

C-1825

Sub. Code

96241

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. What is export trade control?
2. What is certificate of origin?
3. What is EXIM Bank?
4. What is foreign trade policy?
5. Define the term – custom area.
6. What is bill of exchange?
7. What is letter of credit?
8. What is bill of lading?
9. What is EDI?
10. Name any three post-shipment documents.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Why quality control required for export goods?
Describe the various methods of quality control.

Or

- (b) Enumerate the steps involved in the processing of export order.

12. (a) Write the various types of duties regarding export and import of goods.

Or

- (b) Discuss about the process of application and documentation for the export licensing.

13. (a) Write the objectives of customs act.

Or

- (b) Highlight the importance of excise act.

14. (a) Explain the importance of credit risk management.

Or

- (b) Differentiate the DA and DP terms payment.

15. (a) Define Electronic Data Processing explaining its purpose.

Or

- (b) Standardize the post-shipment export documentation.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the important steps in a pre-shipment inspection procedure.

Or

- (b) What is the legal framework in terms of major acts governing foreign trade of India? Discuss macro general provisions related to export under the foreign trade policy.

17. (a) Explain in details of duty drawback under customs act.

Or

- (b) Classify the various types of letter of credit with its features.

18. (a) Write the main commercial documents related to post shipment produces and its functions.

Or

- (b) Briefly explain about process and operation of letter of credit.
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B.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

International Business

SERVICES MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Services?
2. Write any two characteristics of services?
3. Write short note on goods and services in service in marketing.
4. Define Zone of tolerance.
5. What is market segmentation?
6. Explain the meaning of "Hard" and 'Soft' standards
7. What do you mean by customer relationship?
8. What is service recovery?
9. Write short note on service design and positioning?
10. What do you mean by guest cycle?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Roles of travel agencies and travel organization tour operations. Explain.

Or

- (b) Explain the classification of hotels.

12. (a) Discuss in brief the concept of service idle printing.

Or

- (b) Explain the key reasons For GAP-2 service leadership.

13. (a) Explain the concept and nature of tourism in Services management.

Or

- (b) Explain research, experience and reduce property.

14. (a) Building customer relationship through retention strategies. Explain in brief.

Or

- (b) Discuss the Myth and characteristics of services.

15. (a) Explain the various marketing challenges faced by service industry.

Or

- (b) Discuss the function of hospital management.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in brief the meaning of customer perception and factors influencing customer perception of services.

Or

- (b) How do you understand customer expectation through market research, explain using examples?
17. (a) What is service positioning, and explain five dimensions of service quality?

Or

- (b) Discuss the levels of retention strategies.
18. (a) Discuss the role of services quality in offensive and defensive marketing.

Or

- (b) Explain in brief the growth of tourism, hotel and hospital management after covid-19.
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B.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define International Business.
2. What is Cultural Environment?
3. What is strategic alliance?
4. List any two Indian MNC's.
5. What is the aim of SAARC?
6. Expand NAFTA.
7. What is forward contract?
8. What is swap?
9. What is ethics?
10. What is relentless innovate?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the scope of International Business Activities.

Or

- (b) State the economic environment factors of International Business.

12. (a) What are the importance of MNC's in International Business?

Or

- (b) Explain the strategy and role played by MNE's in International Business.

13. (a) What are the benefits of NAFTA for Businesses?

Or

- (b) What is the role of WTO in regional economic grouping?

14. (a) State the Major functions of foreign exchange market.

Or

- (b) How the exchange rate is to be determined?

15. (a) What is the impact of Internet on International Business?

Or

- (b) Mention some global factors of the International Business Environment.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Ricardian theories of International Trade.

Or

- (b) Draw the structure of MNC's with their strategies.

17. (a) Describe the role of SAARC in environment protection.

Or

- (b) Outline the various foreign exchange transaction Mechanism in detail.

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

Or

- (b) Explain the latest trends in International Business.
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B.B.A. DEGREE EXAMINATION, APRIL 2024.

