

C-4964

Sub. Code

96241

B.B.A. DEGREE EXAMINATION, APRIL 2025.

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 pre-shipment inspection?
2. What is export trade control?
3. What is export licensing?
4. Write the meaning of prohibited goods.
5. What is foreign trade policy?
6. What is special economic zone?
7. What is document against payment?
8. What is credit risk management?
9. What is electronic data interchange?
10. What is post shipment?

Part B

(5 × 5 = 25)

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

11. (a) Explain the provisions related to regulation and management of foreign exchange under foreign management act.

Or

- (b) What is the rationale of export trade control? What are the different types of control exercised on export?

12. (a) Explain the objectives of the foreign trade policy.

Or

- (b) Write the legal restrictions to get licensing for export of goods.

13. (a) Write about India's new foreign trade policy.

Or

- (b) State the offences under customs act 1962.

14. (a) Write the challenges to credit risk management.

Or

- (b) Explain the working principles of letter of credit instrument.

15. (a) Write the characteristics of EXIM documentation.

Or

- (b) Why has the Electronic Data Interchange (EDI) become necessary for international business?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the process to be followed by exporter in processing an international trade transaction.

Or

- (b) Explain the provisions related to regulation and management of foreign exchange under exchange control regulations.

17. (a) Explain the various Penalties regarding confiscation under customs Act, 1962.

Or

- (b) Enumerate the methods and instruments of payment in international trade.

18. (a) Narrate the steps involved in the Post Shipment Procedure.

Or

- (b) Describe about the Documentation required for EDI in modern Business.

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96251

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fifth Semester

Internal Business

PERSUASION AND SALESMANSHIP

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. Define advertising.
2. List out any two objectives of advertising.
3. Outline the term selling.
4. Define persuasion.
5. Differentiate product with service.
6. List out the categories of products.
7. Define marketing.
8. Outline the term AIDA.
9. Enumerate the term marketing communication.
10. List the merits of creativity in advertising.

Section B

(5 × 5 = 25)

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

11. (a) Analyze the recent trends in persuasion theory.

Or

- (b) Discuss the term advertising strategy in detail with suitable examples.

12. (a) Salesmanship is both an Art as well as a Science. Comment.

Or

- (b) How to improve sales-force's productivity? Explain.

13. (a) Determine the new product development process in detail with suitable examples.

Or

- (b) Categorise the parameters for judging a product idea in detail.

14. (a) Elaborate the role of relationship marketing in salesmanship with suitable examples.

Or

- (b) Identify the steps in personal selling in detail with suitable examples.

15. (a) Evaluate the factors to be considered before choosing the right media.

Or

- (b) Compare and contrast creative and non creative advertisements.

Section C

(3 × 10 = 30)

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

16. (a) Differentiate

- (i) selling,
- (ii) sales, and
- (iii) salesmanship.

Or

(b) Elaborate various steps involved in sales process with suitable example.

17. (a) Explain the process of evaluating the new product ideas in detail.

Or

(b) Discuss the role and significance of customer relationship management in personal selling.

18. (a) Analyze the factors to be considered and problems faced during closing the sales with suitable examples.

Or

(b) “A well-organised and developed sales-force is the envy of your competitors.” Comment and discuss, with examples.

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96252

B.B.A. DEGREE EXAMINATION, APRIL 2025.

Fifth Semester

International Business

CREATIVE COMMUNICATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are prepositions?
2. Differentiate between non and a verb with example.
3. What is meant by tone scale?
4. What is persuading?
5. Define complementary division of labour.
6. What is music matrimony?
7. Define blue humour.
8. What is an unintentional humour?
9. Define cinematic grammar.
10. What is Interactive nouns?

Part B

(5 × 5 = 25)

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

11. (a) Comment on the various parts of speech in English language.

Or

- (b) How phrases and clauses can be used effectively?

12. (a) Comment on E-mail etiquette.

Or

- (b) Explain the principles of effective writing.

13. (a) State the importance of clustering.

Or

- (b) Suggest few tips for writing a commercial song.

14. (a) Do you agree that Grammar and syntax are necessary in Ads? Support your answer.

Or

- (b) What is the relationship between an idea and a story? Explain.

15. (a) Differentiate between interactivity and Interactive writing.

Or

- (b) How can writer use the reader as second person in the story?

Part C

(3 × 10 = 30)

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

16. (a) Explain the different types of Ads.

Or

- (b) Explain how to involve humour in writing?

17. (a) Explain as how to plan and to write an Interactive work?

Or

- (b) What are the elements involved in Interactive story telling?

18. (a) What are the basic principles involved in writing a great commercial?

Or

- (b) Explain the steps involved in writing an advertising copy.
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96254

B.B.A. DEGREE EXAMINATION, APRIL 2025.

