

C-0477

Sub. Code

96231

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

International Business

HUMAN RESOURCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define HRM.
2. What are the Nature of HRM?
3. What is the Planning?
4. What is the Management?
5. What is the human capital?
6. What is mean by emotional quotient?
7. What is the meaning Seniority'?
8. What is the "Demotion"?
9. What is the job evaluation?
10. What is the meaning Compensation?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the advantages of HRM.
Or
(b) Explain the functions of HRM.
12. (a) Explain the Importance of human resources planning.
Or
(b) Differentiate between On the job training and Off the job training?
13. (a) Explain the benefits of training and induction.
Or
(b) Explain the objective and purpose of induction.
14. (a) State are the causes of demotion.
Or
(b) Briefly explains types of transfers.
15. (a) Explain the limitations of performance appraisal.
Or
(b) Briefly explain the various types of compensation.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the functions of management.
Or
(b) Details the uses of tests in selection.

17. (a) Elaborate the objective and purpose of induction.

Or

(b) Explain the Benefits of promotion and transfer.

18. (a) Briefly explain the merits and demerits of job evolution.

Or

(b) Discuss the Objectives and importance of compensation.

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96232

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

International Business

MARKETING MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is the meaning Consumer Needs?
2. What are the Using Insights?
3. What is the Product Positioning?
4. What is the Market Targeting?
5. What is the Marketing Mix?
6. What is mean by Services Marketing?
7. What is the meaning by Advertising?
8. What is the Personal Selling?
9. What is the Channel Motivation?
10. What is the meaning Corporate Retailing?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role of an Insight in Product Development and Marketing.

Or

- (b) Explain the Using Needs/Wants Insight in Marketing?

12. (a) Explain the sources of Market Segmentation?

Or

- (b) Differentiate between Market Segmentation and Product Positioning?

13. (a) Explain the Marketing Strategies for Service Firms?

Or

- (b) Explain the Product and Service Decisions and Branding.

14. (a) State are the Target Marketing Strategies.

Or

- (b) Briefly explains the Publicity and Direct Marketing.

15. (a) Explain the Multiple Channels Distribution.

Or

- (b) Briefly explain levels of Service.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss the objectives and Importance of Marketing Management.

Or

- (b) Details the Nature and Scope of Marketing.

17. (a) Elaborate the Nature and Characteristics of a Service.

Or

(b) Explain the Benefits of Direct Marketing.

18. (a) Briefly explain the New trends in the area of marketing.

Or

(b) Discuss the Factors influencing pricing decisions and pricing strategies.

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96233

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

International Business

FINANCIAL MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is financial management process?
2. Write a note a profit maximisation is wealth maximization?
3. What do you mean by cash flow statement?
4. What are the sources of cash inflow?
5. What are the kinds of capital budgeting decisions?
6. What are the limitations of capital budgeting?
7. What is the nature of cash?
8. What are the cash inflows?
9. Write a note on the importance of capital structure?
10. What is optimal capital structure?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define the term cash flow. Explain the objectives of cash flow analysis.

Or

- (b) What is cost of capital? Explain the significance of cost of capital.
12. (a) Describe the need determinants of working capital in business.

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) From the following information, find out economic order quantity

Annual usage 10,000 units

Cost of planning and receiving one order Rs.50

Cost of material per unit Rs.25

Annual carrying cost of one unit: 10% of inventory value.

Or

- (b) Distinguish between operating leverage and financial leverage.

14. (a) Explain the term capital structure and mention the factors affecting capital structure.

Or

- (b) Explain the objectives of Financial management

15. (a) Explain the nature and concept of capital budgeting.

Or

- (b) A project cost Rs. 1,00,000 and yields an annual cash inflows of 20,000 for 8 years calculate its pay-back period.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is financial management? What major decisions are required to be taken in finance?

Or

- (b) How does a cash flow statement differ from a funds flow statement?

17. (a) A project requires an investment of Rs. 5,00,000 and has a scrap value of Rs. 20,000 after five years. It is expected to yield profits after depreciation and taxes during the five years amounting to Rs. 40,000, Rs. 60,000, Rs.70,000. Rs.50,000, Rs.20,000. Calculate the average rate of return on the investment.

