B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

MANAGERIAL ECONOMICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Economics.

2. Why managerial economics is needed?

3. What is meant by negative demand?

4. What is meant by price elasticity of demand?

5. What is meant by utility?

6. Define Engle's law.

7. Define law of variable proportion.

8. Define law of supply

9. What is meant by ISO cost?

10. Define Duopoly.

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the features of managerial economics.

Or

(b) Bring out the objectives and practical uses of managerial economics.

12. (a) Explain demand forecasting with suitable example.

Or

(b) Briefly explain the elasticity of demand with the types.

13. (a) Explain the role of consumer under open and closed economy.

Or

(b) Explain the cardinal approach.

14. (a) Explain the law of supply.

Or

(b) Explain the concept of managerial equilibrium.

15. (a) Bring out the features of imperfect competition.

Or

(b) Define monopoly. How does a monopoly firm attain equilibrium under different cost conditions?

Part C $(3 \times 10 = 30)$

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

16. (a) Bring out the role and responsibilities of business economist.

Or

(b) Explain different phases of business cycle.

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17. (a) Explain the methods of estimation.

    Or

    (b) Explain theory of consumer behaviour.

18. (a) Explain the features of perfect and imperfect market competition conditions.

    Or

    (b) Explain the theory of production.

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C–3487	Sub. Code 96214

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS
APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

MANAGEMENT CONCEPTS AND PRACTICES

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are the roles of managers?

2. Define effectiveness.

3. What is social responsibility?

4. What is motion study?

5. Define policy.

6. What is vision?

7. What is de-centralization?

8. Define accountability.

9. List out the elements of directing.

10. Define control.

Part B   (5 × 5 = 25)

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

11. (a) Distinguish between management and administration.

Or

(b) Explain the characteristics of management.

12. (a) Explain the systems approach to management.

Or

(b) Explain the features of modern theory of management.

13. (a) Distinguish between strategic planning and operational planning.

Or

(b) List the various techniques used in business forecasting. Explain any two in detail.

14. (a) Explain the concept of functional authority? How do you delegate?

Or

(b) Explain the concept of decentralization.

15. (a) Discuss the contemporary issues in controlling.

Or

(b) Explain theory of X and theory of Y.

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Part C (3 × 10 = 30)

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

16. (a)   Management: Science or Art – discuss.

Or

(b)   Explain in detail about the contributions of Hawthorne experiments towards the development of management thought.

17. (a)   What are the various environmental factors that a manager should consider in an organization?

Or

(b)   Describe the various elements of planning in detail.

18. (a)   Define span of management. Explain the factors which influence the effective span of management.

Or

(b)   Explain the different theories of leadership.

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C–3488		Sub. Code
		96215

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ACCOUNTING — I

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is meant by 'Going concern concept'?

2. What is accounting equation?

3. What is journal?

4. What are errors of principle?

5. What is gross profit?

6. What is meant by the term 'Drawer'?

7. What is net-worth method?

8. Define Depreciation.

9. What are the different kinds of branches?

10. What is 'Consignment'?

Part B (5 × 5 = 25)

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

11. (a) 'The entity concept and money measurement account are the fundamental concepts' – Explain.

Or

(b) Journalise the following transactions :

(i) Sold goods to Selvan for cash Rs. 1,000

(ii) Purchased a cycle for the personal use of proprietor and paid by cheque Rs. 2,000

(iii) Paid wages by cheque Rs. 100

(iv) Returned defective goods to Ram Rs. 50

(v) Received a cheque for Rs. 600 from Mani

(vi) Deposited the above cheque on the next day into the bank.

(vii) Mani's cheque was dishonoured after three days.

12. (a) Accounting is the Language of Business – Elucidate.

Or

(b) From the following particulars, prepare a Bank Reconciliation Statement as on 31st December, 2018.

(i) Bank balance as per cash book as on 31.12.2018, Rs. 5,400

(ii) Cheques issued but not presented for payment Rs. 515.

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(iii) Cheques deposited into bank but not credited in the pass book Rs. 240

(iv) Bank charge debited in pass book Rs. 30.

(v) Interest on current account credited by the bank but not recorded in the cash book Rs. 25.

13. (a) Explain the different methods of computing interest in account current.

Or

(b) A company whose accounting year is the calendar year, purchased on 1.1.2016 a machine for Rs. 40,000. It purchased further machinery on 1st October 2016 for Rs. 20,000 and on 1st July 2017 for Rs. 10,000. On 1.7.2018, 1/4th of the machinery installed on 1.1.2016 become obsolete and was sold for Rs. 6,800.

Show how the machinery account would appear in the books of the company for all the 3 years under diminishing balance method. Depreciation is to be provided at 10% p.a.

14. (a) Explain the methods of valuation of unsold stock on consignment when goods sent at cost price and at invoice price.

Or

(b) What is income and expenditure account? Explain the steps required in its preparation.

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15. (a) Explain the features of different types of branches and the type of accounting followed in them.

Or

(b) Distinguish between joint venture and consignment.

Part C   (3 × 10 = 30)

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

16. (a) Describe the different types of errors with suitable examples.

Or

(b) From the following trial balance, prepare trading, profit and loss a/c for the year ended 31.12.2018 and a balance sheet as on that date.