Fifth Semester

International Business

BUSINESS LAW

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define contract.
2. What is meant by an offer?
3. Give meaning to the term 'company'.
4. Paraphrase the term Prospectus.
5. What do you understand by limited liability partnership?
6. What is meant by partnership?
7. List the essential elements of a contract of sale.
8. Who will be called an unpaid seller?
9. Define the term digital signature.
10. What are private and public keys?

Part B

(5 × 5 = 25)

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

11. (a) Explain the legal provisions regarding the quasi-contract.

Or

- (b) Detail the essential elements of valid consideration

12. (a) Distinguish between the Articles of Association and Memorandum of Association.

Or

- (b) Under what circumstances is the Doctrine of Indoor Management not applicable?

13. (a) Explain the difference between Limited Liability Partnership and Partnership.

Or

- (b) Describe the procedures involved in the process of Limited Liability Partnership incorporation.

14. (a) How can ownership of goods be transferred by non-owners?

Or

- (b) Explain in brief the rules relating to the delivery of goods.

15. (a) Describe the crimes related to Digital Signature Certificates.

Or

- (b) What are the duties of subscribers under the Information Technology Act 2000?

Part C

(3 × 10 = 30)

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

16. (a) Discuss the essential elements of a valid contract.

Or

- (b) Explain the legal provisions involved in the winding-up of companies.

17. (a) Highlights the salient features of the Limited Liability Partnership Act 2008.

Or

- (b) Enumerate the rights of the unpaid seller under the Sale of Goods Act 1930.

18. (a) Discuss the regulations and appointment of Certifying Authorities to issue Digital Signature Certificates.

Or

- (b) Explain the various ways in which a contract may be discharged.
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96255

B.B.A. DEGREE EXAMINATION, APRIL 2025.

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 the reason for growth of ERP.
2. Give various units of ERP.
3. Discuss about ERP for small business.
4. Give a brief note on MIS.
5. What is meant by SCM?
6. Define people soft ERP.
7. State the features of BAAN ERP.
8. Give a brief note on Reengineering.
9. Discuss about Gap analysis.
10. What are all the possible issues faced in Maintenance mode?

Part B

(5 × 5 = 25)

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

11. (a) Elaborate the evolution of ERP.

Or

- (b) Discuss in detail about scenario of ERP in India.

12. (a) Detail the steps of BPM for ERP design.

Or

- (b) Explain about business modelling.

13. (a) What is Decision support system explain in detail.

Or

- (b) Discuss in detail about BPR.

14. (a) Elaborate about Quality management module.

Or

- (b) Discuss in detail about SAP AG ERP.

15. (a) Elaborate about ERP going live phase.

Or

- (b) Explain end user training.

Part C

(3 × 10 = 30)

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

16. (a) Discuss in detail about the advantages of using ERP.

Or

- (b) Explain Evaluation of ERP.

17. (a) What is Executive Information System? Elaborate about it.

Or

- (b) What is integrated management information? Explain in detail.

18. (a) Explain in detail about materials management module in ERP.

Or

- (b) Discuss in detail about various issues in implementation of ERP.
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96262

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

International Business

DIGITAL BRANDING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List any two advantages of digital display.
2. Summarize the special features of Carousel Ads.
3. How is native advertising different from content marketing?
4. Give a brief note on the different types of traffic.
5. What is meant by consumer generated content?
6. State the reasons for co-creation.
7. Define gamification.
8. Who benefits most from gamevertising?
9. State the different types of scenarios.
10. What is a dynamic content?

Part B

(5 × 5 = 25)

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

11. (a) “Display marketing is an important advertising strategy to nurture leads and increase your conversion rate”. Discuss

Or

- (b) Discuss why it remains imperative to track ad campaign?

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

Or

- (b) Explain the steps for promoting a business through social media.

13. (a) “Marketers agree that consumers trust content created by customers more than content created by brands”. Critically examine the statement and give reasons.

Or

- (b) Discuss why short DIY videos are good for marketing with an Instagram story Ad.

14. (a) Bring out how gamification can be used in digital marketing?

Or

- (b) Discuss how video game advertisements help consumer engagement.

15. (a) Details the scenario planning process.

Or

- (b) "While traditional methods focus on reaching broad audiences and large volumes of people is able to be much more refined to target the specific audience that is interested in and searching for the product/service". Examine the statement and give your answer.

Part C

(3 × 10 = 30)

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

16. (a) “If your brand isn’t largely focused on digital, you’re missing out competition”. Discuss.

Or

- (b) What is campaign planning? Discuss how to structure a campaign plan.

17. (a) Metaverse is the future of digital marketing”. Discuss.

Or

- (b) What is co-creation? How do you co-create and discuss the benefits of co-creation.

18. (a) Using social networking for marketing purpose can dramatically reduce your advertising costs”. Discuss.

Or

- (b) “Brand archetypes are used as a framework and foundation to construct a brand personality to connect with the audience on a human level”. Discuss.

