

C-1050

Sub. Code

96213

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

International Business

MANAGERIAL ECONOMICS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Difference between economics and managerial economics.
2. What is meant by marginalism?
3. Write short notes on Income elasticity of demand.
4. Brief the Gossen first law.
5. What are the features of consumption?
6. State the law of variable proportion.
7. What is meant by sink cost?
8. Give a brief note on Duopoly.
9. What is meant by MRS?
10. What is consumer surplus?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Briefly Explain the scope of managerial Economics.

Or

- (b) Explain the role of managerial economist.

12. (a) Write short notes on demand forecasting.

Or

- (b) Enumerate the Exceptions to the law of demand.

13. (a) Explain the income effects on consumer behaviour.

Or

- (b) Explain the Kicks and Allen model.

14. (a) What is meant by MRTS and explain the optimal combination of managerial equilibrium.

Or

- (b) Explain the economics of scale and its determinants.

15. (a) Explain the features of oligopoly.

Or

- (b) Explain the importance of time element in perfect competition.

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Explain the Cobb Douglas production function with an example.

Or

- (b) Explain the different types of costs.

17. (a) Explain the price and output determination under monopoly competition.

Or

- (b) Explain the concept of kicked demand curve.

18. (a) Explain the concept of optimal combination to achieve managerial equilibrium.

Or

- (b) Explain the fixed and variable factors of production.

C-1051

Sub. Code

96214

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

International Business

MANAGEMENT CONCEPTS AND PRACTICES

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the different levels of management?
2. List out the functions of management.
3. What is authority?
4. Explain Exprit-De-Corps.
5. Define Vision.
6. What is meant by Planning?
7. Define Delegation.
8. What are the advantages of centralization?
9. What is meant by direction?
10. Define motivation.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the contribution of Elton Mayo to the management thought.
- Or
- (b) Describe the social responsibilities of management.
12. (a) Elaborate problems of scientific management.
- Or
- (b) Write a short note on system approach.
13. (a) Explain the steps involved in decision making.
- Or
- (b) Distinguish between policies and procedures.
14. (a) Write a short note on centralization and decentralization.
- Or
- (b) State the characteristics of effective delegation.
15. (a) Explain MC George's X and Y theories.
- Or
- (b) Explain the Qualities of good leadership.

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

16. (a) Elaborate Taylor's principles of Scientific Management.
- Or
- (b) What are the essential skills needs for the manager?

17. (a) Is Decision making a rational process? Discuss.

Or

(b) Identify the barriers in communication and explain how to overcome them.

18. (a) Explain the need of departmentation. How will you choose the basis of departmentation in a given situation?

Or

(b) Describe in detail about the steps in the control process.

C-1052

Sub. Code

96215

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

International Business

ACCOUNTING – I

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Journal?
2. What is a Trial balance?
3. Define 'Bill of Exchange'.
4. What is meant by Net-Worth Method?
5. What is the purpose of Average due date?
6. What is Depreciation?
7. What is an 'Account sale'?
8. What is meant by 'subscriptions'?
9. What are the different kinds of branches?
10. What is 'Inter-departmental transfers'?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Distinguish between Journal and Ledger.

Or

- (b) Prepare Trial Balance from the following:

	Rs.		Rs.
Capital	9,000	Rent outstanding	1,000
Plant and Machinery	12,000	Opening stock	2,000
Purchases	8,000	Sales Returns	4,000
Sales	12,000	Investments	14,000
Sundry Creditors	8,000	Debtors	12,000
Bank loan	22,000		

12. (a) What is endorsement of a bill? What are the consequences when an endorsed bill is dishonoured?

Or

- (b) For their mutual accommodation, Pal draws a bill on Gani for Rs. 8,000 for 3 months on 1-1-2017 Gani accepts the bill and returns it to Pal. Pal discounts the bill with the bank for Rs.7,900 and remits half the proceeds to Gani. Before maturity Pal remits the amount due to Gani and Gani honours the bill. Show the entries in the books of Pal and Gani.

13. (a) Explain the sinking fund method of depreciation and its pros and cons.

Or

- (b) Find out the Average due date of the following bills accepted by a trader who wishes to settle them with one single payment.

Date of Bill	Amount of Bill Rs.	Due Date
01.04.2015	800	06.06.2015
30.04.2015	1,000	03.08.2015
03.06.2015	400	06.07.2015
15.06.2015	600	18.09.2015

14. (a) Distinguish between 'Sale' and 'Consignment'.

Or

- (b) Loyal shoe company opened a branch at Chennai on 01.01.2016. From the following particulars, prepare the Chennai Branch account for the years 2016 and 2017.