Trial Balance

	Rs.		Rs.
Purchases	11,870	Capital	8,000
Debtors	7,580	Bad debts recovered	250
Return inwards	450	Creditors	1,250
Bank deposit	2,750	Return outwards	350
Rent	360	Bank overdraft	1,570
Salaries	850	Sales	14,690
Travelling expenses	300	Bills payable	1,350

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Cash	210	
Stock	2,450	
Discount allowed	40	
Drawings	600	
	27,460	27,460

Adjustments :

(i)   The closing stock on 31.12.2018 was Rs. 4,200

(ii) Write off Rs. 80 as bad debts and create a reserve for bad debts at 5% on sundry debtors.

(iii) Three months rent is outstanding.

17. (a) What is conversion method? How do you find profit or loss under conversion method?

Or

(b) Explain straight line method of providing for depreciation and its merits and demerits.

18. (a) Differentiate between 'Forward method' and 'Backward method' in relation to the context of account current.

Or

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(b) On 1st January 2015, machinery was purchasd for Rs. 2,50,000. On 1st June 2016 additions were made by purchasing a machinery for Rs. 50,000. On 1st March 2017 another machinery was purchased for Rs. 32,000. On 30th June 2018, machinery of the original value of Rs. 40,000 on 1.1.2015 was sold for Rs. 30,000. Depreciation is charged at 10% on original cost. Show the machinery account for the years 2015 to 2018 closing the accounts on 31st December each year.

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B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

First Semester

BUSINESS COMMUNICATION - I

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define business communication.

2.   Mention any two types of communication.

3.   Expand the SWOT analysis.

4.   Give a short note on self-development and communicaion.

5.   What is corporate communication skill?

6.   What do you mean by miscommunication?

7.   What is meant by mock interview?

8.   Write the short note on effective communication.

9.   What is first draft?

10. What do you mean by persuasive letters?

Part B   (5 × 5 = 25)

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

11. (a) Describe the importance of communication?

        Or

    (b) Briefly explain the theories of communication.

12. (a) Enumerate the role of communication in self-development.

        Or

    (b) What are the impacts of positive attitude in communication?

13. (a) Distinguish between formal and informal communication?

        Or

    (b) What are the barriers of communication? Explain any four.

14. (a) Explain the steps to be followed for effective communication.

        Or

    (b) List out the principles of effective communication.

15. (a) State the significance of business letters.

        Or

    (b) What are the context of office memorandum?

Part C   (3 × 10 = 30)

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

16. (a) Explain the process of communication.

        Or

    (b) What are the different types of communication? List it out.

2   **C–3489**

17. (a) How will you develop the positive personal attitude in communication?

Or

(b) Describe the report writing.

18. (a) Explain the concept of effective communication?

Or

(b) How will you reconstructing the final draft. Explain.

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C–3490	Sub. Code 96223

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

APPLIED MACRO ECONOMICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is meant by circular flow of income?

2. What is GDP?

3. Define the term Budget.

4. Expand BOP.

5. What is meant by deficit financing?

6. Write a short note on MI.

7. Mention any two sources of public revenue.

8. What is non-monetary rewards?

9. Explain the term DPI.

10. What is GBTOT?

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

11. (a) State how the national income is estimated?

    Or

    (b) Distinguish between classical and modern economic approach.

12. (a) What are the different types of budget?

    Or

    (b) Explain about fiscal policy instruments.

13. (a) What are the causes and effects of inflation in general?

    Or

    (b) What is Stagflation and how does it occur?

14. (a) What are the causes for unfavourable BOP?

    Or

    (b) Explain the components of BOP.

15. (a) What are the types of exchange rates?

    Or

    (b) What is the role of foreign capital?

Part C $(3 \times 10 = 30)$

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

16. (a) What is circular flow of income in economics?

    Or

    (b) Explain the following
    (i) Deflation
    (ii) Pull inflation
    (iii) Philips curve.

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17. (a) What are the causes and effect of inflation?

Or

(b) How to measure to control cyclical fluctuation?

18. (a) Explain the stages of Business cycle.

Or

(b) What are the role played by external trade in economic development?

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3   **C–3490**

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

ACCOUNTING - II

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is memorandum revaluation account?

2.   Define partnership deed.

3.   Who is called an insolvent?

4.   What is meant by dissolution by agreement?

5.   What is assets?

6.   What do you mean by sales ratio?

7.   Define company.

8.   What is meant by preference shares?

9.   What is liquidation?

10. Explain share capital.

Part B   (5 × 5 = 25)

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

11. (a) What are the adjustments required to admit a new partner?

              Or

    (b) How do you treat goodwill when a partner retires?

12. (a) Differentiate Revaluation A/c and Realization A/c.

              Or

    (b) What are the objectives of amalgamation of firms?

13. (a) What are the provisions relating to calculation of managerial remuneration?

              Or

    (b) How will you ascertain profit prior to incorporation?

14. (a) Explain the procedures for issue of shares for cash.

              Or

    (b) What are the profits available for capital redemption reserve?

15. (a) Distinguish between amalgamation and absorption.

              Or

    (b) State the procedure to be followed for reducing share capital.

Part C   (3 × 10 = 30)

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

16. (a) Briefly explain the method of preparing final accounts of a partnership firm.

              Or

    (b) What are the procedures to be followed for amalgamation of firms?

2   **C–3491**

17. (a) Differentiate dissolution of firm from dissolution of partnership.

Or

(b) How are debentures classified?

18. (a) What is meant by profit and loss account? Explain its advantages.

Or

(b) How will value goodwill under net asset method? Give an example.

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B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

ORGANISATIONAL BEHAVIOUR

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What are the elements of OB?

