

(6006IBS15)

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B.B.A. DEGREE (CBCS) EXAMINATION,  
MARCH/APRIL 2019.

(Examination at the end of Sixth Semester)

INTERNATIONAL BUSINESS

(Regulation 2015 – 16)

Time : Three hours

Maximum : 75 marks

SECTION A – (5 × 5 = 25 marks)

Answer any FIVE from the following.

1. Foreign Trade
2. MIBOR
3. SAFTA
4. BOP
5. Reasonable trade block
6. WTO
7. EU
8. Letter of Credit

SECTION B – (5 × 10 = 50 marks)

Answer any ONE from each Unit.

UNIT I

9. Define International trade and explain the theory of trade.

Or

10. Discuss the International Trade in detail.

UNIT II

11. List out the participation of Foreign Trade.

Or

12. Describe spot-future forward and option market.

UNIT III

13. Explain disequilibria in BOP.

Or

14. Discuss exchange Control.

UNIT IV

15. What is a trade block and discuss the reason for its formation?

Or

16. Explain ASEAN as a trade commodity.

UNIT V

17. Explain the role of principle and auxiliary documents in Export Operations.

Or

18. Explain AR and GP forms in Global Trade.

UNIT V

17. Bring out responsibilities of project manager during project termination.

Or

18. Explain the various types of project termination.

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PROJECT MANAGEMENT

(Regulation 2015-16)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following.

1. Sources of generation of ideas.
2. Advantages of selecting equipment.
3. Product mix.
4. ROI and pay back period.
5. Advantages of PERT.
6. Benefits of manpower planning.
7. Reasons for termination of project.
8. Objectives of project management.

SECTION B — (5 × 10 = 50 marks)

Answer ONE from each Unit.

UNIT I

9. Define project. Discuss the various types of project.

Or

10. What is project management? Explain the features of project.

UNIT II

11. What aspects are to be considered in technical analysis?

Or

12. Write about estimation of sales and production.

UNIT III

13. State the differences between PERT and CPM.

Or

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14. Sulabh international is evaluating a project whose expected cash flows are as follows :

Year. Cash flow

0 10,00,000

1 1,00,000

2 2,00,000

3 3,00,000

4 6,00,000

5 3,00,000

- (a) What is the NPV of the project, if the discount rate is 14% for the entire period?
- (b) What is the NPV of the project if the discount rate is 12% for year 1 and rises every year by 1 percent?

UNIT IV

15. Discuss the problems and challenges involved in human aspects of project management.

Or

16. Explain briefly the human ergonomics.

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MEDIUM, SMALL AND MICRO ENTERPRISES  
MANAGEMENT

(Regulation 2015-16)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following.

1. Problems of MSMEs.
2. Contribution of SMEs in Indian Economy.
3. Define a project and its characteristics.
4. Project identification.
5. Venture capital.
6. Reasons for sickness in small and medium enterprises.
7. SISI.
8. Ancillary Industries.

SECTION B — (5 × 10 = 50 marks)

Answer any ONE from each Unit.

UNIT I

9. What are the incentives provided to backward area and development?

Or

10. What is the role of government in promoting small and medium enterprises?

UNIT II

11. Explain the steps in project formulation.

Or

12. What are the inputs required for setting up an enterprise?

UNIT III

13. Name the financial institution and their role which promote, finance and develop MSME sector.

Or

14. Discuss the functions of MSMEs.

UNIT IV

15. Explain the remedies for sick units.

Or

16. How to prevent sickness in SMEs?

UNIT V

17. Explain Rural Industries and Artisans.

Or

18. Discuss the role of SIDO and DIC.

**(6006HRM15-B)**

B.B.A. DEGREE (CBCS) EXAMINATION,  
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**TRAINING AND DEVELOPMENT**

(Regulation 2015-2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE from the following.

