

C-4869

Sub. Code

96111T/  
96211T

**B.Com./B.B.A. DEGREE EXAMINATION,  
NOVEMBER 2021**

**First Semester**

**Banking Finance Service and Insurance**

**Part I — வணிகக் கடிதங்கள்**

**(Common for B.Com. (BFS & I)/BBA (IB))**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**பகுதி அ**

**(10 × 2 = 20)**

**அனைத்து வினாக்களுக்கும் விடையளி.**

1. வணிகக் கடிதத்தின் முக்கிய பணிகள் யாவை?
2. வணிக மடலின் கட்டமைப்பு பற்றி குறிப்பு வரைக.
3. விண்ணப்பக் கடிதம் - வரையறு.
4. கருத்துரை காட்டும் கடிதம் பற்றி குறிப்பு வரைக.
5. சில்லரை விற்பனையாளருக்கான முனைவுக் கடிதத்தில் இடம் பெற வேண்டியவை யாவை?
6. வசூல் கடிதம் எழுதும் முறையை குறிப்பிடுக.
7. சுற்றறிக்கை என்றால் என்ன?
8. அரசுடனான கடிதப் போக்குவரத்துக்கான முதன்மைக் காரணங்கள் யாவை?
9. நிறுமக் கூட்டம் - வரையறு.
10. இயக்குநர்களுடன் செயலரின் கடிதத் தொடர்பு பற்றி நீவிர் அறிவது யாது?

பகுதி ஆ

(5 × 5 = 25)

அனைத்து வினாக்களுக்கும் விடையளி.

11. (அ) வணிகக் கடிதங்களின் சிறப்புக் கூறுகள் மற்றும் நோக்கத்தினை விளக்குக.

(அல்லது)

- (ஆ) கடிதம் எழுதுபவர் எழுதும் முன் மனதில் கொள்ள வேண்டிய செய்திகளை விவரிக்கவும்.

12. (அ) விற்பனை மேலாளர் பதவிக்கு ஒரு விண்ணப்பம் வரைக.

(அல்லது)

- (ஆ) கடன் கோரி விண்ணப்பிக்கும் மடலின் பொருளடக்கம் மற்றும் அதன் அமைப்பை விளக்கவும்.

13. (அ) சரக்கு பெற்றுக் கொண்டதை உறுதி செய்து கடிதம் எழுதுக.

(அல்லது)

- (ஆ) கணக்கை நேர் செய்தல் என்றால் என்ன? அதற்காக எழுதப்படும் மடலின் நோக்கத்தினை விளக்குக.

14. (அ) ஏற்றுமதி இறக்குமதி தொடர்பான கடிதத்தின் பொருளடக்கத்தினையும் மேலும் அவற்றின் முக்கியத்துவத்தை விவரிக்கவும்.

(அல்லது)

- (ஆ) விற்பனையாளர் சரக்குகளை அனுப்பியதற்கான ஒரு போக்குவரத்து மடல் வரைக.

15. (அ) நிறுமக் கூட்டத்தின் வகைகள் யாவை? விளக்குக.

(அல்லது)

- (ஆ) அறிக்கை - வரையறு. அறிக்கை தயாரிப்பதன் மூலம் ஏற்படும் நன்மைகளை விளக்கவும்.

பகுதி இ

(3 × 10 = 30)

அனைத்து வினாக்களுக்கும் விடையளி.

16. (அ) வணிகக் கடிதத்தின் முக்கியத்துவத்தை விவரிக்கவும்.

(அல்லது)

(ஆ) தகவல் தொடர்பின் நோக்கம் மற்றும் கூறுகளை விவரிக்கவும்.

17. (அ) வியாபாரத்தில் நாணயமாக நடப்பது குறித்து ஒரு மாதிரி கடிதத்தை தயார் செய்க.

(அல்லது)

(ஆ) ஆணையறுக்கள் என்றால் என்ன? உமது நிறுமத்திற்கு 20 கணிப்பொறி அனுப்ப கோரி ஒரு கடிதம் வரைக.

18. (அ) தீக்காப்பீடு செய்யுமாறு கேட்டு மடல் எழுதுக.

(அல்லது)

(ஆ) துணி துவைக்கும் கருவிகளை ஒரு குறிப்பிட்ட பகுதியில் விற்க, முகமை வழங்குவது குறித்து கடிதம் எழுதுக.

C-4870

Sub. Code

96112/96212

**B.Com./B.B.A DEGREE EXAMINATION,  
NOVEMBER 2021.**

**First Semester**

**Banking Finance Service and Insurance**

**Part II – PROSE AND COMMUNICATION SKILLS**

**(Common for B.B.A. (International Business) /  
B.Com. (BFS & I))**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What strengths and achievements are pinpointed by Kalam?
2. Who said, 'nothing clears up my sprits like a fine day'?
3. What does the narrator close the account?
4. What is the main theme of *Sweet for Angels*?
5. What are the sensual drugs?
6. How does Huxley regard time?
7. The teacher \_\_\_\_\_ (teach) us that the earth is round.
8. The doctor \_\_\_\_\_ (say) she will get better soon.
9. \_\_\_\_\_ child held on. (use article)
10. He \_\_\_\_\_ win the prize. (use auxiliary verb)

**Part B**

(5 × 5 = 25)

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

11. (a) Comment on Kalam's three visions for India.

Or

- (b) Explain the central theme of the essay *On Saying Please*.

12. (a) Why is the bank manager annoyed with the narrator in "*My Financial Career*" by Stephen Leacock?

Or

- (b) A story analysis of "*Time and the Machine*".

13. (a) Elaborate the main character of the novel "*Sweets for Angels*".

Or

- (b) What are the reasons for the dangers of drug abuse?

14. Fill in the blanks with the suitable tense forms.

- (a) (i) He never \_\_\_\_\_ (understand) how this \_\_\_\_\_ (come) about.  
(ii) He \_\_\_\_\_ (say) that he \_\_\_\_\_ (go) to Delhi.  
(iii) She \_\_\_\_\_ (like) me so much.

Or

- (b) (i) The sun \_\_\_\_\_ (set) in the west.  
(ii) There \_\_\_\_\_ (go) the car.  
(iii) He \_\_\_\_\_ (do) not go to the park.  
(iv) That notice \_\_\_\_\_ (read) "No Parking".  
(v) \_\_\_\_\_ (do) you play cricket?