2.   Mention the gols of OB?

3.   What is attitude?

4.   Define motivation.

5.   What is job enrichment?

6.   What is Johari window?

7.   What is transactional analysis?

8. Define group.

9. What do you mean by organizational change?

10. What is emotional quotient?

<div align="center">Part B   (5 × 5 = 25)</div>

Answer ALL questions, by choosing either (a) or (b).

11. (a) What is organization behavior? What is its scope?

<div align="center">Or</div>

(b) How does culture affects organizational behavior?

12. (a) What is perception? Explain its role in individual decision making?

<div align="center">Or</div>

(b) What are the principles of learning?

13. (a) How to develop healthy interpersonal relationship at work place?

<div align="center">Or</div>

(b) Write a note on elements of communication.

14. (a) What are the different types of groups?

<div align="center">Or</div>

(b) Explain the concepts of organizational conflict.

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15. (a) Write a note of resistance to change.

Or

(b) Write a note on organizational power.

Part C (3 × 10 = 30)

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

16. (a) Discuss the challenges of OB.

Or

(b) Discuss Maslow's need theory of motivation.

17. (a) Explain briefly the different styles of motivation.

Or

(b) How do you manage conflict?

18. (a) Explain the contemporary issues in managing teams.

Or

(b) Explain the various dimensions of organizational culture.

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C–3493	Sub. Code 96227

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Second Semester

BUSINESS COMMUNICATION - II

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is formal report?

2. Write a short note on sales presentation.

3. What is non-verbal communication?

4. What is meant by para language?

5. What is interview method?

6. Define oral communication.

7. State any two forms of modern forms of communication.

8. Write any two objectives of international communication.

9. What is meant by interactions in global business?

10. Mention any two ways to communicate the business people in internationally?

Part B   (5 × 5 = 25)

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

11. (a) List out the principles of oral communication?

Or

(b) Write short notes on the following:

(i) Presentation

(ii) Surveys.

12. (a) List out the barriers of listening.

Or

(b) Explain the importance of body language?

13. (a) What are the qualities of good interviewer?

Or

(b) Briefly explain any four types of interviews.

14. (a) Explain any 2 types of modern forms of communication in business.

Or

(b) How does cultural context affect international communication?

15. (a) How will you present the reports in international business?

Or

(b) Briefly explain the global business communication.

Part C   (3 × 10 = 30)

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

16. (a) What are the steps to be followed in report preparation? Explain it.

Or

(b) How could a business communication be effectively presented?

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17. (a) Describe the non-verbal aspects to communicating in business.

Or

(b) What are the skills that are required for interview?

18. (a) Explain the importance of cultural sensitivity in international business.

Or

(b) Describe the factors affecting the inter cultural interactions in global business.

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3   C–3493

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

HUMAN RESOURCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is meant by Human capital?

2.   List out the function of HR manager.

3.   What are the benefits of HR planning?

4.   What are the problems involved in placement?

5.   What is the purpose of induction?

6.   List out the HRM strategies.

7.   What are the bases of promotion?

8.   What are the types of promotion?

9.   What is meant by performance appraisal?

10. Define job evaluation.

Part B (5 × 5 = 25)

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

11. (a) Explain the operative functions of HRM.

Or

(b) Explain the nature and scope of HRM.

12. (a) Define Human resource planning and bring out the significance of HRP.

Or

(b) What are the benefits of training?

13. (a) Explain the need for training and the methods of training in HRM.

Or

(b) Explain in detail on the purpose of induction.

14. (a) Explain about the types of transfers with suitable example.

Or

(b) Explain about the promotion policy.

15. (a) Explain about the 360 degree appraisal with suitable example.

Or

(b) Explain the concept of job evaluation.

Part C (3 × 10 = 30)

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

16. (a) Bring out the significance of HR manager in bringing efficiency in the organization.

Or

(b) Explain about the tests in selection. Also explain about the problems involved in placement.

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17. (a) Explain the need for HRP?

Or

(b) Explain about the training, induction and HRM strategies.

18. (a) Explain about the role of performance appraisal and compensation in enhancing the performance of employees.

Or

(b) Bring about the importance of transfers and promotion in HRM.

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B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

MARKETING MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define the term services marketing.

2.   What is a new product?

3.   What is meant by prize coupan?

4.   What do you understand by break-even pricing?

5.   What is promotional mix?

6.   What do you understand market segmentation?

7.   What is branding?

8.   What is meant by product differentiation?

9.   What do you mean by business ethics?

10.   What is e-marketing?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain in detail 7 P's in service marketing.

Or

(b) Explain the different types of branding. Give example.

12. (a) What are the qualities required for a good salesmen?

Or

(b) Define promotion. What are the objectives of sales promotion?

13. (a) What basis the market is segmented? Explain in detail.

Or

(b) Explain in brief the various types of marketing environment.

14. (a) What are the factors influencing price decision?

Or

(b) Explain in detail the need and importance of personal selling.

15. (a) Explain in detail different types of advertisement, which advertisement is attractive name in the present market.

Or

(b) Explain different methods of pricing a product.

2

Part C (3 × 10 = 30)

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

16. (a) What is product life cycle? Explain the different stages in the PLC.

Or

(b) Explain the role and functions of marketing.

17. (a) What do you mean by on-line marketing? Explain the need and importance of on-line marketing.

Or

(b) What factors determine the choice of a distribution channel? Explain them briefly.

18. (a) Write note on :

(i) Trade shows

(ii) Consumer insights

(iii) Corporate retailing.

Or

(b) Briefly explain the reasons for new product failure in a market.

