

**C-8305**

**Sub. Code**

**96223**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**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 GNP?
3. What do you mean by Budget?
4. What is Business Cycle?
5. What is Foreign Capital?
6. What are the components of BOP?
7. Mention the two determinants of a Philips curve.
8. What do you mean by inflation?
9. Define Public Revenue.
10. Mention three methods of measuring GDP.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the circular flow of income of an economy.
- Or
- (b) Write a short notes on the concept of National Income.
12. (a) Briefly explain the functions of NDP.
- Or
- (b) Explain the Taxable capacity.
13. (a) Describe the role of monetary policy.
- Or
- (b) Explain the chart of the Government Budget.
14. (a) Does public debt impose a burden. Explain.
- Or
- (b) Discuss the issue of deficit financing.
15. (a) Explain the casuses of unfavourable BOP.
- Or
- (b) Discuss the M1 and M3.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the classification of public debit.
- Or
- (b) Differences between the Micro and Macro Economics.

17. (a) Discuss Tax and Non-Tax.

Or

(b) Describe cost push and demand pull inflation.

18. (a) Explain the various stages of Business Cycle.

Or

(b) Discuss the Forward Exchange Rate.

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**C-8306**

**Sub. Code**

**96224**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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 partnership deed?
2. What is goodwill?
3. Define amalgamation.
4. What are the type of shares?
5. What is preference shares?
6. What is absorption?
7. Who is liquidator?
8. Define full subscription.
9. Define forfeiture of shares.
10. What is underwriting of shares?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the steps of determine pre-incorporation.

Or

- (b) Distinguish between Amalgamation and Absorption.

12. (a) Redeemable preference shares to be redeemed Rs. 20,000 premium on redemption 10% profit available for dividend Rs. 10,000. Share premium appearing in the balance sheet Rs. 1,000, Fresh issue is to be made at 10% premium. Calculate the minimum issue to be made.

Or

- (b) Explain the functions of a liquidator.

13. (a) Explain the different types of calculating purchase consideration.

Or

- (b) What is statement of Affairs and how it is prepared?

14. (a) Differences between shares and debentures.

Or

- (b) Explain the importance and advantages of Trading and profit and loss a/c.

15. (a) What are the procedures of dissolution of partnership firm?

Or

- (b) What is absorption and how it differs from amalgamation?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) The net profit of a business after providing for taxation for the past five years Rs. 85,000, Rs. 80,000, Rs. 92,000, Rs. 1,05,000, Rs. 1,18,000. The capital employed in the business is Rs. 8,00,000. The normal rate of return expected in this type of business is 10%. It is expected that the company will be able to maintain its super profit of the next 5 years calculated the value of goodwill.
- (i) 5 years purchase super profit method
- (ii) Annuity method, taking the present value of annuity of Rs.1 for five years at 10% as 3.78 and
- (iii) Capitalisation of super profit method.

Or

- (b) Explain the theory of forfeiture of shares.
17. (a) Distinguish between Net worth method and Net payment method of purchase consideration and state when each of them more suitable.

Or

- (b) Explain the various methods of valuation of goodwill.

18. (a) Selvam Ltd. issued 40,000 shares of Rs. 10 each at a premium of Rs. 2 per share. The shares were payable as follows :

Rs. 2 on application

Rs. 5 on allotment (including premium)

Rs. 5 on first and final call

All the shares were applied for and allotted. All money were received with the exception of the first and final call 1,000 shares which were forfeited 400 these were reissued as fully paid at Rs. 8 per share.

Give the necessary Journal entries prepare the Bank A/c and balance sheet of the company.

Or

- (b) Briefly explain the famous England case of Garner Vs Murray.
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**C-8307**

**Sub. Code**

**96225**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Second Semester**

**International Business**

**ORGANISATIONAL BEHAVIOUR**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define- organisational behaviour.
2. Define- Learning.
3. What is job satisfaction?
4. Why work teams are important?
5. Define- Power.
6. What is emotional intelligence?
7. Why stress is harmful?
8. What are life positions?
9. Define- Perception.
10. Differentiate between leadership and management.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the key elements of an organizational structure?

Or

- (b) What are the characteristics of organizational culture?

12. (a) What are the qualities and function of an effective leader?

Or

- (b) Write short notes on any three from the following.

(i) Transformational leadership and Transactional leadership.

(ii) Three stage socialization process.

(iii) The effects of stress.

(iv) Workforce Diversity and Boundary less organization.

(v) Goals of organizational Behaviour.

13. (a) What are the Need of decision making process?