15. (a) Use appropriate articles in the following sentences.
- (i) Do you have \_\_\_\_\_ driver's license?
  - (ii) That is \_\_\_\_\_ excellent movie.
  - (iii) Nobody lives on \_\_\_\_\_ moon.
  - (iv) He loved \_\_\_\_\_ dessert with ice-cream.
  - (v) I saw \_\_\_\_\_ snake this morning.

Or

- (b) Change the following as directed.
- (i) The child is eating cherries. (change into passive)
  - (ii) Who wrote this book? (change into passive)
  - (iii) He teaches French (change into passive)
  - (iv) A diamond bangle was bought by her (change into active)
  - (v) A temple is being built by them (change into active)

PART C — (3 × 10 = 30 marks)

Answer **all** questions.

16. (a) Write an essay on Stephen Leacock as a satirist with particular reference to "*My Financial Career*"?

Or

- (b) A narrative analysis of "*Time and the Machine*".

17. (a) Discuss the importance and effect of good manners.

Or

- (b) Write an essay on Kali's bitter experience with children, bringing out the foul role played by bystanders.

18. (a) Fill in the correct form of the verb.
- (i) I \_\_\_\_\_ (hear) a new song in the TV.
  - (ii) He \_\_\_\_\_-(understand) during the class, but now he doesn't understand
  - (iii) She \_\_\_\_\_ (have) a baby in August.
  - (iv) You \_\_\_\_\_(lose) your keys last month.
  - (v) I \_\_\_\_\_(read) one book today.
  - (vi) They \_\_\_\_\_(speak) Hindi to the waitress.
  - (vii) I \_\_\_\_\_ (forget) to buy some bananas.
  - (viii) They \_\_\_\_\_(run) for 500 m.
  - (ix) At the age of 23, she \_\_\_\_\_ (become) a dancer.
  - (x) I \_\_\_\_\_(give) my mother a sari for new year.

Or

- (b) Change the following sentences as directed.
- (i) Do you live in \_\_\_\_\_big house? (use article)
  - (ii) \_\_\_\_\_ pen on my desk belongs to me. (use article)
  - (iii) She travels to work by bus. (identify verb)
  - (iv) Sam sings in the choir. (identify verb)
  - (v) I have finished cooking. (change into passive)
  - (vi) Somebody had stolen my cycle(change into passive)
  - (vii) May god bless you with happiness (change into passive)
  - (viii) A red shirt was worn by him (change into active)
  - (ix) The job has been finished by me (change into active)
  - (x) A letter is being typed by her (change into active)

**C-4918**

**Sub. Code**

**96213**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**International Business**

**MANAGERIAL ECONOMICS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define managerial economics.
2. List out the features of managerial economics.
3. Define the law of demand.
4. What is meant by Income elasticity of demand?
5. What is meant by consumer surplus?
6. Define Engle's Law.
7. Define Law of variable proportion.
8. Define Law of Supply.
9. What is meant by Revenue?
10. Define oligopoly.



**Part B**

(5 × 5 = 25)

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

11. (a) Explain the scope of Managerial economics.

Or

- (b) Bring out the features of managerial economics.

12. (a) Enumerate the determinants of demand.

Or

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

13. (a) Explain the theory of consumer behavior.

Or

- (b) Explain the Ordinal approach.

14. (a) Explain the concept of opportunity cost.

Or

- (b) Explain the concept of managerial equilibrium.

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

Or

- (b) Define Monopoly. How does a Monopoly firm attain Equilibrium under different cost conditions?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Bring the significance of managerial economics in managing the firm efficiently.

Or

- (b) Explain different phases of business cycle.

17. (a) Explain the short-run cost output relationship.

Or

- (b) Explain the different elasticity of demand.

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

Or

- (b) Explain break even analysis.
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**C-4919**

**Sub. Code**

**96214**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**International Business**

**MANAGEMENT CONCEPTS AND PRACTICES**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term scalar chain.
2. What is efficiency?
3. What is E-spirit de corps?
4. What are the stages in evolution of management thought?
5. What is strategy?
6. What is Goal?
7. Define organizing.
8. What is authority?
9. What are the characteristics of control?
10. What is supervision?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the skills required for a manager.

Or

- (b) Explain the importance of Management.

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

Or

- (b) Describe the characteristics of a bureaucratic theory of management.

13. (a) Explain the steps involved in strategic planning process.

Or

- (b) Mention the Characteristics of “Programmed” and “Non-Programmed” decisions.

14. (a) Differentiate formal organization with informal organization.

Or

- (b) Write a short note on matrix organization.

15. (a) Explain the importance of controlling in management.

Or

- (b) Write short note on Maslow’s hierarchy of needs.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain briefly about the various functions of Management.

Or

- (b) What is the role of scientific management in the modern era?

17. (a) What are the Henry Fayol's 14 principles of management or theory on administrative management?

Or

- (b) What is MBO? Explain briefly the benefits and weakness of MBO.

18. (a) Describe the structure and process of organizing in detail.

Or

- (b) Explain the barriers of communication in detail.

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**C-4920**

**Sub. Code**

**96215**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**International Business**

**ACCOUNTING – I**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is 'Double entry system'?
2. What is Book-Keeping?
3. What is Ledger?
4. What is Suspense Account?
5. What are subsidiary books?
6. What is a 'Bill of Exchange'?
7. What is single entry?
8. Mention the various methods of providing for depreciation.
9. What is 'Repossessed stock'?
10. What is an 'Account sale'?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain various accounting concepts.

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) Describe the pros and cons of accounting.

Or

- (b) Prepare a bank reconciliation statement as on 31-12-2018, from the following details.

	Rs.
Balance as per cash book	7,225
Cheque deposited into bank but not collected	675
Cheque issued but not presented for payment	879
Bank charges debited in the pass book	20
Interest credited in the pass book	15

13. (a) Explain the steps needed to find average due date, when amount is lent in different installments.

Or

- (b) A machine purchased on 1<sup>st</sup> July 2015 at a cost of Rs.14,000 and Rs.1,000 was spent on its installation. The depreciation is written off at 10% on the original cost every year. The books are closed on 31<sup>st</sup> December each year. The machine was sold for Rs.9,500 on 31<sup>st</sup> March 2018. Show the machinery account for all the years.