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B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

FINANCIAL MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is cost of capital

2. What are the various types of leverages?

3. Define capital gearing.

4. What is optimal capital structure?

5. What is indifferent point?

6. Define working capital.

7. What is meant by working capital management?

8. What is capital budgeting?

9. Define dividend.

10. Define the term finance function.

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

11. (a) Explain different types of costs.

Or

(b) A company issues 1000 equity shares of Rs. 100 each at a premium of 10%. The company has been paying 20% dividend to equity shareholders for the past five years and expects to maintain the same in the future also. Compute the cost of equity capital. Will it make any difference if the market price of equity share is Rs. 160?

12. (a) Explain the various types of finance decisions.

Or

(b) A company has Rs. 1,00,000, 10% debentures and 5,000 equity shares outstanding. It is in the 35 per cent tax bracket. Assuming three levels of EBIT

 (i) Rs. 50,000

 (ii) Rs. 30,000

 (iii) Rs. 70,000.

 Calculate the change in EPS (base level of EBIT = Rs. 50,000).

13. (a) Describe the limitations of trading equity.

Or

(b) X Ltd., is producing articles mostly on hand labour and is considering to replace it by a new machine. There are two alternative models A and B of the machine. Prepare a statement of profitability showing the payback period from the following information.

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	Machine	
	A	B
Estimated life of machine	4 years	5 years
Cost of machine	Rs. 9,000	Rs. 18,000
Estimated savings in scrap	500	800
Estimated savings in direct wages	6,000	8,000
Additional cost of maintenance	800	1,000
Additional cost of supervision	1,200	1,800

Ignore taxation.

14. (a) Discuss the goals of financial management.

Or

(b) Explain the limitations of 'Inadequate' and 'excessive' working capital.

15. (a) Explain the different types of dividend policies.

Or

(b) Discuss the importance of the capital structure.

Part C (3 × 10 = 30)

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

16. (a) Examine the traditional role of the financial manager and elucidate his present role.

Or

(b) A company provides the following particulars.

Raw materials 40%; Labour 10%; Overheads 30%

(i) Raw materials remain in stores for 6 weeks

(ii) Processing time – 4 weeks

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(iii) Finished goods are in stock for 5 weeks

(iv) Period of credit allowed to debtors 10 weeks

(v) Lag in payment of wages 2 weeks

(vi) Period of credit allowed by creditors 4 weeks

(vii) Selling price Rs. 50 per unit

(viii) Production in unit 13,000 per annum.

Prepare an estimate of working capital.

17. (a) X Ltd., has Rs. 3,00,000 to invest. The company is trying to decide between two alternative uses of funds. The alternatives are :

	Project A	Project B
Investment cost	Rs. 30,000	Rs. 30,000
Annual cost earnings	Rs. 8,000	
Single cash inflow at the end of 10th year	-	Rs. 1,20,000
Life of the project	10 years	10 years

The company's cost of capital in 15%. Which project would you recommend the company to accept?

Or

(b) A company issues 12% debentures on the condition that the principal of Rs. 72,000 will be repayable in six equal installments from 2013 onwards. The company is required to pay tax at a rate of 60%. You are required to find out the cost of debt capital for the company.

18. (a) Discuss the factors are influenced the dividend policy.

Or

(b) What is cost of debt? Explain various methods of computing cost of debt capital.

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B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

FUNDAMENTALS OF FOREIGN TRADE

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is regional economic integration?

2.   What is economics of scale?

3.   What are objectives of NAFTA?

4.   What is dumping?

5.   How many countries are members in EU?

6.   What is liberalised economy?

7.   What is the reason for present economic crisis?

8.   How many countries are members in NAFTA?

9.   What is cross culture relationships?

10. What are the basic principles of the anti dumping agreement?

Part B (5 × 5 = 25)

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

11. (a) 'FDI is the need of the hour' – Discuss.

Or

(b) Define globalisation and state its advantages and disadvantages.

12. (a) Discuss the trade related aspects of intellectual property rights.

Or

(b) What is the need and importance of portfolio investment?

13. (a) Explain in detail need and importance of international franchising.

Or

(b) Discuss any two successful Indian joint ventures aboard.

14. (a) Briefly explain the features of emerging world markets.

Or

(b) Explain the structure of north American Free Trade Agreement (NAFTA).

15. (a) What are the regulatory framework for anti dumping in India?

Or

(b) What are difference between domestic and international business?

2 C–3497

Part C (3 × 10 = 30)

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

16. (a) Explain the advantage of economic integration and trading blocks.

Or

(b) Discuss the environment factors influencing international business.

17. (a) Discuss the role of MNCs in technology transfer.

Or

(b) Analyse the steps taken by government of India to globalaise the economy.

18. (a) What are the advantages and limitations of cross culture? Give example.

Or

(b) What is need and importance of Foreign investment?

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3 **C–3497**

C–3498	Sub. Code
	96235

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define statistics.

2. List out the role of statistics in business domain.

3. Define arithmetic mean.

4. What is dispersion?

5. Mention any two models of time series.

6. Define secular trend in a time series.

7. Write down the formula to calculate rank correlation coefficient.

8. Define rank correlation co-efficient.

9. List out the properties of regression lines.

10. Define regression equation.

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

11. (a) Explain the functions of statistics.

Or

(b) Distinguish between sample and sampling.

12. (a) Calculate the geometric and the harmonic mean of the following series of monthly expenditure of hostel student. 125, 130, 75, 10, 45, 50, 40, 500, 150.

Or

(b) What are the requisites of a good measure of variation?