Or

- (b) Discuss the list out various consumers behaviour.

14. (a) Differentiate primary sources of data from secondary sources.

Or

- (b) What is hierarchy? Discuss the needs of hierarchy theory.

15. (a) Discusses the various factors that influence the behaviour dynamics.

Or

- (b) Explain the various determinants of problem recognition.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the nature and scope of organisation behaviour in the field of management.

Or

- (b) Explain the knowledge of organisation behaviour is really required for a manager.

17. (a) Explain the process theory of J. Stacy Adams equity model of social comparisons.

Or

- (b) Explain the managerial grid of leadership proposed by Blake and Mouto.

18. (a) Discuss the goal setting theory of motivation.

Or

- (b) What do you mean by Group Dynamics? Describe the techniques of group decision making.

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**C-8308**

**Sub. Code**

**96227**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Second Semester**

**International Business**

**BUSINESS COMMUNICATION - II**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define – Business Proposal.
2. What is upward communication?
3. What is Communication Cycle?
4. Why Feedback?
5. Listening as an art – Meaning.
6. What is Body language?
7. What is called an Interview?
8. What do you meant by E-mail?
9. What do you mean by Report?
10. What is called Sales Presentation.

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Communication is a dynamic process Explain the statement.

Or

- (b) State the objective of Business Communication.

12. (a) State the principles of effective communication.

Or

- (b) Write short notes for the following. (i) Internet. (ii) Fax (iii) Video-conferencing.

13. (a) What are the Modern Furies of Communication?

Or

- (b) What are the difference between formal and informal communication.

14. (a) What are the characteristics of corporate communication?

Or

- (b) What are the socio – psychological and cultural barriers in corporate communication?

15. (a) What are the Principles of Effective Listening?

Or

- (b) Draft a notice of a 9<sup>th</sup> Annual General Meeting of Indian Co. Ltd.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Draft the notice along with the agenda of the 15<sup>th</sup> Annual General Meeting of Keerthi Company Ltd., 20, B.B.D. Bag, Madurai.

Or

- (b) Write a letter to M/s. Dhar Brother, 41, Camac street, Karaikudi-630003, requesting payment of their outstanding bill no. 52/19 dated 19.3.19 for Rs. 500,000 without delay.
17. (a) Draft a circular notifying the increase in selling price of your product due to rise in cost and seeking continuous patronage of customers.

Or

- (b) Explain the role of communication in Cultural Diversity.
18. (a) Discuss the different elements of a communication.

Or

- (b) Write a letter to the manager of a bank seeking a medium-term loan for your enterprise.

**C-8309**

**Sub. Code**

**96241**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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 – export documentation.
2. What is Legal frame work?
3. What do you mean by policy overview?
4. Write short notes on credit risk management.
5. What is commercial practices?
6. What is mean by advance payment?
7. Define the term quality control.
8. What is Facilitates?
9. What do you mean by trade operation?
10. What is documentary credit?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the types of letters of credit?  
Or  
(b) Explain the pre-shipment inspection.
12. (a) Explain the objective of EXIM policy.  
Or  
(b) Explain export and import documentation and procedure.
13. (a) What are the features and purpose served by the commercial documents in foreign trade?  
Or  
(b) Discuss the EDI and documentation.
14. (a) Explain the customs Act and excise Act.  
Or  
(b) Describe the foreign exchanges regulations.
15. (a) Explain the overview of recent foreign trade policy.  
Or  
(b) Describe about the main features of payment terms.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the merits of letter of credit.  
Or  
(b) Explain the policies and services offered by export credit and guarantee corporation.

17. (a) Discuss need and importance of recently updated export and import policy.

Or

(b) Discuss various restrictions for import in India.

18. (a) Enumerate different items in the balance of payment. Bring out their significance.

Or

(b) Explain preliminary formalities of export with reference to export procedure and documentation.

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**C-8310**

**Sub. Code**

**96242**

**B.B.A DEGREE EXAMINATION, APRIL 2023.**

**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 service sector?
2. What is marketing challenge?
3. What is meant by Service Marketing?
4. What is marketing triangle?
5. Different types of levels expectation?
6. What is service encounters?
7. What do you mean by Service Quality?
8. What is meant by Tourism Management?
9. What is called Consumer Behaviour?
10. What meant by Market Segmentation?

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) What are the Service Marketing?

Or

(b) What are the Challenges in Service Industry?

12. (a) What are the Factors Influencing Service Management?

Or

(b) What are the Strategies for influencing Customer Perception?

13. (a) Explain the Nature of Tourism.