Or

- (b) Define the term inventory control. What are the inventory control systems?
18. (a) XYZ Ltd., is thinking to buy any one 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) Give to examples of
- (i) Operating activities
 - (ii) Investing activities
 - (iii) Financial activities
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C-0480

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96234

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

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 is the meaning of modes of entry?
2. What is the Nature of International Business?
3. What are the merits UNESCO?
4. What are the Domestic?
5. What is mean by EU?
6. What is any two merits of NAFTA?
7. What is the mean by advantages of strategic alliances?
8. How does Traditional Foreign Trade?
9. What is the Business Transaction?
10. Who is a Regulation of Foreign Trade?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the Impact Managerial Implications?

Or

(b) Explain the Benefits advantages of Foreign Trade?

12. (a) Explain the demerits of International Business?

Or

(b) Limitations of International Business?

13. (a) Explain the Integration of Economics?

Or

(b) Explain the Levels of Economic Integrations?

14. (a) State the different between Joint Venture and Foreign Collaborations.

Or

(b) Briefly explain the benefits of making cross — cultural alliances work.

15. (a) Explain the Importance of Governing international business.

Or

(b) Briefly explain the regulations for foreign trade.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Briefly discuss the objectives in Overview on foreign trade.

Or

- (b) Briefly explain framework for analysing international business environments in merits and demerits.

17. (a) Explain the Economic integration and agreements.

Or

- (b) Explain the traditional and emerging strategic forming alliances.

18. (a) Briefly explain the taxation of foreign income advantages and disadvantages.

Or

- (b) Explain the steps in setting up offices and branches abroad.

C-0481

Sub. Code

96235

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

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. State any two important functions of statistics.
2. What is frequency distribution?
3. What is an arithmetic mean? How is it computed?
4. What is standard deviation?
5. How moving average is calculated.
6. What are the uses of time series?
7. Give the merits of the rank method.
8. What are the methods of studying correlation?
9. List different ways in which regression co-efficient can be calculated.
10. What are regression equation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the characteristics of good sample?

Or

- (b) Prepare statistical table from the following weekly wages of 50 workers (in Rs.) of a factory. Use the exclusive method of classification:

88	23	27	28	86	96	94	93	86	99
102	48	28	26	29	100	59	83	84	48
106	33	36	30	40	103	70	90	49	50
104	36	37	40	46	108	75	24	50	60
29	67	56	99	93	48	80	102	32	51

12. (a) Find the range and its coefficient of range for height of 8 students from the following data:

Height : 158 160 165 166 168 170 173

Or

- (b) Compute standard deviation from the following data of the income of 10 employees of a firm

Monthly income : 600 620 640 620 680 670 680 640 700 650

13. (a) Draw a trend line by the method of semi averages:

Year: 2001 2002 2003 2004 2005 2006

Sales in units :

(in thousands) 60 77 82 120 116 130

Or

- (b) Compute the trend from the following by the method of least squares:

Years 2008 2009 2010 2011 2012

Population (in Lakhs) 830 920 710 900 1690

14. (a) The Co-efficient of rank con-elation of the marks obtained by 10 students in statistics and English was 0.2. It was later discovered that the difference in ranks of one of the students was wrongly takes as 7 instead of 9 find the correct result.

Or

- (b) Write down the Merits and demerits of Pearson's Coefficient of Correlation.

15. (a) In a correlation study the following values are obtained:

Mean		
Standard deviation	2.5	3.5
Coefficient of correlation	0.8	

Find the regression equations

Or

- (b) Two variables gave the following data :

$$\begin{aligned} \bar{x} &= 20, & \sigma_x &= 4, \\ \bar{y} &= 15, & \sigma_y &= 3 \end{aligned} \quad r = 0.7$$

Obtain regression lines and find the most likely value of y when $x=24$.

Part C (3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Find the standard deviation for the following distribution.

Variable (V)	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40
Frequency (f)	2	5	7	13	21	16	8	3

17. (a) Calculate Mean, Median and Mode from the following data:

X	50-53	53-56	56-59	59-62	62-65	65-68	68-71	71-74	74-77
f	3	8	14	30	36	28	16	10	5

Or

- (b) Explain the components of time series.
18. (a) Calculate coefficient of correlation by concurrent deviation method:-

Year :	2003	2004	2005	2006	2007	2008	2009	2010	2011
Supply :	160	164	172	182	166	170	178	192	186

Or

- (b) Discuss the properties of Regression Coefficient.

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96236

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

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. Who is assessee?
2. What do you understand by Assessment year?
3. Define the term salary.
4. What is meant by speculations business?
5. What is Gross total income?
6. What is meant by refund of tax?
7. Define Business.