	2016 Rs.	2017 Rs.
Goods sent to Chennai Branch	15,000	45,000
Cash sent to Branch for		
Rent	1,800	1,800
Salaries	3,000	5,000
Other expenses	1,200	1,600
Cash received from the branch	24,000	60,000
Stock on 31st December	2,300	5,800
Petty cash in hand on 31 st December	40	30

15. (a) What are the advantages of preparing departmental accounts?

Or

- (b) Fire occurred in the premises of Paswan on 10th May 2016. In order to make a claim on their fire policies in respect of the stock, they ask your advice and you are able to obtain the following information.

	2013	2014	2015	2016
	Rs.	Rs.	Rs.	Rs.
Opening stock	16,000	15,000	16,000	18,000
Purchases	41,000	47,200	56,600	78,000
Sales	60,000	66,000	78,000	99,000
Closing Stock	15,000	16,000	18,000	?

The stock salvages was Rs. 3,800. Compute the amount of claim.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) State the differences between Trial Balance and Balance Sheet.

Or

- (b) Give journal entries to rectify the following errors:
- (i) A Purchase of goods from Deva amounting to Rs. 250 has been wrongly passed through the sales book.
 - (ii) A credit sale of goods Rs. 300 to Raja has been wrongly passed through the purchases book.

- (iii) Sold old furniture for Rs. 1,500, passed through the sales book.
- (iv) Paid wages for the construction of Building debited to wages account Rs. 10,000.
- (v) A cheque for Rs. 500 received from Madan was dishonoured and had been posted to the debit of sales returns account.
- (vi) Paid Rs. 1,000 for the installation of Machinery debited to wages account.
- (vii) On 31st Dec. 2014 goods of the value of Rs. 500 were returned by S. Singh and were taken into stock on the same date, but no entry was passed in the books.

17. (a) Explain various methods of providing for depreciation of fixed assets.

Or

(b) The following is the Receipts and Payments A/c of Delhi football association for the first year ending 31st Dec. 2014.

Receipts & Payments A/c			
Receipts	Rs.	Payments	Rs.
To Donation	50,000	By Pavilion office (constructed)	40,000
To Reserve fund (Life membership fees and entrance fees received)	4,000	By Expenses in connection with matches	900
To Receipts from football matches	8,000	By Furniture	2,100
Revenue Receipts:			
To Subscriptions	5,200	By Investments at cost	16,000
To Locker Rents	50	Revenue payments:	
To Interest on Securities	240	By Salaries	1,800
To Sundries	350	By Wages	600
		By Insurance	350

	By Telephone	250
	By Electricity	110
	By Sundry expenses	210
	By Balance on hand	<u>5,520</u>
		<u>67,840</u>
<u>67,840</u>		<u>67,840</u>

Additional information:

- (i) Subscriptions outstanding for 2014 are Rs. 250
- (ii) Salaries unpaid for 2014 are Rs. 170
- (iii) Wages unpaid for 2014 are Rs. 90
- (iv) Outstanding bill for sundry expenses is Rs. 40
- (v) Donations received have to be capitalized

Prepare from the details given above an Income and Expenditure A/c for the year ended 31-12-2014 and the Balance sheet.

18. (a) Describe the errors which are not disclosed by Trial Balance.

Or

- (b) On 15.06.2014, the premises of a concern were destroyed by fire, but sufficient records were saved from which the following particulars were obtained.

	Rs.
Stock at cost 01.01.2013	36,750
Stock at cost 31.12.2013	39,800
Purchases for 2013	1,99,000
Sales for 2013	2,43,500
Purchases from 01.01.2014 to 15.06.2014	81,000
Sales from 01.01.2014 to 15.06.2014	1,15,600

In valuing stock on 31.12.2013, Rs. 1,150 had been written off certain stock which was a poor selling line, having cost Rs. 3,450. A portion of these goods was sold in March 2014 at a loss of Rs. 100 on their original cost of Rs. 1,725. The remainder of this stock was now estimated to be worth 80% of the original cost. Subject to the above explanation, gross profit had remained at an uniform rate throughout. The stock salvaged was Rs. 2,900. Show the amount of the claim.

C-1053

Sub. Code

96217

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

International Business

BUSINESS COMMUNICATION – I

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Which are the basic elements in communication?
2. What do you mean by written communication?
3. What is business letter?
4. What are the main objectives of memo?
5. State some expressions of non-verbal communication.
6. State the media of oral communication.
7. Write some medias of written communication for management.
8. Write some media of written communication for employees.
9. What is the role of preparing the outline of a lecture?
10. What is attention line?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Which are the six steps of communication?
Or
(b) What is the role of encoding and decoding in the communication process?
12. (a) Explain the term 'motivation'.
Or
(b) Which are the survival and security needs in Maslow's Hierarchy of Basic Needs?
13. (a) Which are the three types of learning products?
Or
(b) Which is the efficient way of reinforcing behavior?
14. (a) What does Hartley's model of communication say?
Or
(b) Which are the reasons to use visual aids?
15. (a) Which are the possible objectives to use group discussions in communication?
Or
(b) Which are the advantages and disadvantages of group discussion?