Or

(b) What are the Different types of tourism?

14. (a) What are the needs of Hospital management?

Or

(b) What are the different Types of service strategies?

15. (a) What are the Types of Service Research?

Or

(b) What are the benefits of Customer Relationship?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are principle of customer services?

Or

(b) What are different types of management?

17. (a) Explain the role of Service Quality in offensive and Defensive Marketing.

Or

(b) What are the Challenges of Service Design?

18. (a) What are the Types of New Service Development?

Or

(b) What are the stages of New Service Development?

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**C-8311**

**Sub. Code**

**96243**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**International Business**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**(2016 Onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand globalization?
2. What are the different facts of international business environment?
3. What is non-tariff trade barrier?
4. What is global competitiveness?
5. What is portfolio investment?
6. Mention the international strategic compulsions.
7. What is tarn key contract?
8. What is strategic alliance?
9. What is business ethics?
10. Name few international agencies involved in conflict resolution.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Examine the important arguments for protection vs liberalization of global business environment.

Or

- (b) What are the nature of international business environment?

12. (a) Explain the international corporations.

Or

- (b) Discuss the role of international business environment.

13. (a) Examine the impact of World Trade Organization (WTO) on business.

Or

- (b) Describe briefly the theories of international trade agreement.

14. (a) Discuss briefly the important foreign market entry strategies.

Or

- (b) Explain the meaning of (FEM) and exchange rate.

15. (a) What are the meaning of international marketing through internet.

Or

- (b) Explain the slower growth.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain various challenges of business environment and economic environment.

Or

- (b) What you mean by business environment? What are the type of business environment?

17. (a) What is multination enterprises? Type of multination enterprises?

Or

- (b) Examine the sources, type of conflict and various conflict resolution strategies in international business.

18. (a) Explain the flexible and managed.

Or

- (b) What are the latest trend in international business – explain.

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**C-8312**

**Sub. Code**

**96244**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fourth Semester**

**International Business**

**BUSINESS RESEARCH METHODS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define market research.
2. What is Research Plan?
3. What is quantitative research?
4. What is Ethnographic Research?
5. What is mean by non-Probability sampling?
6. What do you mean by interval scale?
7. What is Demarcation of columns?
8. Define the term coding.
9. What is called Tabulation?
10. What is called Report?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the introduction of market research and market research plan.

Or

- (b) Discuss the steps in Marketing Research Process.

12. (a) Explain the merits and demerits of controlled observation?

Or

- (b) Explain the types of qualitative market research.

13. (a) Explain the importance of marketing research in business.

Or

- (b) Explain the market research measurement scaling.

14. (a) Define the various steps involved in drafting a research report.

Or

- (b) Enumerate and explain about ethics in Research and ethical behavior of research.

15. (a) Discuss the principles of tabulation.

Or

- (b) What are the objectives of marketing research?



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the divisions of marketing research and its content.

Or

- (b) Briefly explain the observational research its advantages and disadvantages.

17. (a) What are the methods of probability sampling? Explain its limitations.

Or

- (b) Describe the different methods of consumer insight groups.

18. (a) Write short notes on :

- (i) Layout of a report.
- (ii) Bibliography and its importance in research report
- (iii) Characteristics of a good research report.
- (iv) Importance of oral communication.

Or

- (b) Explain the classification of Report Writing.

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**C-8317**

**Sub. Code**

**96262**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Sixth Semester**

**International Business**

**DIGITAL BRANDING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Digital Branding.
2. What do you mean by idea creation?
3. What is Digital Advertising?
4. Write a note on media scheduling?
5. What is content Marketing?
6. What is called New Product Development?
7. Listout the importance of Gemification.
8. What is scenario planning?
9. What do you understand by Blogging platforms?
10. Define Business value.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Digital Branding on various social media platforms.

Or

- (b) Discuss the challenges of Digital Display.

12. (a) Explain the Four Building Blocks of Co-creation.

Or

- (b) Describe the Branding strategy formulating process for a consumer product.

13. (a) Discuss about the Fun Theory.

Or

- (b) Describe the Benefits of Digital Display.

14. (a) Describe the steps in advertising creation process with an examples.

Or

- (b) Bringout the special characteristic features of Idea creation.

15. (a) Discuss about the running effective Ads.

Or

- (b) Describe the Traffic Generation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the steps involved in new product development.

Or

- (b) Discuss the Gemification and major Brands in detail with suitable examples.

17. (a) What is Digital Branding? Explain Importance of Digital Branding in the present Day's competitive business Environment.