13. (a) Mention various methods of determining trend in a time series.

Or

(b) Describe the cyclical fluctuations in a time series.

14. (a) Distinguish between linear and non linear correlation.

Or

(b) Discuss the uses of correlation and its significance.

15. (a) Distinguish between correlation and regression.

Or

(b) Explain the concepts of lines of regression.

C–3498

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

16. (a) State the applications of statistics in agriculture and industry.

Or

(b) Calculate the mean deviation and for the following discrete data.

   Items :   42   108   135   150   210

   Frequency : 6   15   3   3   9

17. (a) What are the merits and demerits of range? Explain.

Or

(b) The percentage of students getting dream placements in campus selection in a leading technical institution during the past five years are as follows.

   Year :   2008   2009   2010   2011   2012

   Percentage : 7.3   8.7   10.2   7.6   7.4

   Find the linear equation that describes the data. Also calculate the percentage of trend.

18. (a) What is rant correlation? State the merits and demerits of spearman's ran correlation method.

Or

(b) For 5 observations of pairs of (X, Y) of variables X and Y the following results are obtained. $\sum X = 15$, $\sum Y = 25$, $\sum X2 = 55$, $\sum Y2 = 135$, $\sum XY = 83$. Find the equation of the lines of regression and estimate the values of X and Y if Y = 8; X = 12.

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C–3498

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

FUNDAMENTALS OF BUSINESS TAX

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by standard rent?

2. Define business.

3. Mention any two examples of allowances.

4. What are deemed incomes?

5. Who is an assessee?

6. Mention any two inadmissible incomes in computation of business income.

7. Define the term 'Previous Year'.

8. What are no limit donations?

9. What is cost of improvement?

10. What is short term capital asset?

Part B $(5 \times 5 = 25)$

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

11. (a) Define the term Income. Distinguish between the gross total income and total income.

Or

(b) Distinguish between STCG and LTCG.

12. (a) Dr. K.K. Bansal owns a house property in Pune which is let out for Rs. 8,000 p.m. Its municipal valuation and municipal taxes are respectively Rs. 80,000 and 30%. Dr. Bansal paid municipal taxes of the past four years along with for the current previous year. Other expenses relating to property is the following :

    (i) Repair and insurance premium : Rs. 7,000

    (ii) Interest for purchase of house : Rs. 42,000

    The house was vacant for three months in the year. Compute income of house property for the A.Y. 2019-20.

Or

(b) 'Causal receipts are exempt from tax' – State the various exemptions to this general principle.

13. (a) Explain the deduction of preliminary expenses.

Or

(b) Describe the term 'Perquisites' and give examples of tax-free perquisites.

2

C–3499

14. (a) What are the deductions allowed on income from house property?

Or

(b) From the following information compute tax payable by Suresh for the A.Y. 2019-20.

   (i) Unexplained expenditure : Rs. 10,00,000

   (ii) LTCG u/s 112 A on transfer of units of equity oriented fund : Rs. 2,50,000

   (iii) Dividend from domestic companies : Rs. 15,00,000

   (iv) Other income : Rs. 2,50,000.

15. (a) Explain the rates of income tax for individuals.

Or

(b) Describe the claim for refund arises and what is the procedure relating to the application for refund?

Part C (3 × 10 = 30)

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

16. (a) Explain the term 'Agricultural income' and its kinds. State ten incomes which are related to land but not agricultural income.

Or

(b) Distinguish between capital expenditure and revenue expenditure.

3

C–3499

17. (a) Mr. Vishal is an employee of the central Government. He joined on 1ˢᵗ April, 2018. From the following information compute his tax liability for the A.Y. 2019-20.

Salary : Rs. 10,00,000

D.A. : Rs. 90,000

HRS (he lives in his own house) : Rs. 2,20,000

He and the Government contributed 10% of salary and D.A. to the pension fund. He paid Rs. 11,000 life insurance premium to the L.I.C. of India.

Or

(b) Explain the deduction u/s 80 G.

18. (a) Discuss the provisions of the Income Tax act regarding interest payable by government on delay in granting refunds.

Or

(b) Explain any ten exempted incomes.

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4

C–3499

C–3500	Sub. Code
	96241

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

EXIM PROCEDURES AND DOCUMENTATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define 'Export.

2.   What is pre-shipment?

3.   What is LC?

4.   Give a short note on EXIM policy.

5.   State India's foreign trade policy.

6.   What is meant by prohibited goods?

7.   What is documentary credit?

8.   What is letter of credit?

9.   Give a short note on credit risk management.

10. What is meant by post shipment documentation?

Part B   (5 × 5 = 25)

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

11. (a) What are the objectives of forex regulations?

Or

(b) What are the purposes of quality control?

12. (a) Explain the significance of EXIM policy?

Or

(b) What are the restrictions followed in export business activities?

13. (a) What are the pros and cons of the foreign trade policy in India?

Or

(b) Describe the significance of customs act in brief.

14. (a) Briefly explain the features of payment terms.

Or

(b) State the process of opening LC?

15. (a) Explain the types of letter of credit.

Or

(b) What are the features of EXIM documents?

Part C   (3 × 10 = 30)

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

16. (a) Discuss the significance of FERA Act.

Or

(b) Explain the steps to be followed for pre-shipment inspection.

2   **C–3500**

17. (a) How will you get the approval for starting the export business in India.

Or

(b) Give your opinion about recent foreign trade policy.

18. (a) Discuss the process and operation of LC.