8. What is meant by customs duty?
9. What is VAT?
10. Who is Retail dealer?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Bring out the history of income tax.

Or

- (b) Explain agricultural income and how it can be taxed?
12. (a) Mr. A works in Government of TN (Chennai). He gives the following details.

Basic Salary	Rs. 5,000 p.m.
D.A. (forming part)	Rs.1,000 p.m.
D.A. (not forming part)	Rs.750 p.m.
HRA	Rs.600 p.m.
EA	Rs.250 p.m.

He claims that he pays a rent of Rs.200 p.m. and he has spent Rs.3,000 p.a. towards EA. Calculate

- (i) exempted HRA
- (ii) exempted EA.

Or

(b) From the following calculate GAV.

Particulars	House I	House II	House III	House IV	House V
MRV	20,000	25,000	30,000	35,000	40,000
FRV	40,000	32,000	26,000	28,000	NIL
SR	30,000	28,000	32,000	NA	NAV

13. (a) Calculate the tax liability of Mr. Sujay for the assessment year for the particulars given below.

Income from salary	Rs.3,00,000
Income from house property	Rs.74,000
Income from other sources	Rs.1,50,000
Donation to National Defence fund	Rs.8,000

Or

(b) Explain the tax rate applicable to (A.Y. year 2020-2021)

- (i) An ordinary individual
- (ii) Senior citizen
- (iii) Super senior citizen.

14. (a) Write a short note on :

- (i) Indirect tax
- (ii) Service tax
- (iii) CST.

Or

(b) Explain the types of customs duty.

15. (a) Bring out the difference between Sales tax and VAT.

Or

(b) Explain the various methods of calculating VAT.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the canons of Taxation.

Or

(b) Discuss the Capital expenditure and Revenue expenditure.

17. (a) Calculate Income from salary of Mr. Kannan who is working in Aircel Pvt ltd from the following informations :

	Rs.
Basic salary	12,000 p.m.
DA (not forming part)	6,000 p.m.
Dog allowance	80 p.m.
Special allowance	90 p.m.
Bonus	8,000

	Rs.
Academic Research allowance	100 p.m.
Washing allowance	200 p.m.
Facility of water and light (employer has paid the amount)	7,500
Salary of April 2019 received during the current P.Y.	12,350

Or

- (b) Calculate income from house property of Mr. Murugan

	Rs.
Municipal Rental value	25,500
Fair Rental value	37,500
Standard rent	40,000
Actual rent	4,000 p.m.
Municipal tax paid by the owner	2,250
Interest on loan taken for his daughter's marriage	12,000
Unrealised rent recovered Rs.2,500 which was allowed as a deduction 2015-2016.	

18. (a) Calculate the tax liability from the following information given by Mr. Ekambaram.

He was receiving a salary of Rs.8,000 p.m. apart from conveyance allowance of Rs.300 per month (Rs.150 actually spent)

He had an house whose GAV is Rs.1,50,000. Municipal tax Rs.3,000 out of which Rs.1,500 is paid by the tenant.

His income from other sources comes to Rs.45,000. He paid Rs.5,000 towards medical insurance premium. He has contributed Rs.40,000 PPF.

Or

- (b) Explain Deduction U/S 80 G.

C-0487

Sub. Code

96251

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

International Business

PERSUASION AND SALESMANSHIP

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the meaning of Insights in Products?
2. What are the components on Six I's?
3. What is the Experimental Marketing?
4. What is the Low-Ball Technique?
5. What is creativity?
6. Define the Big Idea in Advertising?
7. What is the Persuasion in Advertising?
8. Define Idea in Selling?
9. What is the strategy used for Advertising?
10. Write a short note on Persuasion Theory?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the characteristics of Advertising Strategy.
- Or
- (b) Explain the characteristics of Idea of Selling.
12. (a) Explain the significance of Persuasion Theory.
- Or
- (b) What are the Classification of Persuasion Techniques in Advertising?
13. (a) Explain the Steps in Personnel Selling.
- Or
- (b) Explain the AIDA Approach.
14. (a) Write a short note on Integrated Marketing Communication (IMC).
- Or
- (b) Briefly explain the types of Advertising Ideas.
15. (a) How to generate creative Ideas?
- Or
- (b) Briefly explain the creativity Strategy.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss about the role of relationship marketing in Salesmanship.
- Or
- (b) Briefly explain in detail the Persuasion Theory.