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

16. (a) Explain the barriers to listening.
Or
(b) How development of positive attitude help in better communication in business? Discuss.

17. (a) What do you understand by writing skills? What are the various steps of writing skills?

Or

- (b) What is the process of writing the first draft? What precautions should be kept in mind while writing the first draft?

18. (a) Explain the various types of technological media used in business.

Or

- (b) Write a collection letter with a mild note for the amount due.

C-1054

Sub. Code

96223

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

International Business

APPLIED MACRO ECONOMICS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by closed economy?
2. Give a short note on free trade.
3. What are the factors of production?
4. What is GDP?
5. What is revenue optimization?
6. Who is a monopolistic supplier?
7. What do you mean by transfer payments?
8. What do you mean by direct tax?
9. What is repo rate?
10. What is nominal GDP?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Discuss how increase in wholesale price index affects the economy at large.

Or

- (b) Discuss the significance of the concept substitution in factors of production.

12. (a) Draw an outline about public debt.

Or

- (b) Give a brief note on the non tax revenue.

13. (a) Detail the consequences of deflation.

Or

- (b) Explain demand pull and cost push inflation.

14. (a) Give a brief note on quantitative easing.

Or

- (b) Explain the need for union budget.

15. (a) Detail the objectives of macro economic policy.

Or

- (b) Brief the objectives of five year policy.

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

16. (a) Explain the income distribution pattern of the government.

Or

- (b) Discuss the factors of inflation.

17. (a) Discuss the factors attributing to the changes in price level.

Or

- (b) Explain the Keynes theory of determining the national income using two sector model.
18. (a) Explain the scope and importance of macro economics.

Or

- (b) Detail the instruments of macro economic policy.
-

C-1055

Sub. Code

96224

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

International Business

ACCOUNTING —II

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is partnership?
2. What is retirement of a partner?
3. What is breach of agreement?
4. What is compulsory dissolution?
5. Define incorporation.
6. What is profit and loss account?
7. What is preference share?
8. What do you mean by redemption of debenture?
9. What is reconstruction?
10. What is financial statement?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the features of a partnership?
Or
(b) What are the adjustments to be made in connection with admission?
12. (a) Write a short note on Garner Vs. Murray.
Or
(b) Explain the liability of partners on insolvency.
13. (a) Explain the need for conversion of partnership into a sale company.
Or
(b) What are the application of profit prior to Incorporation?
14. (a) Explain the different types of preference share.
Or
(b) What are the advantages of underwriting Shares?
15. (a) Explain the preparation of liquidators final statement account.
Or
(b) What are the main goals of reconstruction?

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

16. (a) Explain the methods for valuation of goodwill.
Or
(b) How do you make readjustments of capital at the time of Admission of new partner?

17. (a) Distinguish between Amalgamation and Absorption.

Or

(b) Explain the concept of retirement of a partner.

18. (a) Spell out various types of partner. Give duties of partners in general.

Or

(b) Explain the concept of Forfeiture and reissue of share.

C-1056

Sub. Code

96225

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

International Business

ORGANISATIONAL BEHAVIOUR

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Explain the scope of OB.
2. What is cultural diversity?
3. Define perception.
4. Define learning.
5. State leadership styles.
6. Define communication.
7. What is group decision making?
8. Define the term conflict.
9. What is organisational culture?
10. What is power?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Discuss the challenges for OB.
Or
(b) Write a note models of OB.
12. (a) Describe the detriments of personality.
Or
(b) Give short note on vroom's expectancy theory.
13. (a) Discuss the elements of communication.
Or
(b) Explain the applications of Johari window.
14. (a) Explain the classifications of group.
Or
(b) Discuss on inter group problems.
15. (a) Elucidate the approaches to manage organisational change.
Or
(b) Explain the factors affecting organisational effectiveness.

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

16. (a) Explain the impact of global and cultural diversity on OB.
Or
(b) Compare and contrast Maslow's hierarchy of needs theory and Herzberg's two factor theory of motivation.

17. (a) Explain the theories of leadership.

Or

(b) Write an essay on transactional analysis.

18. (a) Describe measures to resolve conflict.

Or

(b) Critically analyse the recent advances in OB.

C-1057

Sub. Code

96227

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

International Business

BUSINESS COMMUNICATION – II

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why are business letters needed?
2. What is meant by proposal?
3. What is formal communication?
4. What is upward communication?
5. Define communication process.
6. What is discriminative listening?
7. What are follow up letters?
8. What are the qualities of a good speech?
9. What is visual communication?
10. What is meant by memo?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the structure of a business letter.