14. (a) Explain the method of Maintaining Accounts in the books of Consignor and Consignee.

Or

- (b) How do you prepare the Balance sheet of a 'Non Trading' concern?
15. (a) Distinguish between wholesale and retail branches. What are their special accounting features?

Or

- (b) Describe the different methods of recording transactions relating to Joint venture.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) 'Rectifications does not mean striking off a wrong entry and writing the correct entry. It is a process of 'Neutralisation' and 'Restoration'. – Explain.

Or

- (b) From the following balances as at 31<sup>st</sup> December 2018 of a trader, prepare a Trading and Profit and Loss A/c for the year 2018 and a Balance sheet as on that date:

	Rs.		Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Trade expenses	600		
Purchases	25,000		
Advances	2,500		
Bank balance	5,600		
	<u>81,500</u>		<u>81,500</u>



Adjustments:

- (i) The closing stock amounted to Rs.9,000
- (ii) One month's salary is outstanding
- (iii) One month's rent has been paid in advance
- (iv) Provide 5 per cent for doubtful debts

17. (a) Describe the limitations of single entry system.

Or

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

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

Or

(b) On 1<sup>st</sup> January 2016, a company purchased machinery for Rs.12,000 and on 30<sup>th</sup> June 2017, it required additional machinery at a cost of Rs.2,000. On 31<sup>st</sup> March, 2018, one of the original machines which had cost Rs. 500 was found to have become obsolete and was sold for Rs.50. It was replaced on that date by a new machine costing Rs.800. Depreciation to be provided at the rate of 15 per cent per annum on the written down value. Show Machinery account for the first three years.

**C-4921**

**Sub. Code**

**96217**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**International Business**

**BUSINESS COMMUNICATION – I**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is business communication?
2. What is meant by audience analysis?
3. What as positive personal attitude?
4. Expand SWOT analysis in communication.
5. What is 'Grapevine'?
6. State the meaning of the term 'Group Discussion'.
7. What is meant by group presentation?
8. Write a short note on effective communication.
9. What is collection letter?
10. What is meant by memorandum?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the elements of the process of communication?

Or

- (b) Briefly explain the importance of effective communication.

12. (a) How does positive personal attitude affect communication?

Or

- (b) What is whole communication? Explain briefly.

13. (a) How will you improve the communication in business?

Or

- (b) What are the mails of effective listening?

14. (a) Describe the importance of effective communication.

Or

- (b) Briefly explain the principles of communication.

15. (a) What are the differences between rewriting and editing the drafts?

Or

- (b) Briefly explain the office memorandum.

**Part C**

(3 × 10 = 30)

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

16. (a) Describe the models of communication in business.

Or

- (b) Explain the different levels of audience analysis.

17. (a) Explain the Voté's model of interdependence in business communication.

Or

- (b) State the practices which are involved in business communication.

18. (a) Describe the role of effective communication in business.

Or

- (b) What are the different types of business letters? Explain any four?

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C-1917

Sub. Code

96121T/  
96221T

U.G. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Part – I : தமிழ்

அலுவலக மேலாண்மை

(Common for B.Com (BFS &amp; I)/BBA(IB))

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

அனைத்து வினாக்களுக்கும் விடை தருக.

1. 'அலுவலகம்' என்றால் என்ன?
2. அலுவலகச் செயல்பாடுகளின் இரண்டு கூறுகளைக் கூறுக.
3. அலுவலக மேலாளரின் பணிகள் இரண்டினைச் சுட்டுக.
4. பயிற்சி நிகழ்வுகள் இன்றியமையாத ஒன்றெனப்படுவது ஏன்?
5. இயந்திரமயமாக்குதல் நோக்கம் இரண்டினைத் தருக.
6. அலுவலக அமைப்புத் திட்டம் என்பதென்ன?
7. பக்கச் சுட்டகராதியின் வேறுபெயரைத் தருக.
8. துறைக்கோப்பு முறை என்றால் என்ன?
9. 'படுகிடைக் கோப்பின்' நன்மைகளைக் கூறுக.

10. 'படிவங்கள் கட்டுப்பாடு' என்றால் என்ன?

பகுதி ஆ

(5 × 5 = 25)

அனைத்து வினாக்களுக்கும் விடையளிக்க.

11. (அ) பணிப்போக்கு ஒப்படைப்புச் செயல்முறைகள் என்றால் என்ன? விளக்கம் தருக.

(அல்லது)

(ஆ) பணியை எளிதாக்க மேற்கொள்ள வேண்டிய முறைமைகள் குறித்து எழுதுக.

12. (அ) தபால்களைக் கையாளும் முறைகளை எடுத்துரைக்க.

(அல்லது)

(ஆ) வெளித்தகவல் தொடர்பு பற்றி எடுத்துரைக்க.

13. (அ) பதிவேடுகளை உருவாக்குவதில் ஏற்படும் நன்மைகளை ஆராய்க.

(அல்லது)

(ஆ) கோப்புகளை வரிசைப்படுத்துவதன் நோக்கம் என்ன?

14. (அ) அலுவலகங்களின் கணிப்பொறி பயன்பாடு குறித்து எழுதுக.

(அல்லது)

(ஆ) இயந்திரத் தேர்வுக்கான அடிப்படைக் கோட்பாடுகளை விவரி.

15. (அ) சுட்டகராதியின் அமைப்பினை எடுத்துரைக்க.

(அல்லது)

(ஆ) அறிக்கைகளின் செயலாக்கம் பற்றியுரைக்க.

**பகுதி இ**

(3 × 10 = 30)

**அனைத்து** வினாக்களுக்கும் விடையளி.

16. (அ) நவீன அலுவலகத்தின் அமைப்பு முறை குறித்துக் கட்டுரைக்க.

(அல்லது)

(ஆ) அலுவலக முறை மற்றும் அதன் அன்றாட நடவடிக்கைகளை விரித்துரைக்க.

17. (அ) அலுவலகப் பணிகளில் கடிதம் பெறுமிடத்தை விவரிக்க.

(அல்லது)

(ஆ) மையப்படுத்தப்பட்ட அஞ்சல் பணி என்றால் என்ன? விளக்குக.