1. Training policy.
2. Responsibility for training.
3. Seminar method.
4. Need for training.
5. Audio-visual aids in training.
6. Off the job training.
7. Transaction analysis.
8. Discussion method.

SECTION B — (5 × 10 = 50 marks)

Answer any ONE from each Unit.

UNIT I

9. Define training and explain the importance of training.

Or

10. Explain the concept of Management Development Programmes in detail.

UNIT II

11. Explain the concept of training courses in detail.

Or

12. Explain the training for different employees in detail.

UNIT III

13. Define training and explain programmed instruction training in detail.

Or

14. Explain team/group training concept in detail.

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UNIT IV

15. Discuss the methods of coaching and counselling.

Or

16. Explain the factors inhibiting development.

UNIT V

17. Describe the components of development programme.

Or

18. Discuss the principles of training.

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**(6\*06HRM15-A)**

B.B.A. DEGREE (CBCS) EXAMINATION,  
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(Examination at the end of Sixth Semester)

GLOBAL HRM

(Regulation 2015-2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE from the following.

1. Differences between IHRM and domestic HRM.
2. Role of culture in IHRM.
3. Head hunters.
4. Recruitment methods.
5. Components of international compensation.
6. Advantages of career development.
7. Importance of performance management.
8. Factors influencing compensation policy.

SECTION B — (5 × 10 = 50 marks)

Answer any ONE from each Unit.

UNIT I

9. What is IHRM? Discuss the challenges of IHRM.

Or

10. Explain the various organisational processes in IHRM.

UNIT II

11. Explain the concept of selection. Describe the appropriate recruitment and selection techniques in global context.

Or

12. What type of tests do you use for selecting international managers?

UNIT III

13. What is performance management? Explain the performance management cycle.

Or

14. Explain the country specific performance management practices.

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UNIT IV

15. What is training? Explain different types of expatriate training.

Or

16. Discuss the process of knowledge transfer in multinational companies.

UNIT V

17. What is global compensation? Discuss the factors that influence the global compensation policy.

Or

18. Explain the key components of international compensation.

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**(6006FMM15-A)**

B.B.A. DEGREE (CBCS) EXAMINATION,  
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FINANCIAL SERVICES

(Regulation 2015-2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following.

1. Closed ended mutual fund schemes.
2. Net asset value.
3. Under writing.
4. Factoring
5. Financial lease.
6. Venture capital.
7. Housing finance.
8. ICRA.

SECTION B — (5 × 10 = 50 marks)

Answer any one from each Unit.

UNIT I

9. What do you mean by prospectus? Explain its contents.

Or

10. What do you mean by mutual fund? Explain its functions.

UNIT II

11. Explain the process of new issue of stocks.

Or

12. Explain the role of factoring in India.

UNIT III

13. What is leasing? Explain different types of leasing.

Or

14. Differentiate leasing and hire purchase.

UNIT IV

15. What do you mean by a credit card? Explain different features of a credit card.

Or

16. Explain the concept of venture capital? Discuss the role of venture capital in India.

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UNIT V

17. Explain the functions and guidelines of NHB's Refinancing support.

Or

18. What is housing finance? Discuss about different housing finance companies.

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**(6006MMM15-A)**

B.B.A. DEGREE (CBCS) EXAMINATION,  
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**MARKETING OF SERVICES**

(Regulation 2015-2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following questions.

1. Differences between goods and services.
2. Challenges in services marketing.
3. Services marketing triangle.
4. Targeting strategies.
5. Customer's responses to service failures.
6. Customer's expectations of services.
7. Bank marketing.
8. Hospital marketing.

SECTION B — (5 × 10 = 50 marks)

Answer ONE from each Unit.