Or

- (b) Write a brief note on performance appraisal Interview.

12. (a) What are the uses of references in resume?

Or

- (b) Differentiate between verbal and Non-verbal communication.

13. (a) Bring out the salient features of annual reports.

Or

- (b) Elucidate the characteristics of various personality types.

14. (a) Explain impact of Technological Advancement on communication.

Or

- (b) How Kinesics helps in communication?

15. (a) What are the advantages of oral communication?

Or

- (b) What are the importances of feedback?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe about cross-cultural barrier.

Or

- (b) Discuss on the 7c's business correspondence.

17. (a) Discuss on the types and methods of reading.

Or

- (b) Discuss on the characteristic of a good summary.

18. (a) What is group discussion – What are its applications in the business communication?

Or

- (b) How is body language used as a means of communication?

C-1058

Sub. Code

96231

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

International Business

HUMAN RESOURCE MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by HRD?
2. Write short notes on human relations.
3. Define HRP.
4. Define Recruitment.
5. Distinguish between promotion and demotion.
6. What is meant by merit cum seniority?
7. What is meant by remedial transfer?
8. What is meant by emotional quotient?
9. What is meant by 360° appraisal?
10. Write short notes on fringe benefits.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the managerial functions of HRM.

Or

- (b) Explain the nature and scope of HRM.

12. (a) Explain the importance of Human Resource Planning.

Or

- (b) Describe the problems involved in placement.

13. (a) Explain the objectives and purpose of induction.

Or

- (b) “Retention strategy Vs Acquisition strategy which is better” – comment your answer.

14. (a) Explain the purpose of promotion.

Or

- (b) Explain in brief about the different types of transfer.

15. (a) Explain the objectives and importance of compensation.

Or

- (b) Explain the objectives of performance appraisal.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the functions of HRM.

Or

(b) Explain the role and responsibilities of HR manager.

17. (a) Explain the different methods of training.

Or

(b) Explain the different types of HR strategies.

18. (a) Enumerate the methods of performance appraisal.

Or

(b) Explain the techniques of wage fixation.

C-1059

Sub. Code

96232

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

International Business

MARKETING MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define marketing.
2. List out the various functions of marketing.
3. What are the types of market segmentation?
4. What is product positioning?
5. Mention any two factors affecting pricing decisions.
6. What do you mean by product line?
7. What are factors affecting marketing mix?
8. What is direct marketing?
9. What are the types of channels of distribution?
10. Mention the factors determining the choice of Channels.

Part B**(5 × 5 = 25)**Answer **all** questions

11. (a) Explain the advantages of marketing

Or

- (b) What are the major factors that influence the consumer buying decision? Explain.

12. (a) Explain the determinants of product positioning.

Or

- (b) What are the types of market segmentation? Discuss detail.

13. (a) What do you mean by New Product Development? Explain its process.

Or

- (b) Explain various factors influencing the pricing.

14. (a) Discuss the various stages involved in developing an effective communication system.

Or

- (b) Different between advertising and personal selling.

15. (a) What do you mean by marketing channels? Explain all the channels of marketing.

Or

- (b) Briefly explain the components of Physical distribution.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the nature, objectives and importance of marketing management.

Or

- (b) Describe in your words the market segmentation of industrial and consumer market?

17. (a) Explain the significance of product managements. How branding, packaging and labeling help product manager in realizing their business goals.

Or

- (b) Explain products positioning. Describe the importance of selecting a products line for gaining competitive advantages in FMCG industry India.

18. (a) Explain in detail the various techniques and methods of sales promotion.

Or

- (b) Discuss the difference between direct and indirect distribution channel. What are the decisions which affect the choice of a channel.

C-1060

Sub. Code

96233

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

International Business

FINANCIAL MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by cost of debt?
2. What is meant by capital rationing?
3. What is meant by NPV?
4. List out the different types of working capital.
5. What is meant by irredeemable preference capital?
6. Write short notes on forms of dividend.
7. What is meant by EPS?
8. What is meant by combined beverage?
9. Define financial leverage.
10. What is meant by optimum capital structure?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the significance of financial management.
Or
- (b) Guhan Industries Ltd issued 20,000, 10% debentures of Rs.100 each. The tax rate is 50%. Calculate the before tax and after tax cost of debt if the debentures are issued (i) at par (ii) at a premium of 10%.

12. (a) X Ltd sells 1,000 units @ Rs. 20 per unit. The cost of production is Rs. 14 per unit. The firm has a cost of Rs. 1,000. Assume that the sales of X Ltd increases by 50%. Find out the present and expected costs and profits.

Or

- (b) Write short notes on :
- (i) Operating leverage
 - (ii) Financial leverage.
13. (a) Explain the need and significance of capital budgeting.