Or

(b) Explain the dimensions of documentations.

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3 **C–3500**

C–3501	Sub. Code 96242

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

SERVICES MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is goods in marketing?

2.   Define the term 'service'

3.   What is meant by customer perception?

4.   What is zone of tolerance?

5.   Who is called 'personnel'?

6.   What is marketing mix management in tourism?

7.   Expand CRM.

8.   What is meant by market segmentation?

9.   What are soft standard?

10.   What is defensive marketing?

Part B   (5 × 5 = 25)

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

11. (a) What are the reasons for the growth of service sector?

Or

(b) What are the 7P's of service marketing mix?

12. (a) Briefly explain the following:

(i) Customer perception and

(ii) Customer satisfaction.

Or

(b) List out the factors influencing the customer perception in service.

13. (a) Describe the nature of tourism.

Or

(b) How will you classify the hotels? Explain it.

14. (a) How to build the customer relationship through retention strategies? Briefly explain it.

Or

(b) List out the features of marketing segmentation in services.

15. (a) What are the process for developing customer defined standards?

Or

(b) Briefly explain the uses of service blue printing.

2   **C–3501**

Part C $(3 \times 10 = 30)$

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

16. (a)   Explain the service quality GAP model.

                              Or

    (b)   Discuss the myths about services.

17. (a)   Describe the factors that are influencing customer
          perception.

                              Or

    (b)   How can you manage the hotel industry in services?
          Explain it.

18. (a)   Enumerate the evaluation of customer relationship
          in marketing.

                              Or

    (b)   Discuss the role of service quality in offensive and
          defensive marketing.

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3   C–3501

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

INTERNATIONAL BUSINESS ENVIRONMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is the Ricardian theory of international trade?

2.   What is culture?

3.   What are the three basic characteristics of MNC?

4.   State the mode of strategies to enter into the market?

5.   Name the member countries of SAARC.

6.   What is patent?

7.   Who are the participants in the foreign exchange rate?
     State its types.

8. Write short notes on SWAP.

9. Define the term clean technology.

10. Mention the ethics of international marketing.

Part B   (5 × 5 = 25)

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

11. (a) Define international business. How does it differ from domestic business?

Or

    (b) Using Hecksher-Ohlin's factor endowment theory, explain how the less developed countries could benefit from free trade.

12. (a) Briefly state the benefits of MNC to host countries.

Or

    (b) What are the challenges faced by multinational enterprises in emerging markets?

13. (a) What are the various forms of Regional economic groupings? Discuss the impact of Regional economic groupings.

Or

    (b) List out the objectives of NAFTA.

14. (a) What are the determinants of foreign exchange rates? How would you forecast exchange rates?

Or

    (b) What are the functions of foreign exchange market?

2

C–3502

15. (a) Explain the ethics of international marketing.

Or

(b) Explain the role of transfer of technology in international trade.

Part C (3 × 10 = 30)

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

16. (a) How does social, economic and political environment affect business decision of a firm?

Or

(b) Write an essay on the MNCs operating in India.

17. (a) Explain the structure and functions of WTO.

Or

(b) Elaborate the purchasing power parity theory of exchange rate?

18. (a) What are the alternative methods of entry into foreign markets? Explain their merits and demerits.

Or

(b) Describe the features of international marketing through internet.

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3 | **C–3502**

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

BUSINESS RESEARCH METHODS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is marketing research?

2.   Define research plan.

3.   What is meant by observational research?

4.   Define conceptual research.

5.   What is ordinal scale?

6.   What is meant by decision making?

7.   What is title page?

8.   What is meant by tabulation?

9.   What is a consumer insight?

10.   Define product development?

Part B   (5 × 5 = 25)

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

11. (a) Enumerate the divisions of marketing research.

Or

(b) Explain the benefits of marketing research.

12. (a) What are the types of qualitative approach?

Or

(b) Explain about emerging qualitative approach.

13. (a) "Marketing research improves the efficiency of business" - narrate.

Or

(b) Explain the qualitative research sampling.

14. (a) What are the contents of Coding?

Or

(b) What is Tabulation? Explain the importance of tabulation.

15. (a) What are the new trends in marketing research?

Or

(b) Differentiate between economic and competitive pressures.

C–3503

Part C (3 × 10 = 30)

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

16. (a) Explain the components of marketing research.

Or

(b) Differentiate qualitative and quantitative approach.

17. (a) Enumerate the importance of marketing research in business.

Or

(b) What is decoding? Explain the importance of decoding in data analysis.

18. (a) Explain the role of insight in developing a product.

Or

(b) "Behavioural science based approach are more popular" - Narrate.

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3

C–3504	Sub. Code
	96251

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

PERSUASION AND SALESMANSHIP

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is advertising?

2. List out few advertising strategies.

3. What is Bandwagon?

4. Write an example of informative advertising?

5. What are the roles of salesmanship?

6. List out four parameters of judging product ideas.

7. Write down the objectives of experimental marketing.

8. What is relationship marketing?

9. What are the major media types?

10. Who are the active participants in advertising?

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

11. (a) How persuasion is used in advertising? Explain.

Or

(b) Write short note on social judgement theory of persuasion.

12. (a) Describe how do advertisers persuade consumers?

Or

(b) Explain six common techniques of persuasion.

13. (a) What is salesmanship and what is its nature?

Or

(b) Explain the purposes of evaluating a product.

14. (a) Explain the various phases of experimental marketing.

Or

(b) Write down the advantages of personal selling.

15. (a) Describe the various activities that are typically parts of the creative design process.

