of international business.
12. What is licensing?
13. What is Turn Key projects?
14. What is outsourcing?
15. What is bill of entry?
16. What is DP?
17. What is Green field investment?
18. What is FEMA?
19. What is Balance of Trade?
20. What is an Economic Union?
21. What is Current Account Convertibility?
22. Give a short note on IDA?

(8 × 2 = 16 Marks)

SECTION – C

Short Essay questions. Answer **any six** questions not exceeding one page each. **Each** questions carries **4** marks.

23. Critically evaluate the demerits of globalisation.
24. State the advantages of franchising for its parties.
25. Give a note on the Economic environment of international business.
26. Write a short note on the functions of World Bank.
27. Explain the types of strategic alliance?
28. Explain how WTO is different from GATT?
29. Write the objectives and functions of UNCTAD.
30. Write note on IMF.
31. Give a note on various types of trade blocs.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the importance of International Business.
33. Explain the Cost and Benefits of FDI?
34. Explain the steps involved in Export Transactions.
35. Give an account on international Marketing Strategies.

(2 × 15 = 30 Marks)

(Pages : 3)

V – 2110

Reg. No. :

Name :

Sixth Semester B.B.A Degree Examination, April 2025
Career Related First Degree Programme under CBCSS
Group 2(b)
Core Course

BM 1643/BL 1643 : STRATEGIC MANAGEMENT

**(Common for BBA (2022 Admission) &
BBA Logistics (2020 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. What is vertical growth?
2. Define horizontal integration.
3. What is differentiation strategy?
4. What is SBU?
5. What is strategic planning?
6. What is grand strategy?
7. Define leadership.

P.T.O.

8. Who is a strategist?
9. Define strategic management.
10. What is Operational control?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Who are stakeholders?
12. What is strategic budgeting?
13. Mention two limitations of strategic management.
14. Define social audit.
15. Define transactional leader.
16. Define focus strategy.
17. What is organisational appraisal?
18. Explain globalisation.
19. What do you mean by KSF?
20. What is strategic leadership?
21. What do you mean by competitive advantage?
22. What is turnaround strategy?

(8 × 2 = 16 Marks)

SECTION – C

Short answer questions. Answer any **six** questions, not exceeding one pages. Each question carries **4** marks.

23. Explain in detail functional strategies.
24. Elaborate the various levels of strategy.
25. Explain any three diversifications strategies.
26. List out the advantages and disadvantages of BCG matrix.
27. Discuss the role of organisation system in evaluation and control.
28. Discuss Porters five force model.
29. Explain diversification strategies.
30. Explain the role of leadership and its impact on strategy.
31. Explain the process of environmental scanning.

(6 × 4 = 24 Marks)

SECTION – D

Long answer questions. Answer any **two** questions, not exceeding four pages. Each question carries **15** marks.

32. Explain the structures for strategies.
33. Explain the various types of strategies.
34. What is a strategy? Explain the characteristics and levels of strategy.
35. Explain in detail the various types of Business environments.

(2 × 15 = 30 Marks)

(Pages : 3)

V – 2112

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2025

Career Related First Degree Programme under CBCSS

Group 2 (b)

Elective Course

BM 1661.2 : RETAIL MANAGEMENT

(2022 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is retailing?
2. Name any two types of retail formats.
3. What is meant by "direct selling"? Give an example.
4. What is a mall?
5. Why is strategic retail planning important for a retailer?
6. What are the different types of retail locations?
7. What is store management in retailing?

P.T.O.

8. How does visual merchandising influence customer buying behaviour?
9. Define Supply Chain Management
10. What is everyday low pricing in retail?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What are the key trends in retailing today?
12. Describe the concept of experiential retailing.
13. How do e-commerce and mobile commerce impact traditional retail models?
14. What are the different levels of location decisions that retailers need to consider?
15. How does a store manager contribute to achieving sales targets?
16. How does store atmosphere influence consumer behaviour?
17. What is the concept of retail logistics and what role does it play in the retail supply chain?"
18. What is penetration pricing in retail and what is its rationale?
19. State the key features of a retail store layout.
20. What are four advantages of bundle pricing?
21. What is the spine layout in retail? And which businesses use it?
22. How does technology enhance the retail experience?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Discuss the ethical considerations and responsibilities in retailing
24. Discuss the key functions of retailing
25. Explain the steps involved in the strategic retail planning process.
26. Explain the importance of foreign direct investment in retailing.
27. Discuss the different types of visual merchandising techniques used to attract customers.
28. Distinguish between organized and unorganized retailing.
29. Discuss the significance of inventory management in retail supply chains.
30. What is sales promotion? Explain the retail sales promotions suitable for different types of stores.
31. Explain the challenges and opportunities in retailing Also, state retail strategies to improve Online presence.

(6 × 4 = 24 Marks)

SECTION – D (Long Essay)

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

32. Explain the sustainability trends in Indian retailing and their impact on the industry.
33. Explain the significance of location decisions in retail planning, along with factors that determine a good retail site.
34. Explain in detail the concept, types, importance and function of retail logistics.
35. Explain retail pricing method and strategies based on demand, cost and competition.

(2 × 15 = 30 Marks)

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V – 2116

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2025

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1661.6/BL 1661.6 : INDIAN BANKING SYSTEM

**(Common for B.B.A. (2022 Admission) and B.B.A. Logistics
(2020 Admissions 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 banking.
2. Give a brief of branch banking.
3. What are commercial banks?
4. List any two type of crossing.
5. Expand IFSC.
6. Expand NEFT.
7. Write a note on saving bank account.

P.T.O.

8. Who controls cooperative banks that falls under the Banking Regulation Act 1949?
9. Which committee recommended to establish NABARD?
10. Which is the first development bank in India?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions (not to exceed **one** paragraph). Answer **any eight** questions.

Each question carries **2** marks.

11. Define chain banking.
12. What are the features of mixed banking?
13. What are the forms of business in which banking companies may engage?
14. What are non-banking assets?
15. What is meant by negotiation by delivery?
16. Write a note on holder in due course.
17. How do commercial banks create deposits?
18. Explain the role of cash reserve ratio in controlling credit creation.
19. How do central cooperative banks mobilise their working capital?
20. Discuss the role of primary agricultural credit society.
21. What is meant by export marketing service?
22. Give a brief of venture capital assistance by SIDBI.

(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 merits and demerits of chain banking.
24. What are the essentials of a bill of exchange?
25. What is noting of protest? When is it a must?
26. How do changes in bank rate affect money supply in an economy? Explain.
27. Briefly discuss differences between central bank and commercial bank.
28. Briefly explain the role of commercial banks in mobilisation of savings.
29. 'Cooperative credit system has cheapened the rural credit both directly as well as indirectly'. Discuss.
30. Discuss the objectives of SIDBI.
31. Discuss the support of NABARD to new business initiatives.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Define unit banking. Discuss its merits and demerits.
33. What is meant by endorsement? Discuss its types.
34. Briefly explain the origin of RBI.
35. How are RRBs different from commercial banks?

(2 × 15 = 30 Marks)