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 marketing research?
2. What do you understand by the marketing research plan?
3. Define quantitative market research.
4. State the meaning of qualitative market research.
5. Write the meaning of the nominal scale with examples.
6. What is meant by ratio scale?
7. Give meaning to inductive coding in qualitative research.
8. What is meant by tabulation of data?
9. What is meant by chatbot data?
10. What are consumer insights?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the purpose of marketing research.

Or

- (b) Why does a research plan important in marketing research?

12. (a) Describe the salient features of quantitative market research.

Or

- (b) Mention the advantages and disadvantages of observational research.

13. (a) Enumerate the importance of marketing research.

Or

- (b) Explain any two methods of probability sampling.

14. (a) Write a short note on decoding in marketing research.

Or

- (b) What are the main objectives of the tabulation of data?

15. (a) How will you develop a consumer insights strategy?

Or

- (b) Write the need for consumer insights research.

Part C

(3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Enumerate the various types of research with examples.

17. (a) Enlighten the major classifications of scaling techniques with examples.

Or

- (b) Brief about the steps involved in research report writing.

18. (a) Discuss the methods to identify the consumer's insights in marketing research.

Or

- (b) Discuss the current trends in marketing research with examples.
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96262

B.B.A. DEGREE EXAMINATION, APRIL 2024.

Sixth Semester

International Business

DIGITAL BRANDING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the benefits of ad tracking.
2. Write short note on contextual advertising.
3. List out the possible strategies that create traffic to social media platforms.
4. State the objectives of content strategy.
5. Bring out the benefits derived from user-generated content by a consumer.
6. How does co-creation benefit the business.
7. State the objectives of gamification.
8. Why is advergaming used by marketers?
9. What are the elements of scenario?
10. List any four popular blogging platforms.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Once a potential customer has been introduced to your products or services, a well-placed display ad can also serve as a great reminder that encourages them to make a purchase. Substantiate.

Or

- (b) Discuss the different way to track marketing campaign.

12. (a) Detail the benefits of content marketing.

Or

- (b) “Social media is one of the best places to build awareness for a brand online”. Discuss.

13. (a) Marketers incorporate different types of UGC into marketing. Reason out, and suggest the preliminary steps that a marketer needs to adopt before incorporating the UGC.

Or

- (b) Discuss the benefits of using short-form videos in marketing.

14. (a) “Gamification can be used as part of a digital marketing strategy to increase brand awareness, improve social sharing, and to advertise new products” With suitable examples substantiate the statement.

Or

- (b) Discuss how conversational podcasts aids business.

15. (a) Discuss why scenario planning gains much important in the current context.

Or

- (b) State reasons why digital advertising grow at a fast pace.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) “If brands are not active on social media, it misses out on connecting and converting consumers”. Discuss.

Or

- (b) Discuss how to optimize marketing campaign.

17. (a) “Digital tools like chatbots on websites, and even within interactive ads, are becoming key players in opportunities to engage with customers in real time”. Substitute.

Or

- (b) What is content audit? Why do we need to audit content? Discuss how to conduct a content audit.

18. (a) If gamification is the addition of game elements to non-game activities, how does gamified advertisements play a significant role in marketing. Explain with a suitable example.

Or

- (b) “Social networking was used in its early beginning by individuals to make social connections with other people however, by the passage of time social networking has proven as an effective marketing platform, consequently the vast majority of large companies hire social media consultants or marketers to help them promote their products” Critically examine the passage and give your views.

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Sixth Semester

International Business

INTERNATIONAL MARKETING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the term multinational corporations.
2. List out the opportunities in international marketing.
3. What is the role of service companies in exporting and importing?
4. Outline the role of WTO.
5. State the term insurance.
6. Recite the term quality control.
7. Define market segmentation.
8. List out any two common problems faced by exporters.
9. State uniform pricing.
10. Write short note on EXIM bank.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) How does international marketing differ from domestic marketing?

Or

- (b) Analyze the nature and scope of international marketing.

12. (a) Elaborate the export procedure in detail.