Or

(b) Write down the importance of creative ideas in advertising.

C–3504

Part C   (3 × 10 = 30)

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

16. (a) How do you develop an advertising strategy? Describe with example.

Or

(b) Explain the various steps involved in selling your products through online.

17. (a) How do you evaluate the demand for a product? Explain.

Or

(b) Explain the new product development process in detail.

18. (a) Explain the following:

(i) Low ball technique

(ii) Door-in-the-face technique

(iii) Foot-in-the-door technique.

Or

(b) Television publicity has become a must of the modern advertising." Justify.

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3   **C–3504**

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

CREATIVE COMMUNICATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is adverb?

2.   Define Lyricism.

3.   What do you mean by writing skills?

4.   What is email?

5.   Why do we use transformation?

6.   Write examples for conscious communication.

7.   Define idea.

8.   What is blue humour?

9. Write the elements of interactive grammar.

10. What are the four characteristics of media writing?

<div align="center">Part B   (5 × 5 = 25)</div>

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

11. (a) Describe conjunction. What is the significance of conjunctions?

Or

(b) Differentiate verb with adverb with example.

12. (a) What is the importance of effective writing? Explain in detail.

Or

(b) Write a short note on tone voice.

13. (a) Differentiate conscious communication with unconscious communication.

Or

(b) What are the significances of nature writing?

14. (a) How to write an advertising copy?

Or

(b) What is the difference between a copy writer and a content writer?

15. (a) Explain the characteristics of media writing.

Or

(b) Explain the purpose of interactive writing.

    C–3505

Part C (3 × 10 = 30)

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

16. (a) What are Tenses? Why do we need them in a day to day communications? Show with the help of some example the use of different types of tenses.

Or

(b) Write short notes on following:

(i) ten rules for Email etiquettes.

(ii) Layout of a letter

17. (a) Describe the fundamentals of effective persuasion.

Or

(b) Explain the relationship between idea and a story.

18. (a) Justify whether the Grammar and Syntax is essential in advertisements.

Or

(b) Write a short story of your own concepts about a successful sportsman.

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3 **C–3505**

C–3506	Sub. Code 96254

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

BUSINESS LAW

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by coercion?

2.   Who is a minor?

3.   What is government company?

4.   What do you mean by doctrine of indoor management?

5.   What do you understand by dissolution of firm?

6.   What is agreement to sale?

7.   What is caveat emptor?

8.   What do you understand by tribunal?

9.   Define the term 'ICT'.

10.   What do you mean by interim-dividends?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain implied contract with illustrations.

Or

(b) What are the grounds of termination of an agency?

12. (a) What are the salient features of a joint stock company?

Or

(b) Explain the content of articles of association of a company.

13. (a) Define conditions and warranties.

Or

(b) Explain the different types of delivery of goods under sales of goods Act.

14. (a) What are the duties and responsibilities of subscribers?

Or

(b) What are the penalties imposed under the information technology Act?

15. (a) Explain the provision relating to quasi contract.

Or

(b) Distinguish between contract of guarantee and contract.

2   **C–3506**

Part C (3 × 10 = 30)

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

16. (a) What are the requirements for a valid offer?

Or

(b) Briefly explain the conditions and warranties implied by a law in a contract for the sale of goods.

17. (a) Explain different types of meeting conducted by the company.

Or

(b) Explain the rights, duties and liabilities of the partners.

18. (a) Write short notes on :

(i) Executed contract

(ii) Executor contract

(iii) Implied contract.

Or

(b) Explain in detail the need and importance of information technology Act for digital era.

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3 **C–3506**

C–3507	Sub. Code
	96255

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

ENTERPRISE RESOURCE PLANNING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Enterprise Resource Planning.

2.   List out various units of ERP.

3.   What is meant by an enterprise?

4.   Define Integrated management information.

5.   What is meant by business process reengineering?

6.   Define management information system.

7.   Define quality management.

8.   List out different ERP packages.

9.   How do you evaluate package?

10. Define gap analysis.

Part B   (5 × 5 = 25)

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

11. (a) Explain about the advantages of ERP.

Or

(b) Brief about the evolution of ERP.

12. (a) Explain business modeling with suitable example.

Or

(b) Explain about business process mapping for ERP unit design.

13. (a) Explain about executive information system.

Or

(b) Explain about the technologies related to ERP.

14. (a) Explain QAD.

Or

(b) Explain about quality and materials management with reference to ERP.

15. (a) Explain the issues involved in implementing ERP packages.

Or

(b) Explain the steps involved in post implementation of ERP models.

2   **C–3507**

Part C (3 × 10 = 30)

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

16. (a) Explain the need and scope of ERP in the contemporary world.

Or

(b) Explain the risks associated with ERP.

17. (a) Explain about the issues in BAAN.

Or

(b) Explain in detail about the decision support systems.

18. (a) Explain about various components of SCM.

Or

(b) Explain the significance of business process re-engineering in ERP.

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3

C–3507

Sub. Code
96262

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

DIGITAL BRANDING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define consumer generated content.

2. What is targetting?

3. What do you mean by social media?

4. What is content auditing?

5. Write short notes on intellectual property.

6. Define channels.

7. Give an example of branding.

8. How do you identifying prospects?

9. What is writing messages?

10. State the meaning of creator Arche type.

Part B (5 × 5 = 25)

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

11. (a) Explain the interpreting scenario.

Or

(b) Describe the objectives of digital display.

12. (a) Explain the various buying models available in display advertising.