18. (அ) நல்ல கோப்பீட்டு முறையின் முக்கிய அம்சங்களை விவரிக்க.

(அல்லது)

(ஆ) அலுவலகங்களின் சாதனங்களின் தேவை குறித்து விளக்குக.

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C-1918

Sub. Code  
96122/96222

U.G. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Part II – English

PROSE, EXTENSIVE READING AND COMMUNICATION  
SKILLS

(Common for B.Com. (BFS&I)/B.B.A. (IB))

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all questions.

1. Why was Jesse Owens angry?
2. What is the message A.J.Cronin convey in *When You Dread Failure*?
3. Why sports persons often forget things?
4. Why was Mr. Johnson shocked?
5. What is the reason that Gandhi lives in the hearts of millions?
6. How did the King decide to find the answers?
7. “Hurry up”, she said to us.(change into indirect)
8. The master punished the servant (change into passive).



9. My sister \_\_\_\_\_ (work/works) as a waitress.
10. You should explain this \_\_\_\_\_ them.  
(Fill in the blank with suitable preposition)

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How did the rivalry of Owens and Long end?  
Or  
(b) Write a short note on *When You Dread Failure*.
12. (a) Show your deeper acquaintance with the essay  
“Tree Speaks”  
Or  
(b) How does Nehru express his anguish over the death of Gandhi in “*A Glory Has Departed*”?
13. (a) Everyone comes to this world with a specific purpose. “Justify the statement in context to the story “*The Three Questions*” by Leo Tolstoy.  
Or  
(b) Highlight the main points contained in the essay “*The Truth About Pyecraft*”
14. (a) Change the following sentences into possible degrees of comparison.  
(i) Health is as important as wealth.  
(ii) Sheela is the most beautiful of all the three sisters.  
(iii) My brother’s handwriting is as good as mine.  
(iv) My house is bigger than yours.  
(v) Kochi is the best port in Kerala (Use better instead of best)

Or

- (b) Change into indirect
- (i) He said to me, "you are my best friend".
  - (ii) "Give me a cup of coffee", he told her
  - (iii) Janu said, "I am very busy now".
  - (iv) She says, "I am going to school".
  - (v) He said, "I have passed the exam".

15. (a) Fill in the blanks with correct words
- (i) Flowers \_\_\_\_\_ (grew/grow) in the garden in spring.
  - (ii) The birds \_\_\_\_\_ (flew/fly) long distances in winter.
  - (iii) My father \_\_\_\_\_ (leave/leaves) for office at 9.00am.
  - (iv) Maya \_\_\_\_\_ (was typing/is typing) a letter to her sister now.
  - (v) Jyoti \_\_\_\_\_ (wins/won) the gold medal last year.

Or

- (b) Fill in the blanks with suitable prepositions.
- (i) Jerome has lived in France \_\_\_\_\_ two years
  - (ii) The stores stay open \_\_\_\_\_ Mondays \_\_\_\_\_ 9.00pm
  - (iii) Is your birthday \_\_\_\_\_ April? Mine is \_\_\_\_\_ April 7.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Analyze the character of Luz Long.

Or

- (b) Write the summary of the essay entitled "*Forgetting*".

17. (a) Describe the most interesting episode in the essay "Tree speaks"

Or

- (b) Give the summary of the essay "*The Gift of Language*".
18. (a) Change the following sentences into possible degrees of comparison.
- (i) Lead is heavier than any other metal.
  - (ii) India is the largest democracy in the world.
  - (iii) The tiger is the most ferocious of all animals.
  - (iv) Susie is the tallest girl in the class.
  - (v) Gold is more precious than silver.

Or

- (b) Fill in the blanks with suitable prepositions.
- (i) The new term begins \_\_\_\_\_ June 1<sup>st</sup>
  - (ii) He poured the tea \_\_\_\_\_ the mug.
  - (iii) He has been absent \_\_\_\_\_ Monday.
  - (iv) They are called \_\_\_\_\_ different names.
  - (v) The art exhibition is to be officially opened \_\_\_\_\_ Wednesday \_\_\_\_\_ 2.00pm.
  - (vi) Last year his mother died \_\_\_\_\_ typhoid \_\_\_\_\_ the Christmas eve.
  - (vii) All the members of my family go to church \_\_\_\_\_ every Sunday \_\_\_\_\_ the morning

**C-1979**

**Sub. Code**

**96223**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**International Business**

**APPLIED MACRO ECONOMICS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Macro economics.
2. What is NDP?
3. What is Public debt?
4. What do you mean by Fiscal policy?
5. What is cost push inflation?
6. Write short note on Philips curve.
7. What do you mean by Business cycle?
8. List out the merits of Foreign capital.
9. What is NBTOT?
10. Define the term "Foreign Trade".

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State how the National Income is estimated.

Or

- (b) Distinguish between Micro and Macro economics.

12. (a) What are the factors influencing deficit financing?

Or

- (b) What are the differences between GDP & GNP?

13. (a) What effect does inflation have on macro economics?

Or

- (b) Briefly explain the role of Monetary Policy.

14. (a) What is the economic effect of cyclical fluctuation?

Or

- (b) Distinguish between BOP and Business cycles.

15. (a) Write short notes on :

(i) Spot exchange rate and

(ii) Forward exchange rate.

Or

- (b) State the objectives of Foreign aid.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the basis of Market pricing.

Or

(b) List the pros and cons of Inflation.

17. (a) How will you classify the public debt in Macro economics?

Or

(b) Explain the different types of Inflation.

18. (a) Describe the impact of Foreign trade on the economic development of a country.

Or

(b) List out the factors influencing the estimation of national income.

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C-1980

Sub. Code

96224

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**International Business**

**ACCOUNTING – II**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is sacrificing ratio?
2. What is meant by joint life policy?
3. State the meaning of Revaluation Account.
4. What do you mean by Amalgamation of firms?
5. What is meant by loss prior to incorporation?
6. What is a forfeited share?
7. State the meaning of under subscription.
8. Explain redeemable debenture.
9. Define Goodwill.
10. What is meant by Purchase Consideration?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is Revaluation of assets and liabilities?

Or

- (b) Distinguish between gaining ratio and sacrificing ratio.

12. (a) Explain the modes of Dissolution of a Partnership firm.

Or

- (b) Briefly explain the forms of amalgamation.