17. (a) Elaborate the four parameters of Judging a Product Idea.

Or

(b) Discuss the strategies to build a strong customer Relationship.

18. (a) Briefly explain the difference between Creative V/S Non creative ideas.

Or

(b) Describe the essential attributes of successful salespersons.

C-0488

Sub. Code

96252

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

International Business

CREATIVE COMMUNICATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is the meaning of Lyricism?
2. What are the types of Music Writing?
3. How to maintain an Effective Tone?
4. Define Email Etiquette?
5. Write a short note on Poetry?
6. How to write an Advertising Copy?
7. Define Blue Humour?
8. Define Idea in Selling?
9. What is the strategy of scriptwriting for TV?
10. Write a short note on writing Humour?

Part B

(5 × 5 = 25)

Answer **all** the questions

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

Or

- (b) Write a short note on phrases and Clauses?

12. (a) Explain fundamentals of Effective Persuading?

Or

- (b) What are the common kinds of Letters?

13. (a) Explain the principles of Writing?

Or

- (b) Explain Self Reflective mind?

14. (a) Differentiate between Unintentional Humour and Black Humour.

Or

- (b) What are the qualities of Advertising Copies?

15. (a) How to write an creative copy?

Or

- (b) Briefly explain how to plan to write an interactive Work?

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain different types of Writings with examples?

Or

- (b) Briefly explain the tone of Voice and how to get tone Right?

17. (a) Elaborate the scope of words and Music Matrimony?

Or

- (b) Describe the Interactive Story Telling and its importance.

18. (a) Briefly explain the significance of World of Computers V/S World of Television?

Or

- (b) How to write a Advertising copy and its types of ads.
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C-0489

Sub. Code

96254

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

International Business

BUSINESS LAW

(2016 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the meaning of contract?
2. What is meant by offer?
3. What is the meaning of immorabe agreement?
4. What are the types of breach of contract?
5. Define goods.
6. What is the meaning of unpaid seller?
7. What is the meaning of consumer?
8. Write short notes on restrictive trade practices.
9. Why need of intellectual property rights?
10. Which is an example of a tradename?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the objective of business law?
Or
(b) What is the features of Quasi contract?
12. (a) What are the objectives of consideration?
Or
(b) What are the types of performance of contract? Explain.
13. (a) What is an express condition to payment? Explain.
Or
(b) What are the types of auction sale? Explain.
14. (a) Explain the responsibilities of consumer.
Or
(b) Write short notes on penalties for violation.
15. (a) Why are trade secrets important? Explain.
Or
(b) Explain the importance of geographical indication.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss the main aspects of capacity to contract.
Or
(b) Discuss the agreements are against public policy. Give an example.

17. (a) Explain the types of sales of goods Give an example.

Or

(b) Elaborate the consumer redressal agencies.

18. (a) Discuss an industrial design in intellectual property.

Or

(b) Briefly explain the objective of information technology act, 2000.

C-0490

Sub. Code

96255

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Fifth Semester

International Business

ENTERPRISE RESOURCE PLANNING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is the significance of ERP?
2. What is the justification of ERP?
3. Explain various modules of ERP business.
4. State the significance of Supply Chain Management.
5. Write a short note on the importance of QAD.
6. Explain various packages and units of ERP.
7. Define and note Executive Information System.
8. Define Idea of SSA Global.
9. What is the strategy of Pre valuation Screening?
10. Write a short note on BPM.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the success factors of ERP implementation.

Or

- (b) Write down the limitation of ERP.

12. (a) Explain mapping for ERP for Unit Design.

Or

- (b) What is the significance business modelling?

13. (a) Explain the importance of SCM.

Or

- (b) Explain the Advantages and disadvantages of Decision Support System.

14. (a) Write a short note on ERP System.

Or

- (b) What is merits and Demerits of QAD?

15. (a) State the different stages of Project Planning Phase.

Or

- (b) Briefly explain Post Implementation Maintenance Mode.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Write an essay on Scenario and Justification of ERP in India.

Or

- (b) Briefly explain the Hardware Environment and its Selection of ERR implementation.

17. (a) Elaborate the functions of SCM.

Or

(b) Describe the Decision support system and its importance.

18. (a) Briefly explain the Project Planning Phase.

Or

(b) Explain the Features and benefits of Oracle corporation.