Or

- (b) Explain the future of media lifecycle cases.
18. (a) Explain the objectives of digital Branding in Competitive Business scenario planning.

Or

- (b) How are you insights on consumer Generated content? Explain.
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**C-8318**

**Sub. Code**

**96263**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Sixth Semester**

**International Business**

**INTERNATIONAL MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define international marketing.
2. What is meant by marketing channels?
3. Write short note on incentives relating.
4. What is trade block?
5. What is export documentation?
6. State that the limit of export credit.
7. What is export business?
8. What is called Pricing Strategy?
9. What is international pricing decisions?
10. What is EXIM bank?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the seven elements of International Marketing?

Or

- (b) Explain the reason of entry in international marketing.

12. (a) Write the procedures of import and export polices.

Or

- (b) Explain the role of WTO in international marketing

13. (a) Difference between processing and manufacturing foods for export.

Or

- (b) What are the documents submit to bank for purchase, collection and negotiation?

14. (a) What are the Opportunities in International Marketing?

Or

- (b) How to register the exporters in International Marketing?

15. (a) Differentiate between the uniform pricing Vs market pricing.

Or

- (b) Explain the Advantages and Disadvantage of International Marketing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the nature and scope in international marketing.

Or

- (b) What are the documents required for export and import?

17. (a) Describe the importance of Marketing Research for Identifying the Opportunities in International Marketing.

Or

- (b) Briefly explain the Function of EXIM Bank of its Advantages.

18. (a) Describe role of the overseas agent in international Marketing.

Or

- (b) Discuss the Disadvantages of Foreign exchange Facilities.
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**C-8319**

**Sub. Code**

**96264**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Sixth Semester**

**International Business**

**CONSUMER PSYCHOLOGY**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Consumer Psychology?
2. What do you mean by Customer?
3. Define — Consumer Behaviour.
4. Define the term Consumer Decision Making.
5. What is called Customer Loyalty?
6. Why are the models adopted to study the consumer behavior?
7. What is meant by personality?
8. Define the term Self Image.
9. What is cross culture?
10. Who is a Family group?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the manifestations of perceptual distortion?

Or

- (b) What are the components of the communication process?

12. (a) What is consumption analysis? What are its Importance's?

Or

- (b) What are the components of the communication process?

13. (a) What are the importances of customer loyalty for marketers?

Or

- (b) Discuss the Role of Customer loyalty outcomes in business decisions.

14. (a) Differences between Attitudinal loyalty and Cognitive loyalty.

Or

- (b) Discuss Consumer decision Making Model.

15. (a) Explain different types of lifestyles.

Or

- (b) What are the benefits of Customer Loyalty?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the factors that affect reference group influence on consumer's behavior.

Or

- (b) Write short notes on:
- (i) The common Man
  - (ii) Celebrities
  - (iii) The employee spokes person
  - (iv) Trade or spokes character

17. (a) Explain any five strategic marketing applications of Classical Conditioning.

Or

- (b) What are the message structures and presentation methods available to influence consumer's behavior?

18. (a) Explain the model of consumer behavior based on stimulus response.

Or

- (b) What is Consumer Perception? What are the Methods of Consumer Perception?

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**C-8320**

**Sub. Code**

**96265**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Sixth Semester**

**International Business**

**BUSINESS NEGOTIATION**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is called Business Culture?
2. What do you mean by culture shock?
3. What is negotiation process?
4. What do you mean by Managing Negotiation?
5. What is Negotiation Planning?
6. What is persuasion?
7. What do you mean by Ethies?
8. What do you mean by cultural contexts?
9. What is conflict resolution?
10. What is a cultural variable?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the characteristics of culture.

Or

- (b) What are Process of Negotiation?

12. (a) Explain the conflict ethics in international negotiation.

Or

- (b) What are internal and external factors that affect Business Negotiation?

13. (a) What are the essentials of negotiation and their concept?

Or

- (b) Explain the Needs of establishing trust-Building relationships.

14. (a) What are the Various Patters of Negotiation?

Or

- (b) What are the five methods of conflict resolution?

15. (a) Explain the problem of culture in conflict resolution.

Or

- (b) What are the Problems of Cultural Negotiation?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the process attributes and stages of negotiation.

Or

- (b) Discuss the different forms of Negotiation.

17. (a) Describe the rules for effective Business Planning Negotiation.

Or

- (b) What are the five Rules of Negotiation?

18. (a) What are Conflict Ethics in International Negotiations?

Or

- (b) Difference between Cultural variables and Negotiation.

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