UNIT I

9. Explain the characteristics of services.

Or

10. What are services? Give different classifications of services.

UNIT II

11. Explain the different elements in services marketing mix.

Or

12. Write a detailed note on managing and controlling of marketing efforts.

UNIT III

13. What is service recovery? Explain the different service recovery strategies.

Or

14. What do you mean by service failure? Explain the different types of service failures.

UNIT IV

15. Write a detailed note on service blueprinting.

Or

16. What are service standards? What are the factors determining service standards?

UNIT V

17. What are financial services? Explain the growth of financial services in India.

Or

18. What are hospitality services? Explain the marketing strategies relevant to hospitality services.

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INVESTMENT MANAGEMENT

(Regulation 2015–2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE from the following.

1. Investment features.
2. Investment and speculation.
3. Functions of stock exchanges.
4. Players in secondary market.
5. Risk.
6. Bond duration.
7. Economy analysis.
8. Dow theory.

SECTION B — (5 × 10 = 50 marks)

Answer ONE from each Unit.

UNIT I

9. Define Investment. What are the features of good investment programme?

Or

10. What is a derivative? What are types of derivatives?

UNIT II

11. What is secondary market? Briefly explain trading in secondary market.

Or

12. What is BSE? What are its function?

UNIT III

13. Define Risk. How would you classify risk?

Or

14. From the following data calculate standard deviation :

Security :	A	B	C	D	E	F
Returns on security :	3	5	7	9	10	14

UNIT IV

15. A firm pays a dividend of 2 with a growth rate of 7% and a rate of return of 13%. Find value of equity at present.

Or

16. From the following information. Calculate the duration of Bond.

Par value 1000	Coupon rate 8%
Market price 950	Maturity period 10 years
YTM 10%.	

UNIT V

17. What are market indicators, explain different types of market indicators?

Or

18. Briefly explain about fundamental analysis.



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**EXPORT AND IMPORT : PROCEDURES**

(Regulation 2015-16)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following questions.

1. Need for export management.
2. Non-disclosure agreement (NDA).
3. Special import license.
4. Problems in shipments.
5. Import/Export incentives.
6. Deemed exports.
7. EPCG scheme.
8. Marine Insurance.

SECTION B — (5 × 10 = 50 marks)

Answer any ONE of each Unit.

UNIT I

9. Explain some initial (or) preliminary steps to be taken before an export transaction begins.

Or

10. Discuss different types of letter of credit.

UNIT II

11. Explain briefly about incoterms and its applicability.

Or

12. Compare and contrast pre-shipment credit and post-shipment credit.

UNIT III

13. Discuss the different methods of transportation in export and import of goods.

Or

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14. Explain briefly about packaging marking and labelling of goods in export management.

UNIT IV

15. Briefly bring out the problems in shipments and negotiation of shipping documentations.

Or

16. Discuss different corporate marketing strategies in export and import of goods.

UNIT V

17. Explain the export documentation the export of services.

Or

18. What are the different import and export incentives?

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RETAIL MANAGEMENT

(Regulation 2015-2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following questions.

1. Space allocation in retail outlet.
2. Retail unit classification.
3. Inventory cost.
4. Organized retailing.
5. E-retailing.
6. Retail pricing.
7. Retail brands.
8. Basic functions of a retailer.

SECTION B — (5 × 10 = 50 marks)

Answer ONE question from each Unit.

UNIT I

9. Discuss the important factors influencing retailing.

Or

10. Give a detailed explanation about developing and applying retail strategy.

UNIT II

11. Explain the concepts of store layout and space planning.

Or

12. Explain the role of visual merchandise in retailing.

UNIT III

13. Explain the scenario of retailing in rural India.

Or

14. Discuss the impact of FDI in retailing.

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UNIT IV

15. Describe retail pricing strategies.

Or

16. Discuss brand management in retailing.

UNIT V

(Case Study)

17. Give a detailed note on the arrangement of a retail store in terms of (a) arrangement (b) number of brands (c) service rendered by personnel etc.

Or

18. Give a note on a sales persons daily sales plan of meeting customers, presentation and demonstration, managing dealers, maintenance of retail outlets etc.

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