Or

- (b) Calculate the average rate of return for projects A and B from the following :

	Project A	Project B
Investments	Rs. 20,000	Rs. 30,000
Expected life (No salvage value)	4 Years	5 Years

Projected Net Income (After Interest, Depreciation and Taxes)

Years	Project A	Project B
	Rs.	Rs.
1	2,000	3,000
2	1,500	3,000
3	1,500	2,000
4	1,000	1,000
5	—	1,000
	6,000	10,000

If the required rate of return is 12% which project should be undertaken.

14. (a) Explain the elements of operating cycle.

Or

(b) Explain the importance of working capital management.

15. (a) Explain the factors influencing dividend policy.

Or

(b) Explain the factors determining capital structure.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the factors determining the working capital.

Or

(b) Rajan & Co Ltd, desires to purchase a business and has consulted you and one point on which you are asked to advise them is the average amount of working capital which will be required in the first year's working. You are given the following estimates and are instructed to add 10% to your completed figure to allow for contingencies.

Figures for the year	Rs.
(i) Average amount locked up in stock	
stock of finished product	5,000
Stock of stores, materials etc	8,000
(ii) Average credit given	
Inland sales 6 weeks credit	3,12,000
Export sales 1½ week credit	78,000

(iii) Lag in payment of wages and other outstandings	
Wages – 1½ week	2,60,000
Stores – 1½ week	48,000
Rent, Royalties – 6 months	10,000
Clerical staff – ½ month	62,400
Manager – ½ month	4,800
Misc. expenses – 1½ month	48,000
(1) Payments in advance :	
Sundry expenses (paid quarterly in advance)	8,000
(2) Undrawn profits on an average throughout the year	11,000

Calculate the average amount of working capital required.

17. (a) Explain the theories of capital structure.

Or

(b) Explain different forms of dividend.

18. (a) Explain the functions of financial manager.

Or

(b) Critically examine the various methods of evaluating capital budgetting proposals.

C-1061

Sub. Code

96234

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

International Business

FUNDAMENTALS OF FOREIGN TRADE

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is International Trade?
2. What do you mean by export promotion?
3. Define Free Trade.
4. What is the role of NAFTA?
5. What is an UNCTAD?
6. What is Economic Integration?
7. What are the types of exchange rate?
8. What do you mean by gains from international trade?
9. What is comparative cost in international trade?
10. Give full form of TRIPS, OPEC, SAARC and TRIMS.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature of international business.

Or

- (b) What is TRIPS? Explain the new Amendments?

12. (a) What is Cross National Product?

Or

- (b) What is technology transfer? How it will develop a country's international trade?

13. (a) Explain the advantages of Gross Border Transitions.

Or

- (b) How tax will be levied on foreign income?

14. (a) What are the characteristics of International Trade?

Or

- (b) Explain the problems in International Trade.

15. (a) What are the advantages of Flexible Exchange Rates?

Or

- (b) What is the criteria of measuring Gains from International Trade?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Rights and Duties of Agents and Distributors in International Trade.

Or

- (b) Describe the similarities and differences between a free trade Area a customs union and a Common market.
17. (a) Explain the advantages of using licensing as a market entry tool.

Or

- (b) Explain the issues must be addressed by global companies that engage in E-commerce.
18. (a) How joint ventures will helpful in the foreign market Entry? Explain.

Or

- (b) Discuss the impact of multilateral and Bi-lateral Treaties in International Trade.
-

C-1062

Sub. Code

96235

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

International Business

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write down the characteristics of statistics
2. What is classification of Data?
3. What are the functions of Average?
4. What is an Arithmetic Mean?
5. What is Time Series?
6. What are the various methods of estimating the trend components?
7. What is Correlation?
8. Give the merits of rank method.
9. What do you mean by regression lines?
10. How would you find the regression equation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the different methods of collection of primary data.

Or

- (b) Explain the types of classification of data.

12. (a) What are the merits and demerits of Mode?

Or

- (b) Obtain the value of median from the following data

391 384 591 407 672 522 777 753 2488 1490

13. (a) What are cyclic variations? How they are caused?

Or

- (b) Fit a trend line for the following data by a free hand methods

Year	1997	1998	1999	2000	2001	2002	2003
------	------	------	------	------	------	------	------

Sales	65	95	85	115	110	120	130
-------	----	----	----	-----	-----	-----	-----

14. (a) Explain the difference between Karl Pearson's correlation coefficient and rank correlation coefficient?

Or

- (b) A random sample five School students are selected and their grades in Tamil and English are found total

X	85	60	73	40	90
---	----	----	----	----	----

Y	93	75	65	50	80
---	----	----	----	----	----

Calculate spearman's rank correlation coefficient

15. (a) Explain the applications of Regression in detail.