Or

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

13. (a) Discuss the significance of marine insurance in detail.

Or

- (b) Determine the pre shipment inspection process in detail.

14. (a) Categorise the bases of international market segmentation in detail.

Or

- (b) Discuss the procedure for obtaining export license.

15. (a) Discuss the factors influencing pricing decision in detail with suitable examples.

Or

- (b) Write brief note on RBI and EXIM bank in detail.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role of international marketing in promoting economic development.

Or

- (b) Bring out the main features and characteristics of international marketing.

17. (a) Breakdown the significance of market research for identifying new opportunities in International market.

Or

- (b) Explain the features of International Marketing in detail.

18. (a) Classify the Pricing Policy in International Markets with suitable examples.

Or

- (b) Write a note on Government's initiatives for export assistances in detail with suitable examples.

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96264

B.B.A. DEGREE EXAMINATION, APRIL 2024

Sixth Semester

International Business

CONSUMER PSYCHOLOGY

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term - Consumerism.
2. Differentiate between Utilitarianism and Hedonism.
3. Write down the steps in consumer purchase decision process.
4. What is the importance of Webstar and Wind consumer behaviour model?
5. What is marketing decision?
6. What is diffusion of innovation?
7. Define Motivation.
8. What is dissonance.
9. Who is a loyal customer?
10. What do you mean by customer affinity?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the different levels of consumer decision making.

Or

- (b) How does the environment affect the marketing decisions?

12. (a) Explain the details of Howard — Sheth Model of consumer behavior.

Or

- (b) What are the differences between the individual buying (B2C) Behavior and industrial buying (B2B) behavior?

13. (a) Discuss the role personality in consumer behaviour.

Or

- (b) Define attitude. Explain the components of attitude. Explain the factors influencing attitude formation.

14. (a) Explain the importance of consumer behaviour study. How does it influence the marketing strategies of an organization?

Or

- (b) Define communication. Discuss the barriers of communication with examples.

15. (a) Explain the influence of personality in buying decisions.

Or

- (b) Highlight the emerging issues of customer.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Illustrate the changing trends in the consumer behaviour of the rural and urban people.

Or

- (b) Elucidate on the new consumption patterns of the industrial consumers due to technological advancements.

17. (a) Evaluate the pros and cons of consumer decision-making through online reviews.

Or

- (b) Discuss the changes in consumer's cultural and psychographic values due to Covid pandemic.

18. (a) Explain the need to measure customer loyalty and its applications in retail industry.

Or

- (b) Discuss the challenges encountered by marketer and consumer in loyalty and retention, due to digital marketing.

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96265

B.B.A. DEGREE EXAMINATION, APRIL 2024

Sixth Semester

International Business

BUSINESS NEGOTIATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Culture.
2. What are the rules for effective persuasion?
3. Who makes decisions in negotiation?
4. What are the ethics during negotiation?
5. State any differences between tactics and strategies.
6. Write short notes on decision traps.
7. How does environment affect negotiation?
8. What is the concept of international negotiation?
9. How culture is related with negotiation?
10. How does culture helping in decision making?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the characteristics of culture.

Or

- (b) State the skills and qualities required to become an effective negotiator.

12. (a) Describe the steps in negotiation process.

Or

- (b) Explain the internal and external factors affecting decision making.

13. (a) Explain the essentials of negotiation.

Or

- (b) What are the ways to build trust during negotiation?

14. (a) Explain the significance of decision making for multinational and global corporations.

Or

- (b) Describe the various patterns of negotiation.

15. (a) Briefly explain the modes of resolving inter group conflict.

Or

- (b) Explain the methods to resolve conflicts related to culture.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the possible consequences and influence of cultural factors on different aspects of business.

Or

- (b) Describe the role of environments in the context of international negotiation.

17. (a) Discuss the stages in negotiation process.

Or

- (b) Explain different negotiation styles.

18. (a) Explain the conceptual developments in negotiation.

Or

- (b) Discuss the ways to manage the multi-cultural environments.
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