13. (a) Differentiate Revenue and Capital Reserve.

Or

- (b) What are the advantages of Balance sheet?

14. (a) How will you ascertain profit prior to incorporation?

Or

- (b) Explain the provisions of redemption of preference shares.

15. (a) Under what circumstances goodwill may be valued?

Or

- (b) What are the factors that influence valuation of shares?



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) How do you make readjustments of capital at the time of Admission of new partner?

Or

- (b) Explain the Garner Vs Murray rule.

17. (a) What are the procedures to be followed at the time of Retirement of a partner?

Or

- (b) What are the provisions for issuing shares at discount?

18. (a) Explain the methods for valuation of goodwill.

Or

- (b) What are the methods of calculating purchase consideration under amalgamation of a company?

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C-1981

Sub. Code

96225

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**International Business**

**ORGANISATIONAL BEHAVIOUR**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is OB?
2. Mention the models of OB.
3. What is learning?
4. What is Perception?
5. What is Vroom's expectancy theory?
6. What do you by group dynamics?
7. What is organisational development?
8. Define job evaluation.
9. State the need for training.
10. What are group norms?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of OB.

Or

(b) State the impact of cultural diversity at the work place.

12. (a) What is personality? What are its major determinants?

Or

(b) Write short note on :

(i) Financial Motivators

(ii) Non Financial Motivators

13. (a) State the importance of Interpersonal relationship.

Or

(b) Distinguish between Formal communication and Informal communication.

14. (a) Write a note on functional conflicts.

Or

(b) Write a note on group cohesiveness.

15. (a) Explain the Internal forces affecting the organisational change.

Or

(b) Why is the organisational culture is so important?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the process of OB.

Or

(b) Explain briefly the major factors that determine Individual behaviour.

17. (a) Explain the hygiene theory of motivation.

Or

(b) Explain the role of transactional analysis in improving interpersonal relationship.

18. (a) Write an essay on Group Decision making.

Or

(b) Discuss the quality of work life.

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C-1982

Sub. Code

96227

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**International Business**

**BUSINESS COMMUNICATION — II**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is “Report Writing”?
2. What is meant by ‘Oral Presentation’?
3. Mention the three types of body language.
4. Write any two benefits of effective listening.
5. What is meant by ‘Video Sessions’?
6. Write a short note on interview method.
7. What is meant by e-mail?
8. Bring out a short note on ‘International Communication’.
9. Mention any two factors included in the global business letters.
10. What do you mean by inter cultural factors?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between verbal and non-verbal communication.

Or

- (b) Write short notes on the following :
- (i) Short report
  - (ii) Formal report.

12. (a) Briefly explain the following :

- (i) Kinesics
- (ii) Proxemics.

Or

- (b) What are the principles of effective listening?

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

Or

- (b) List out the demerits of video session.

14. (a) What are the differences between Fax and E-mail?

Or

- (b) Evaluate the importance of modern forms of communication in our life.

15. (a) What are the barriers to intercultural communication? Explain in brief.

Or

- (b) Briefly explain the internal business communication report.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the report preparation in business communication.

Or

- (b) What are the various factors influencing the oral presentation? Briefly explain.

17. (a) Describe the factors affecting listening exercise.

Or

- (b) Write a letter of application for the post of clerk in a bank.

18. (a) Explain the cultural sensitiveness in international communication.

Or

- (b) What are the steps to be followed in presenting the report internationally?

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**C-4922**

**Sub. Code**

**96231**

**B.B.A. (IB) DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**HUMAN RESOURCE MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define HRM.
2. Who is HR manager?
3. What is meant by HR planning?
4. List out the methods of recruitment.
5. Why training is needed?
6. List out the HRM strategies.
7. What are the bases of promotion?
8. Define demotion.
9. What is meant by Performance appraisal?
10. Define compensation.



**Part B**

(5 × 5 = 25)

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

11. (a) Define HRM and explain the objectives 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 HRP?

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

Or

- (b) Explain in detail about the HRM strategies.

14. (a) Explain about the types of incentives offered in HRM.

Or

- (b) Explain about the bases of promotion.

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

Or

- (b) Explain the techniques of wage fixation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Why HRM is significant for the productivity of Enterprises?

Or

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

17. (a) How to optimize the human resources of an organization?

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 optimization of Human Resources.

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**C-4923**

**Sub. Code**

**96232**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Third Semester**

**International Business**

**MARKETING MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is marketing mix?
2. What is direct marketing?
3. What is indirect channels?
4. What is product positioning?
5. What do you mean by online marketing?
6. What do you understand market segmentation?
7. What is meant by skimming pricing?
8. What is consumer insights?
9. List out types of branding.
10. What is promotional mix?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the concept of marketing mix –4p's.

Or

- (b) Explain the need and importance of e-commerce in the present situation.

12. (a) What are the promotional strategies followed by cell-phone companies in India?

Or

- (b) What are the difference between advertisement and publicity?

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

Or

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

14. (a) State the objectives of advertising.

Or

- (b) What factors influence sales promotion?

15. (a) Write a note on the present problems and future prospects of small business in the Indian perspective.

Or

- (b) What do you mean by branding? Explain in detail different types of branding.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the reasons for the failure of a new product in a market?

Or

- (b) Discuss the factors which influence the consumer behaviour.

17. (a) Explain the various stages of a product life cycle.

Or

- (b) Explain different types of pricing strategies.

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

Or

- (b) What are the nature and characteristics of service marketing?  
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**C-4924**

**Sub. Code**

**96233**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**International Business**

**FINANCIAL MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the components of cost of capital?
2. What is leverage?
3. Define capital structure.
4. What is trading on equity?
5. What is EPS?
6. What are the types of working capital?
7. What is cut-Off point?
8. What is meant by 'IRR'?
9. Define Dividend policy.
10. What is composite leverage?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the responsibility of financial management.

Or

- (b) Distinguish between profit maximization and wealth maximization.

12. (a) Explain the term 'Point of indifference'.

Or

- (b) From the following selected operating data determine the breakeven sales level and the degree of operating leverage. Which company has the greater amount of business risk? Explain.

	Firm A (Rs.)	Firm B (Rs.)
Sales	25,00,000	30,00,000
Fixed cost	7,50,000	15,00,000

Variable expenses as a percentage of sales for firm A is 50% and for firm B is 25%.