Or

- (b) Find the regression line

X 3 5 6 8 9 11

Y 2 3 4 6 5 10

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Mention the applications of statistics of various fields.

Or

- (b) Calculate the Arithmetic Mean and Median for the following table.

X	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	10	20	35	40	25	25	15

17. (a) Find out the value of quartile deviation and its coefficient from the following data.

Roll No 1 2 3 4 5 6 7

Mark 20 28 40 30 50 60 52

Or

- (b) Briefly explain the components of time series.

18. (a) Differentiate correlation with regression.

Or

- (b) Estimate the value of x corresponding to Y = 200 from the following data

X 200 248 297 338 463 393

Y 137 147 184 196 276 260

C-1063

Sub. Code

96236

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

International Business

FUNDAMENTALS OF BUSINESS TAX

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who is a resident?
2. What is income tax?
3. State the meaning of fair rent.
4. Define the term 'Profession'.
5. Define the term GST.
6. What are the types of custom duties?
7. What is meant by Assessment year?
8. What is Gross Total income?
9. What is meant by long term capital gains?
10. What is meant by service tax?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the History of Income tax in India.

Or

- (b) Distinguish between capital receipts and revenue receipts.
12. (a) X who resided in Chennai gets Rs. 60,000 per annum as basic salary. He receives Rs. 10,000 per annum as house rent allowance. Rent paid by him is Rs. 8,000 per annum. Find out the amount of taxable house rent allowance for the AY 2018 – 19.

Or

- (b) Compute taxable part of annual salary from the information given below :

	Rs.
Net salary received	72,000
Income tax deducted at source	4,000
Professional tax deducted at source	1,200
Premium deducted by the employer	1,200
Rent of house deducted out of salary	3,600
LIC premium paid by employee	6,000

13. (a) Distinguish between RPF and PPF.

Or

- (b) What are the allowances generally paid to employees?

14. (a) What are the merits and demerits of indirect taxes.

Or

(b) What are the limitations of VAT?

15. (a) What are the procedures for Advance ruling?

Or

(b) Distinguish between excise duty and sales tax.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different kinds of excise duties leviable under central excise.

Or

(b) Explain briefly different types of clearance of excisable goods.

17. (a) Compute the gross salary of Mr. 'G' of Chennai for the assessment year 2018 – 19 from the following particulars.

(i) Basic salary Rs.8,000 p.m.

(ii) Dearness allowance Rs.2,000 p.m. (Which is taken for retirement benefits)

(iii) Bonus Rs.8,000 p.a.

(iv) Rent free accommodation provided by the employer. The fair rental value of which is Rs. 20,000 p.a. The cost of the furniture provided there is Rs.10,000.

(v) Entertainment allowance Rs.500 p.m.

(vi) His contribution to recognised provident fund is at 15% of his salary.

- (vii) Employer's contribution to recognised provident fund is Rs.15,000 p.a.
- (viii) Interest credited on recognised provident fund balance at 9.5% p.a. is Rs.1,900.
- (ix) Free use of a big motor car for both official and personal purposes is given by the employer with driver.

Or

- (b) Calculate the net annual value from the following :

Rs.

Municipal value	30,000 p.a.
Fair Rental value	32,500 p.a.
Municipal tax @ 10% Actual rent	40,000 p.a.

18. (a) What do you understand by specified profession or business u/s 44AD/ 45AE?

Or

- (b) What are the incomes are chargeable to income tax u/s 56(2)?

C-1064

Sub. Code

96241

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

International Business

EXIM PROCEDURES AND DOCUMENTATION

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a certificate of origin?
2. What is pre shipment inspection?
3. What is IEC code?
4. Mention the features of Export Promotion Capital Goods (EPCG) scheme.
5. What do you mean by balance of trade?
6. Define the term 'Customs Area' as per Customs Act, 1962.
7. Distinguish between Document against Payment and Document against Acceptance.
8. State the features of open account method of payment.
9. What are sea way bills?
10. What is EDT?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of foreign exchange regulation?

Or

- (b) What are the purposes of export trade control?

12. (a) What are the features of EXIM policy of India after the introduction of the New Economic Policy?

Or

- (b) What are the steps taken by the Government for encouraging exports from India?

13. (a) What is a free trade policy? What is its advantage?

Or

- (b) Explain the basis for valuation of goods under the Central Excise Act.

14. (a) What do you mean by advance against remittance? What is its disadvantage?

Or

- (b) Brief the mechanism of Letter of Credit.

15. (a) Explain the nature of Bill of Lading.

Or

- (b) What are the features of an import licence?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain any five foreign exchange regulations in India.

Or

- (b) Bring out the steps involved in setting up of the export business.

17. (a) Enumerate any five provisions of Customs Act, 1962.

Or

- (b) Who are the parties to a Letter of Credit? Explain the operation of a letter of credit.