Or

(b) Discuss about the new revenue models.

13. (a) Explain the concept of digital branding.

Or

(b) "Dynamic content creation" – Discuss.

14. (a) Explain the globalization and localization.

Or

(b) Describe the DIY advertising.

15. (a) Explain the social networks.

Or

(b) Discuss the importance of personalization.

Part C (3 × 10 = 30)

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

16. (a) What do you understand by product planning? Discuss briefly the problems of introducing new products.

Or

(b) Discuss about the customer relationship digital branding.

2 **C–3508**

17. (a) Explain five elements of Gamification in a branding strategy.

Or

(b) Discuss about getting the message into the media in content marketing.

18. (a) Explain the importance of shifting advertising channels.

Or

(b) "Strategic framework of the future of media" – Discuss.

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C–3508

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

INTERNATIONAL MARKETING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is market?

2.   What is brand equity?

3.   What do you mean by multilaterism?

4.   What is trade?

5.   What is pricing?

6.   Define marine insurance.

7.   Who is risk?

8. What do you mean by export?

9. What is uniform pricing?

10. What do you mean financial market?

<div align="center">

Part B (5 × 5 = 25)

</div>

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

11. (a) Discuss the need for linking marketing to performance of a firm.

<div align="center">Or</div>

(b) Explain the import export policies and procedures.

12. (a) Define marketing. Explain the linkage of marketing to financial performance of company.

<div align="center">Or</div>

(b) What is pricing simulation and its impact on profitability of a trim? Explain.

13. (a) Explain the insuring goods against marine risk.

<div align="center">Or</div>

(b) What are the documents submitted to bank for purchase of goods?

14. (a) Explain the challenges and opportunities in international market.

<div align="center">Or</div>

(b) What are the types of export business?

<div align="center">

2   **C–3509**

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15. (a) Describe the need and scope of the finance strategy.

Or

(b) Explain arranging finance for exports.

Part C (3 × 10 = 30)

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

16. (a) Explain the scope and objectives of international marketing.

Or

(b) Differentiate life insurance and marine insurance.

17. (a) Discuss the importance of marketing research for identifying the opportunities in international markets.

Or

(b) Explain the procedure for appointing overseas agents.

18. (a) Describe the financial and fiscal incentives provided by the government the for promoting export.

Or

(b) Describe the role of various institutions for promoting exports and to obtain export credit insurance.

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C–3509

C–3510		Sub. Code
		96264

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define the term 'Consumer learning?

2.   Write a note on 'Consumer decision making'.

3.   What meant by 'values system'.

4.   Write note on 'Psychographics on buying behavior'.

5.   What is reference group?

6.   Write a note on 'celebrity endorsements'.

7.   What is 'customer retention'?

8. Write a note on 'brand loyalty'.

9. What do you mean by 'Attitudinal Loyalty'?

10. What is meant by 'cognitive loyalty'?

Part B (5 × 5 = 25)

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

11. (a) Explain the objectives and importance of consumer behavior.

Or

(b) What are the objectives of consumer decision making model? Explain.

12. (a) Explain the significance of new consumption pattern.

Or

(b) Discuss the Rural consumer behavior and its importance.

13. (a) Explain the influence of culture on consumer behaviors.

Or

(b) What are the cultural aspects of emerging markets? Explain.

14. (a) Explain the drivers of customer loyalty with new trends.

Or

(b) What are the factor affecting customer loyalty formation? Explain.

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15. (a) Explain the significance of customer loyalty for retail industry.

Or

(b) Explain influence of service quality on customer loyalty.

Part C (3 × 10 = 30)

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

16. (a) Discuss the impact of psychographics on buying behavior.

Or

(b) What are the effects of reference groups on consumer decision making? Explain.

17. (a) Explain the importance of group influence on consumption.

Or

(b) Explain Rai Srivastava model of customer loyalty formation.

18. (a) Discuss the importance of characteristic futures of behavioral loyalty.

Or

(b) Explain the customer loyalty application in aviation industry.

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C–3511		Sub. Code
		96265

B.B.A. DEGREE EXAMINATION

INTERNATIONAL BUSINESS

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

BUSINESS NEGOTIATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define the term 'culture'.

2. Write short note on 'Decision making'.

3. What you mean by effective persuasion?

4. What is problem of concessions?

5. What is integrative strategy?

6. Write short note on conflict ethics.

7. What is decision making?

8. Write a note on trust building.

9. What do you mean by creativity?

10. Write short note on negotiation style.

Part B (5 × 5 = 25)

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

11. (a) Explain the objectives of international negotiations and its importance.

Or

(b) Explain the preparation and planning for the business negotiation.

12. (a) Explain the rules of effective persuasion.

Or

(b) What is the role of disruptive strategy in business negotiation? Explain.

13. (a) Explain negotiation planning and integrative strategy.

Or

(b) Discuss the process of negotiation and its importance.

14. (a) How would you develop various negotiation styles? Explain.

Or

(b) How would you establish trust building relationship?

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15. (a) Discuss the problem of culture in negotiation and conflict resolution.

Or

(b) Explain the influence of national and cultural variations in decision-making.

Part C (3 × 10 = 30)

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

16. (a) Explain the influence of cultural factors on different aspects of business.

Or

(b) Explain the decision making process in business negotiations.

17. (a) How would you manage conflict ethics in international negations?

Or

(b) Explain the environmental context of International business negotiations.

18. (a) Explain the essentials of negotiation and its importance.

Or

(b) Explain the objectives of inter-group conflict resolution.

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