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96263

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

International Business

INTERNATIONAL MARKETING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by the term global marketers?
2. List out any two challenges of inflation in international marketing.
3. Recite the term export and import.
4. What is meant by the term trade block?
5. Outline the term letter of credit.
6. Mention the benefits of insurance.
7. Define segmentation.
8. Outline the rules of successful exporting.
9. Define market pricing.
10. What is meant by fiscal incentives?

Part B

(5 × 5 = 25)

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

11. (a) List and explain the objectives of International marketing.

Or

- (b) Detail the driving forces of international marketing.

12. (a) Determine the facilities and incentives related to export business regionalism.

Or

- (b) Analyze the importance of export marketing at the national level.

13. (a) Breakdown the procedure for shipment in detail with suitable examples.

Or

- (b) Examine the significance of letter of credit and export credit limit in detail.

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

Or

- (b) Identify the export licensing procedure in detail.

15. (a) Elaborate the factors influencing pricing decision in detail.

Or

- (b) Criticize the factors influence the foreign exchange rate in detail.

Part C

(3 × 10 = 30)

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

16. (a) Explain the problems of Indian exporters in promoting exports with suitable examples.

Or

- (b) Determine the implication of WTO on international marketing with reference to its major agreements.

17. (a) Breakdown the advantages and disadvantages of exporting in detail with suitable examples.

Or

- (b) Analyze the various methods of payment international marketing in detail.

18. (a) Discuss the role of EXIM bank in promoting exports in detail.

Or

- (b) Explain the advantages of letter of credit to the exporter.
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Sub. Code

96264

B.B.A. DEGREE EXAMINATION, APRIL 2025

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 'consumer behavior'.
2. Identify the various types of needs.
3. What is "Engel's law" on consumption?
4. What are psychographic factors of buying decisions?
5. What is frugal lifestyle from consumer behavior points of view?
6. What do reference groups mean?
7. What is customer loyalty ladder?
8. What is impulse buying?
9. What is cross cultures and sub-cultures?
10. Write a short note on consumer's post-purchase dissonance.

Part B

(5 × 5 = 25)

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

11. (a) What is consumer learning? Explain the stages of consumer decision-making process.

Or

- (b) Explain how the buying behaviour of the rural consumers has changed today?

12. (a) Define culture. Explain the characteristics of culture. Explain its influence on consumer behavior.

Or

- (b) Discuss the influence of celebrity endorsements on consumer behavior.

13. (a) Describe the relevance of Engel-Kollat model in study of consumer behavior.

Or

- (b) What factors affect customer loyalty formation? Explain the Rai Srivastava model of customer loyalty formation, and its conclusions.

14. (a) Elicit the relation between customer loyalty, customer satisfaction and customer retention.

Or

- (b) Discuss the principles of loyalty and drivers of customer loyalty.

15. (a) Elaborate the benefits of customer loyalty to marketers.

Or

- (b) Explain the applications of customer loyalty in aviation industry.

Part C

(3 × 10 = 30)

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

16. (a) Give an account of the changing indian consumer behaviour and consumer trends.

Or

- (b) Describe the consumer decision-making model and its significance on different types of consumers.

17. (a) Illustrate the impact of values and lifestyles on consumers buying behaviour in the emerging markets.

Or

- (b) Discuss the strategies to manage behavioural, attitudinal and cognitive loyalty, and the factors mediating customer loyalty relationship.

18. (a) Explain the loyalty outcomes of online purchase decision process. Discuss the challenges encountered by market and consumer.

Or

- (b) Bring out the influence of service quality on customer loyalty, with reference to banking and insurance industry in India.

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96265

B.B.A. DEGREE EXAMINATION, APRIL 2025.

Sixth Semester

International Business

BUSINESS NEGOTIATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the elements of culture.
2. State any four attributes required for negotiation.
3. Write short notes on integrative strategy.
4. Define the term 'tactics'.
5. What are the types of conflict ethics?
6. What is negotiation management?
7. State the benefits of Problem-solving negotiation.
8. What is decision making and negotiation?
9. How culture is related with negotiation?
10. How does culture help in decision making?

Part B

(5 × 5 = 25)

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

11. (a) Explain the rules for effective persuasion.

Or

- (b) What is preparation and planning in negotiation?

12. (a) Explain the ethical issues in international business negotiation.

Or

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

13. (a) Briefly explain the modes and methods for developing the negotiation styles.

Or

- (b) Describe the role of decision traps that may make decisions in the operational context less effective.

14. (a) Explain the main challenges in international negotiation.

Or

- (b) Describe the various patterns of negotiation.

15. (a) Explain the influences made by national and cultural variations in decision making.

Or

- (b) Why negotiation is important in conflict resolution?

Part C

(3 × 10 = 30)

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

16. (a) Compare and contrast different negotiation styles.

Or

- (b) Describe the different stages in negotiation with their significance.

17. (a) Discuss the importance of building a strong working relationship in negotiation.

Or

- (b) Describe the role of creativity in negotiation.

18. (a) Explain the factors influencing decision making.

Or

- (b) Describe the cultural variable affecting the negotiation.
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