18. (a) Explain the various transport documents used in export business.

Or

- (b) Write a note on :

- (i) Post shipment credit
- (ii) Export Promotion Councils
- (iii) WTO
- (iv) Globalisation.

C-1065

Sub. Code

96242

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

International Business

SERVICES MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by service marketing?
2. What is search quality?
3. What are the elements of marketing mix?
4. Define service marketing.
5. What is an innovative service?
6. What do you mean by core service?
7. What do you mean by zone of tolerance?
8. What do you mean by social price?
9. What is lean servicescape?
10. What do you mean by positioning?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate goods with services.

Or

- (b) Detail the characteristics of services.

12. (a) Give a brief note on service encounter.

Or

- (b) Give a brief note on servicescape.

13. (a) Discuss the different types of hotel.

Or

- (b) Discuss the benefits of customer relationship management.

14. (a) Explain the various bases of segmenting a market.

Or

- (b) Explain servqual model.

15. (a) Discuss the necessity of research in service marketing.

Or

- (b) Explain service blueprinting.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the reasons for the growth of services sector in India.

Or

- (b) Detail the marketing challenges in service industry in the current period.

17. (a) Discuss the factors influencing the customers expectation of services in the metros of India.

Or

- (b) Explain the Tourism marketing mix and its significance in marketing tourism services.

18. (a) Explain the strategies to attract and retain customers for hotel industry.

Or

- (b) Detail the significance of segmenting and positioning to offer services to the society.
-

C-1066

Sub. Code

96243

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is international trade?
2. What do you mean by economic environment of international business?
3. What is a joint venture?
4. Distinguish between mergers and acquisitions.
5. What are the objectives of SAARC?
6. What is GATT?
7. State any two advantages of fixed exchange rate.
8. What is a call option?
9. What do you mean by carbon foot prints?
10. Identify any two marketing strategies adopted by c-commerce firms.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the Ricardian Theory of Comparative Advantage.

Or

- (b) How does the political environment affect international business?

12. (a) What are MNCs? What is its importance in international business?

Or

- (b) What are the benefits of international strategic alliances?

13. (a) What are the objectives of NAFTA?

Or

- (b) Brief the role of SAARC in the promotion of regional cooperation.

14. (a) What is foreign exchange market? What are its implications on international business?

Or

- (b) What are the features of a forward contract?

15. (a) What are the ecological concerns in international business?

Or

- (b) What is clean technology? Why it is needed in the present business environment?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different components of social and technological environment of a business.

Or

- (b) Enumerate the different market entry strategies adopted by MNCs.

17. (a) Explain the role of European Union in international business environment.

Or

- (b) Elaborate the various factors determining exchange rate.

18. (a) Elaborate any four steps taken by Government of India for effective management of foreign exchange.

Or

- (b) Identify the reasons behind the increased competition in international business. Suggest any two measures to be taken by a company for managing such competitions.

C-1067

Sub. Code

96244

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

International Business

BUSINESS RESEARCH METHODS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is market research?
2. What is research brief?
3. What is applied research?
4. State any two merits of uncontrolled observation.
5. Distinguish between census survey and sample survey.
6. What is an interval scale?
7. List down the advantages of tabulation of data.
8. What do you mean by coding of data?
9. What are the sources of new product ideas?
10. What do you mean by consumer behaviour?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the divisions of marketing research?

Or

- (b) Examine the utility of marketing research in marketing management.

12. (a) Point out the demerits of qualitative marketing research.

Or

- (b) What is controlled observation? What are the devices that can be used for exercising control in such observation?

13. (a) 'Effective market research leads to better decision making' – Elucidate.

Or

- (b) Explain the techniques of comparative scaling.

14. (a) Explain the parts of a table with an example.

Or

- (b) What are foot notes? What are its uses?

15. (a) Examine the role of focus group as a source of gaining consumer insights.

Or

- (b) 'Technology offers tremendous support in the present day marketing research' – Explain.

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

16. (a) Elaborate the steps involved in the marketing research process.

Or

- (b) Bring out the features of different types of research with suitable examples.

17. (a) Describe the different methods of non-probability sampling.

Or

- (b) What do you mean by classification? Explain different methods of classification.

18. (a) Summarise the important points to be considered by a researcher while preparing the research report.

Or

- (b) Explain any four emerging trends in marketing research.

C-1068

Sub. Code

96251

B.B.A DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

International Business

PERSUASION AND SALESMANSHIP

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the term advertising?
2. Define Persuasion.
3. What is meant by persuasion Tactics?
4. Write short notes on Selling.
5. What is me first and me too?
6. What is meant by products?
7. Write a note on experiential marketing.
8. What is Low-Ball Technique?
9. Define creative strategy.
10. What is Right media?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Enumerate the need of Advertising strategy.