13. (a) Distinguish between operating leverage and financial leverage.

Or

- (b) X Ltd., is considering the purchase of a new machine which will carry out operations performed by labour. A and B are alternative models. From the following information, you are required to prepare a profitability statement and work out the pay-back period in respect of each machine:

	Machines	
	A	B
Estimated life of machine	5 years	6 years

Cost of machine	Rs. 1,50,000	Rs. 2,50,000
Cost of indirect materials	6,000	8,000
Estimated savings in scrap	10,000	15,000
Estimated savings in direct wages:		
Employees not required (number)	150	200
Wages per employees	600	600
Additional cost of maintenance	19,000	27,000

Taxation is to be regarded as 50% of profit (ignore depreciation for calculation of tax). Which model would you recommend? State your reasons.

14. (a) Discuss the merits and demerits of the weighted average cost of capital.

Or

- (b) From the following information, you are required to forecast their working capital management.

Projected Annual Sales – Rs. 65,00,000

Percentage of net profit on cost of sales – 25%

Average credit period allowed to debtors – 10 weeks

Average credit period allowed to creditors – 4 weeks

Average stock carrying (in terms of sales requirement) – 8 weeks

As 10% to computed figures to allow for contingencies.

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

Or

- (b) Describe the concept of irrelevance of dividends and the relevance of dividends.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the important steps in the capital budgeting process.

Or

- (b) A company issues Rs. 10,00,000, 10% redeemable debentures at a discount of 5%. The costs of floatation amount to Rs. 30,000. The debentures are redeemable after 5 years. Calculate before-tax and after-tax cost of debt assuming a tax rate of 50%.

17. (a) XYZ Ltd., is thinking to buy anyone of the following machines;

	Machine A	Machine B
Life	3 years	3 years
Investment outlay	2,00,000	2,00,000
Income after tax:		
Year 1	1,60,000	40,000
Year 2	1,20,000	1,40,000
Year 3	80,000	2,00,000

Calculate the average rate of return on investment and advise on the selection of the machine.

Or

- (b) Explain various factors influencing working capital.

18. (a) What is meant by stock dividend? Distinguish it from stock split.

Or

- (b) What factors should be considered in determining the capital structure of a company? Explain.

**C-4925**

**Sub. Code**

**96234**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Third Semester**

**International Business**

**FUNDAMENTALS OF FOREIGN TRADE**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by mergers and acquisitions?
2. What is joint venture?
3. What is regional trading blocs?
4. What do you mean by foreign exchange reserves?
5. What is free trade area?
6. What are the objectives of SAARC?
7. What are the instrument involved in SAFTA?
8. How many countries are members of Asean?
9. What is cross culture?
10. What is customs union?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How will you classify international business?

Or

- (b) Explain the structure of NAFTA agreement.

12. (a) Explain the strategy of MNCs.

Or

- (b) What are the different stages of Globalisation?

13. (a) Discuss the impact of FDI in India.

Or

- (b) What is the intention of privatisation?

14. (a) Write note on

(i) Counterviling duty

(ii) Antiduming duty

Or

- (b) Explain the structure of South Asian Free Trade Area (SAFTA).

15. (a) What are the role and functions of European commission?

Or

- (b) How cross culture works in globalisation of business?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the factors influencing business organisation to enter international business.

Or

- (b) What are the drivers of international business? Explain.

17. (a) Explain the advantages and disadvantages of Joint ventures.

Or

- (b) Would china become a threat to India? If so, explain the strategies for Indian business to overcome.

18. (a) Suggest remedial measures for overcoming the present economic problem in India.

Or

- (b) How for union Government fixation of tax on foreign income?
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**C-4926**

**Sub. Code**

**96235**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Third Semester**

**International Business**

**QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Sample.
2. Define Population.
3. What is standard deviation?
4. What is mean deviation?
5. What is time series? Give two examples.
6. What are the causes for a trend in a time series?
7. Define correlation.
8. Mention the properties of linear coefficient of correlation.
9. What is regression analysis?
10. What are regression lines?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain various types of classification.

Or

- (b) Distinguish between primary data and secondary data.

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

Or

- (b) Write down the advantages of Quartile Deviation.

13. (a) Write any two methods of estimating seasonal indices.

Or

- (b) Explain various components of time series.

14. (a) If the equations of the regression lines are  $x + 2y = 5$  and  $2x + 3y = 8$ , find the correlation coefficient between  $x$  and  $y$ .

Or

- (b) Explain the uses of scatter diagram in studying correlation between two variables.

15. (a) Explain the principles of least squares used for estimation of linear regression.

Or

- (b) Describe different types of regression.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe various methods of collecting primary data and comment on their relative merits and demerits.

Or

- (b) Construct frequency distribution table for the following data by

- (i) Inclusive method  
(ii) Exclusive method

77, 34, 36, 48, 59, 31, 61, 34, 43, 35, 38, 32, 27,  
61, 29, 47, 36, 50, 46, 40, 46, 32, 30, 33, 45, 49,  
48, 41, 63, 36, 37, 47, 47, 30, 46, 57, 39, 45, 42,  
27

17. (a) Explain how measures of central tendency and measures of variations are complementary to each other in the context of analysis of data.

Or

- (b) Using least square principle, determine the profit trend line for a company that has recorded its profit in lakhs of rupees over the last ten years.

Year	1	2	3	4	5	6	7	8	9	10
Profit	6	6	7	9	10	11	13	15	17	19

18. (a) Explain karl pearson's correlation. State the assumptions of karl pearson's correlation.

Or

- (b) What are the assumptions made by the regression model in estimating the parameters and in significance testing? Justify In what ways can regression analysis be used?

