

E-0352

Sub. Code

1BBA6C3

B.B.A. DEGREE EXAMINATION, APRIL 2019

Sixth Semester

Business Administration

INTERNATIONAL MARKETING

(CBCS 2011 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Give the scope of International Marketing.
2. What is meant by strategic alliance?
3. What is meant by 'Special Economic zone'?
4. What is 'Bill of Lading'?
5. What is a back to back L/C?
6. What is meant by forfaiting?
7. Define International Marketing Research.
8. What is primary data?
9. What is FOB pricing?
10. What is meant by skimming price?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the nature of International Marketing.

Or

- (b) What are the problems encountered in International Marketing?

12. (a) What are the objectives of EXIM policy?

Or

(b) Explain any five principal export documents.

13. (a) Who are the parties to letter of credit?

Or

(b) What are the different modes of payment used?

14. (a) Explain the issues in marketing research.

Or

(b) Explain the scope of buyer behavior research.

15. (a) Distinguish between direct and indirect export.

Or

(b) What are the objectives of International Marketing Communication?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Define International Marketing. How international marketing is different from domestic marketing?

17. Discuss about EXIM policy.

18. Explain the procedure for obtaining letter of credit.

19. Discuss about the different consumer behavior in foreign markets.

20. Explain the role of MNCs in foreign trade.

E-0353

Sub. Code

1BBAE3A

B.B.A. DEGREE EXAMINATION, APRIL 2019

Sixth Semester

Business Administration

Elective: RETAIL MANAGEMENT

(CBCS 2011 onwards)

Time : Three Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Retail Management.
2. What are the natures of retailing?
3. What is meant by super market? Give Examples.
4. What is meant by discount stores? Give Examles.
5. What are the location strategies?
6. What do you mean by retail organization? Give Examples.
7. What is meant by electronic data interchange?
8. What are the demerits of foreign direct investment in retail?
9. What is database management?
10. What is the role of Global Retailers?

Part B**(5 × 5 = 25)**

Answer all questions, choosing either (a) or (b).

11. (a) Explain the importance of retailing.

Or

- (b) Discuss the functions of retailing.

12. (a) Explain the developing and applying retail strategy.

Or

- (b) Write short notes on Corporate Chains.

13. (a) What are the types of layouts?

Or

- (b) What are the techniques in merchandising?

14. (a) What are the merits and demerits of retail business in India

Or

- (b) What are the related technologies needed to improve retail business?

15. (a) Write short notes on Global retail markets.

Or

- (b) What are the challenges in global retailing?

Part C**(3 × 10 = 30)**Answer any **THREE** questions.

16. Explain the trends in retailing.

17. What are the differences between Departmental Stores, Discount Stores and Super Markets?

18. What are the factors affecting the location in retail?
 19. What are the benefits of developing retail business in India?
 20. What are the strategic planning processes for global retailing?
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E-0385

Sub. Code

1BBA6C1

B.B.A. DEGREE EXAMINATION, APRIL 2019

Sixth Semester

Business Administration

PORTFOLIO MANAGEMENT

(CBCS – 2011 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by gambling?
2. Write a note on Sweat equity.
3. What is meant by public issue?
4. Write a note on BSE.
5. What is meant by yield?
6. Write a note on realized return.
7. Write about portfolio Management.
8. Write a note on CAPM.
9. Write a note on money market funds.
10. What is meant by index funds?

Section B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Distinguish between investment and speculation.

Or

- (b) What are the usefulness of a sound investment plan?

12. (a) What are the advantages of listing on stock exchange?

Or

- (b) Explain the recent trends in stock market and new issue market.

13. (a) What are the types of risk?

Or

- (b) Discuss the odd lot theory and its importance in technical analysis.

14. (a) What are the assumptions and significance of Markowitz model?

Or

- (b) What are the assumptions and limitations of Sharpe's model?

15. (a) How can the elements of the Sharpe Index be calculated?

Or

- (b) Write a note on constant ratio plan.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. What is meant by investment? Discuss the different channels or alternatives available to an investor for making investments.
17. Explain the role and functions of new issue market.
18. Discuss the empirical tests conducted on the different forms of random walk theory.
19. Do you think that the effect of a combination of securities can bring about a balanced portfolio? Discuss.
20. What are the implications of the results of studies of mutual fund performance for the random walk theory?

E-0386

Sub. Code

1BBA6C2

B.B.A. DEGREE EXAMINATION, APRIL 2019

Sixth Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2011 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by financial management?
2. What is optimal capital structure?
3. What do you mean by venture capital?
4. Write short notes on Trade Credit.
5. Write short notes on Explicit Cost.
6. What is cost of debt?
7. Write short notes on production budget.
8. What do you mean by budget manual?
9. Write formula for average rate of return.
10. Define capital rationing.

Section B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) What are the limitations of financial management?

Or

- (b) What are the essentials of capital structure?

12. (a) What are merits of preference shares?

Or

- (b) What are the advantages of working capital?

13. (a) Explain the concept of cost of capital.

Or

- (b) What is cost of preference share?

14. (a) What are the limitations of budgetary control?

Or

- (b) Prepare a cash budget for January to April months from the following information:

Month	Purchases	Sales
	Rs.	Rs.
January	48,000	60,000
February	80,000	40,000
March	81,000	45,000
April	90,000	40,000

Monthly wages payable Rs. 5,000. Cash as on 1st January Rs. 8,000.

15. (a) What are the objectives of capital expenditure budget?

Or

- (b) A project cost Rs. 10,00,000 and yields an annual cash in flow of Rs. 2,00,000 for 10 years. Calculate its pay-back period.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the functions of financial management?
17. From the following estimates, calculate the average amount of working capital required.

Per annum
(Rs.)

- (a) Average amount locked up in stock:
- | | |
|--|--------|
| Stock of finished goods and work-in-progress | 10,000 |
| Stock of stores, material etc., | 8,000 |
- (b) Average credit given:
- | | |
|-----------------------------------|----------|
| Local sales 2 week's credit | 1,04,000 |
| Outside the state 6 week's credit | 3,12,000 |
- (c) Time available for payments:
- | | |
|----------------------|----------|
| For purchase 4 weeks | 78,000 |
| For wages 2 weeks | 2,60,000 |
- Add 10% to allow for contingencies.

18. A company issues 10% irredeemable debentures of Rs. 1,00,000. The company is in the 55% tax bracket. Calculate the cost of debt (before as well as after tax) if the debentures are issued at (a) par (b) 10% discount and (c) 10% premium.

19. Prepare a flexible budget for production at 80% and 100% activity on the basis of the following information:

Production at 50% capacity	- 5,000 units
Raw material	- Rs. 80 per unit
Direct labour	- Rs. 50 per unit
Factory expenses	- Rs. 50,000 (50% fixed)
Administrative expenses	- Rs. 60,000 (60% variable)

20. A chemical company is considering investing in a project that costs Rs. 5,00,000. The estimated salvage value is zero. Tax rate is 55%. The company uses straight line depreciation and the proposed project has cash flows before tax (CFBT) as follows:

Year	1	2	3	4	5
CFBT	1,00,000	1,00,000	1,50,000	1,50,000	2,50,000

Determine the payback period.