Or

- (b) Explain the principles of persuasion strategy.

12. (a) Elucidate the various persuasion techniques in advertising.

Or

- (b) Describe about the ideas in selling.

13. (a) Explain the parameters of judging a product idea.

Or

- (b) Discuss about the evaluation of new product ideas.

14. (a) Explain about the essential attributes of successful salespersons?

Or

- (b) Describe the components of Relationship marketing.

15. (a) What is integrated marketing communications?

Or

- (b) Explain the need of ideas in advertising.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the major framework of persuasion advertising.

Or

- (b) Explain the history of persuasion theory.
17. (a) Explain the Evolution of new product introduction.

Or

- (b) What are the steps involved in personal selling?
18. (a) What is meant by creativity and explain why creativity is important in advertising?

Or

- (b) Describe the AIDA Model.
-

C-1069

Sub. Code

96252

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

International Business

CREATIVE COMMUNICATION

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by Noun? Give an example.
2. Give appropriate examples for subject and predicate.
3. Is body language most important for effective communication? Is yes, Why?
4. Mention any two E-mail etiquettes.
5. What is basic for a song?
6. What is important for improving writing style?
7. What are the salient aspects of attractive headline?
8. What are the various types of humour?
9. What is lead?
10. Define verb with an example.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write an essay on noun and its types.

Or

- (b) Write five sentences of your own using phrases.

12. (a) Write in detail on principles of effective communication.

Or

- (b) Write notes on tone of voice and tone scale.

13. (a) Write briefly on two ways of knowing ideas.

Or

- (b) How do you interpret a poem?

14. (a) Prepare an advertisement for a new version of mobile phone.

Or

- (b) Write a short note on black humour.

15. (a) Write a short note on qualities of a creative mind.

Or

- (b) Discuss on the world of completers.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on parts of speech with examples.

Or

- (b) Explain different types of sentences with examples.

17. (a) Write an essay on fundamentals of effective persuasion.

Or

- (b) Write a short notes on the following :

- (i) Two ways of knowing
- (ii) Complementary decision of labour.

18. (a) Illustrate writing the commercial song.

Or

- (b) Write a short story of your own in the concept of 'sympathy'.

C-1070

Sub. Code

96254

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

International Business

BUSINESS LAW

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define contract.
2. What is lawful consideration?
3. Define company.
4. Who is a director?
5. What do you mean by sleeping partner?
6. What is a deed?
7. What is saleable quantity?
8. Who is an unpaid seller?
9. What is digital signature?
10. Who is a subscriber?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the characteristics of a valid offer.

Or

- (b) Discuss the effect of partial illegality in a contract.

12. (a) Distinguish between a private company and a public company.

Or

- (b) Discuss the role and legal status of promoters.

13. (a) Detail the different types of partner.

Or

- (b) Explain the essentials of partnership.

14. (a) Explain the essentials of a contract of sale.

Or

- (b) Detail the different types of condition.

15. (a) Discuss the aim and objectives of Information Technology Act.

Or

- (b) Discuss the duties of the subscriber under Information Technology Act.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Draw the differences between contract of guarantee and indemnity.

Or

- (b) Explain the remedies to breach of contract.
17. (a) Explain the legal rules governing the appointment of the managing director or whole time director or manager of a company.

Or

- (b) Detail the rules relating to annual general meeting.
18. (a) Explain the procedure for the registration of partnership firm.

Or

- (b) Explain the doctrine of caveat emptor.
-

C-1071

Sub. Code

96255

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

International Business

ENTERPRISE RESOURCE PLANNING

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is ERP?
2. What are the main misconceptions about ERP?
3. What are the limitations of ERP?
4. State the various business modules in ERP system?
5. What do you mean by Business process Mapping?
6. Define Decision Support System.
7. What do you look for in an ERP package?
8. What is the role of Quality Management in ERP?
9. Give the hidden costs in ERP Implementation?
10. Name four success factors of an ERP implementation.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the various units of ERP? Explain.
Or
(b) Discuss about the advantages of ERP.
12. (a) What are the roles of ERP on small business?
Or
(b) Discuss the technique followed for business analytics.
13. (a) What are the phases in BPR?
Or
(b) Describe the main functions of supply chain management?
14. (a) Explain the solutions offered by Lawson software?
Or
(b) Explain about SSA global?
15. (a) Explain ERP Implementation Methodology?
Or
(b) Explain briefly the ERP implementation challenges?

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

16. (a) Explain in detail the extended ERP systems.
Or
(b) Explain in detail about the various risks in ERP.

17. (a) What are the Merits and Demerits in Baan?

Or

(b) Explain the features & benefits of J.D. Edward software solution.

18. (a) Discuss the Industrial impact of ERP in post implementation?

Or

(b) Discuss in detail about SCM.