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**96236**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Third Semester**

**International Business**

**FUNDAMENTALS OF BUSINESS TAX**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is tax?
2. Who is an ordinary resident?
3. State any two exempted house property income.
4. What is short term capital asset?
5. What is meant by TDS?
6. What is casual income?
7. Define the term 'Assessment Year'.
8. How is gambling losses set off?
9. What is meant by self occupied house?
10. What is the tax holiday?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of taxation?  
Or  
(b) Explain the conditions to be fulfilled by an individual to become resident in India.
12. (a) A company appointed Ram in Mumbai at a package of Rs.10,00,000 p.a. The company bifurcated Rs.10,00,000 as under for the payment of salary;

	Rs.
(i) Basic Salary	4,80,000
(ii) Special allowance	2,64,000
(iii) Transport allowance	19,200
(iv) Telephone facility	4,800
(v) House rent allowance	1,20,000
(vi) Contribution in approved Superannuation Fund	1,00,000
(vii) Refreshment	12,000
	<u>10,00,000</u>

Ram paid house rent Rs.15,000 p.m. Compute taxable income from salary.

Or

- (b) Ravi owned a house property at Chennai which was occupied by him for the purpose of his residence. He was transferred to Mumbai in June, 2018 and therefore he let out the property with effect from 1<sup>st</sup> July, 2018 on a monthly rent of Rs.2,500. The corporation tax payable in respect of the property @ 20% was Rs. 6,000 of which 50 per cent was paid by him before 31.3.2019. Interest on money borrowed for the construction of the property amounted to Rs. 20,000. Compute the income from house property for the A.Y. 2019-20.

13. (a) Explain speculative business income.

Or

(b) Discuss short-term and long-term capital gains.

14. (a) Explain deductions u/s 80E.

Or

(b) What are the incomes that can be taxed under the head 'Other sources'?

15. (a) Explain various assets which are not included in the capital asset.

Or

(b) Describe the different modes of recovery of tax.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain section 80JJA.

Or

(b) Explain capital and revenue nature of taxation.

17. (a) Suresh (aged 40 years) resident in India, submits the following information for the A.Y 2019-20:

(i) Short term capital gains u/s 111 A:  
Rs. 1,29,000

(ii) Other Income : Rs. 1,90,000

(iii) Deductible amount u/s : Rs.2,000

(iv) Deposit in Public Provident Fund Rs. 5,000

Compute total income and tax liability of Suresh.

Or

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- (b) Enumerate expenses which are allowed in computing taxable profits of a business and also state expenses or losses which are not admissible.
18. (a) Discuss the evolution of Income tax law in India.

Or

- (b) Explain any ten deductions allowable from the gross total income u/s 80.
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**C-1989**

**Sub. Code**

**96241**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fourth Semester**

**International Business**

**EXIM PROCEDURES AND DOCUMENTATION**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term 'Import'.
2. What is Forex?
3. Give a short note on EXIM policy.
4. What is FTP?
5. What is customs duty?
6. What is meant by excise duty?
7. Bring out a short note on Credit Risk Management.
8. What is Letter of Credit?
9. What is meant by DP?
10. Give a short note on EDI.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly state the significance of export documentation.

Or

- (b) Briefly explain the features of foreign exchange regulations.

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

Or

- (b) List out the facilities provided to export business.

13. (a) State the features of recent foreign trade policy.

Or

- (b) What are the prohibited goods under Customs Act? List it out.

14. (a) What are the differences between 'Documentary Collection' and 'Documentary Credit'?

Or

- (b) List out the main feature of payment terms.

15. (a) Describe the nature of EXIM documents.

Or

- (b) Slate the benefits of EDI.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the different types of pre-shipment inspection?

Or

- (b) Describe the role of trade control in export business.

17. (a) Explain the different types of duties which are levied in India.

Or

- (b) Discuss the Customs Act in India.

18. (a) Briefly explain the five types of letter of credit.

Or

- (b) Describe the importance of EDI.
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**C-1990**

**Sub. Code**

**96242**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fourth Semester**

**International Business**

**SERVICES MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is services management?
2. Give a short note on service marketing mix.
3. What is meant by credence property?
4. What is service encounters?
5. What is market segmentation in tourism?
6. Give a short note on travel agencies.
7. What is marketing research?
8. What is CRM?
9. What is service positioning?
10. What is meant by service recovery?

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

11. (a) Distinguish between goods and services in marketing.

Or

- (b) What are the features of services?

12. (a) Briefly explain the two levels of expectation in services.

Or

- (b) List out the factors influencing the customer satisfaction in services.

13. (a) Describe the significance of tourism.

Or

- (b) How will you administrate the hospital? Briefly explain it.

14. (a) Briefly explain any four types of service research.

Or

- (b) What are the benefits of customer relationship management?

15. (a) What are the key reasons for GAP-2 service leadership?

Or

- (b) List out the stages of service positioning.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the concept of service marketing triangle.

Or

- (b) What are the marketing challenges faced by service industries?

17. (a) Explain the factors influencing customer expectation of services.

Or

- (b) How do you manage the successful hotel?

18. (a) Discuss the market segmentation and targeting in business.

Or

- (b) What is service positioning? and explain the five dimensions of service quality.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fourth Semester**

**International Business**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on 'Heckscher-Ohlin Theory'.
2. What is International Business?
3. What is Knowledge Management?
4. State the mode of strategies to enter into the market.
5. Write short notes on SAARC.
6. Expand "TRIPs and TRIMs"
7. What is fluctuating exchange rate?
8. Define foreign Exchange.
9. Explain Electronic Commerce.
10. What is clean technology?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the importance of political environment in international business.

Or

- (b) Critically examine the Modern Theory of International Trade.

12. (a) Discuss various unethical activities carried out by the Multinational Corporations.

Or

- (b) Explain the characteristics of MNCs. How are they different from domestic companies?

13. (a) Explain the role of NAFTA in the world trading system.

Or

- (b) What are various forms of Regional Economic Groupings?

14. (a) Why is foreign exchange market important? What are features of foreign exchange market?

Or

- (b) What is the relationship between Purchasing Power Parity (PPP) and Interest Rate Parity (IRP)?

15. (a) Explain the recent trends in international business in services.

Or

- (b) Describe factors affecting the balance of payments.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the areas and approaches to social responsibility of international business.

Or

- (b) Write the meaning, benefits, and problems of MNCs.

17. (a) Discuss the recent trends and current issues in technology transfer.

Or

- (b) What is WTO? Explain its objectives, structure and functions.

18. (a) What are the functions of the foreign exchange market?

Or

- (b) Distinguish between Direct and Portfolio investments, clearly pointing out their respective key characteristics.

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<b>96244</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fourth Semester**

**International Business**

**BUSINESS RESEARCH METHODS**

**(2016 Onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by process?
2. Explain Marketing Management.
3. Define qualitative research.
4. What is pure research?
5. What is scaling?
6. Define ratio scale.
7. What is coding?
8. What is descriptive report?
9. What is economic pressure?
10. Define research trends.

**Part B****(5 × 5 = 25)**

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

11. (a) Briefly explain the functions of Marketing Management.

Or

- (b) What are the objectives of Marketing Research?

12. (a) What is Observational research? What are the advantages of Observational research?

Or

- (b) What is meant by Quantitative Approach and explain its types.

13. (a) Explain the techniques of Decision Making Process.

Or

- (b) What are the qualities are required for scaling?

14. (a) Explain the objectives of tabulation.

Or

- (b) What are the importance contents of Report Writing?

15. (a) Explain Consumer Insight Groups in detail.

Or

- (b) What is Behavioural Science Based Approach? Explain its benefits.

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

16. (a) What is meant by Research Brief? Explain its advantages.

Or

- (b) What are the types of Qualitative Approach?

17. (a) Explain the types of Measurement Techniques in Scaling.

Or

- (b) What are the contents of Tabulation?

18. (a) What are the qualities required for good Report Writing?

Or

- (b) Explain about Economic and Competitive Pressures.

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**C-4928**

**Sub. Code**

**96251**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**International Business**

**PERSUASION AND SALESMANSHIP**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List out the principles of persuasion.
2. Write some examples of advertising.
3. What are some persuasive techniques in advertising?
4. What is selling?
5. What is product evaluation?
6. What do you mean by salesman ship?
7. What is Experimental Marketing?
8. Define personal selling.
9. What is Creativity?
10. What is AIDA model in advertising?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Enumerate the use of advertising strategy.

Or

- (b) Why is persuasion important in advertising? Explain.

12. (a) Explain about the ideas in selling.

Or

- (b) Explain the process of persuasion in detail.

13. (a) Explain the significance of salesmanship.

Or

- (b) What makes a new product successful? Explain.

14. (a) Explain the various types of Experimental Marketing.

Or

- (b) Describe relationship marketing strategy.

15. (a) What are the advantage and disadvantages of Internet Advertising?

Or

- (b) Explain the various tools of Integrated Marketing Communication.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain various theories of persuasion in detail.

Or

- (b) How can you make an advertisement more persuading?

17. (a) Explain various parameter of judging a product idea.

Or

- (b) Why evaluation of a product is essential while introducing a new product? Explain.

18. (a) What kinds of strategies and tactics can a company use to build customer loyalty? Discuss.

Or

- (b) What is Advertising Media? Explain the main factors to be kept in mind while selecting advertising media.
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**C-4929**

**Sub. Code**

**96252**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**International Business**

**CREATIVE COMMUNICATION**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is noun?
2. Define phrases and clauses.
3. List the features of effective writing.
4. Define hyper sensitive.
5. What is clustering?
6. Define Poetry.
7. What is big idea?
8. Write the examples for black humour.
9. What is interactivity writing?
10. What is linear writing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is a pronoun? Write its importance.

Or

- (b) Distinguish active voice with passive voice.

12. (a) Explain full block format of business letter.

Or

- (b) Explain the layout of a email letter.

13. (a) What are the essential rules followed for paragraph writing?

Or

- (b) What is conscious communication? And write its importance.

14. (a) How do you write a product description to sell?

Or

- (b) Write down various elements of news writing.

15. (a) Explain the various types of media.

Or

- (b) Differentiate linear writing and interactive writing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the basic parts of the speech? Describe each one with example.

Or

- (b) Distinguish between synonyms, Homonyms, Antonyms.

17. (a) The mobile you have bought from an online store is not working properly. Write a letter of complaint to the online store.

Or

- (b) Describe the fundamental of writing poetry in detail.

18. (a) Explain the various types of advertisement in detail.

Or

- (b) Explain the difference between the worlds of computer versus world of television.

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**C-4930**

**Sub. Code**

**96254**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**International Business**

**BUSINESS LAW**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term 'acceptance'.
2. What do you mean by undue influence?
3. What is private limited company?
4. What do you mean by Extra ordinary meeting?
5. What is partnership deed?
6. What do you mean by sleeping partner?
7. What is unascertained goods?
8. What is electronic governance?
9. What do you mean by digital signature?
10. What is prospectus?

**Part B**

(5 × 5 = 25)

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

11. (a) Define the term breach of contract with remedies available to an aggrieved party.

Or

- (b) What do you understand by performance of a contract?

12. (a) Who is a promoter? What are the duties and liabilities in floating a company?

Or

- (b) Write note on :

- (i) Multinational companies
- (ii) One man company
- (iii) Statutory companies.

13. (a) What are rights of unpaid seller?

Or

- (b) What are the difference between sale and agreement to sale.

14. (a) What are the main objectives of Information Technology Act?

Or

- (b) What are the role of functions of Tribunal.

15. (a) What are the rights and duties of Bailor and Bailee.

Or

- (b) Explain the importance of electronic governance.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail the various essential elements of a valid contract with suitable illustrations.

Or

- (b) What are the content of memorandum of association of a company.

17. (a) Explain the rule of caveat emptor and exceptions thereto.

Or

- (b) What are the points to be considered at the time of formation of partnership firm.

18. (a) What are the difference between public and private company?

Or

- (b) State the essentials of a contract of sale under the sale of Goods Act.

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**Sub. Code**

**96255**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**International Business**

**ENTERPRISE RESOURCE PLANNING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write about the significance of ERP.
2. What are the limitations of ERP?
3. What are the business modules in ERP system?
4. Define Integrated Management Information.
5. What is meant by Business Process Reengineering?
6. Define Decision Support System.
7. What is the role of Quality Management in ERP?
8. List out different ERP Packages.
9. What are the hidden costs in ERP implementation?
10. Define Gap analysis.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

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

Or

- (b) Brief about the evolution of ERP.

12. (a) Explain Business modelling 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 the components of ERP system.

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.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the evolution and reasons for the growth of ERP.

Or

- (b) Explain the risks associated with ERP.

17. (a) Explain about the issues in the implementation of ERP.

Or

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

18. (a) Explain about various components of Management information Systems.

Or

- (b) Explain the significance of Business Process Reengineering in ERP.

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