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N – 1691

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2022.

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1641 : MANAGEMENT INFORMATION SYSTEM

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions, each questions carries 1 mark

1. What is Data?
2. What do you mean by ethical responsibility?
3. What is system analysis?
4. What is activity subsystem?
5. What is common database?
6. What is DSS?
7. What is MIS?
8. What are data models?

P.T.O.

9. What is executive support system?

10. What is open system in MIS?

(10 × 1 = 10 Marks)

SECTION – B

Answer any eight questions. Each question carries 2 marks.

11. What is big data analysis?

12. What is data security?

13. What do you mean by input?

14. How to manage data quality?

15. How does firewall work?

16. What do you mean by database modeling?

17. What are security hazards?

18. What is strategic planning?

19. Compare MIS with DSS?

20. What is application software? Give example?

21. What do you mean by data synchronization?

22. What is system maintenance?

23. What are informal systems?

24. What is data governance?

25. What is information?

26. What is prototyping?

(8 × 2 = 16 Marks)

SECTION – C

Answer any six questions. Each question carries 4 marks.

27. What are the functions of conventional MIS?
28. Explain the demerits of TPS?
29. What you mean by data redundancy? How you can control it?
30. What are the advantages of data mining?
31. Briefly explain the types of database users?
32. Explain ethical issues in MIS?
33. Write a short note on system development life cycle?
34. Write a short note on executive support system?
35. Explain the qualities of a good management information system?
36. Explain technical solution for privacy protection?
37. Write a short note on relationship of MIS with academic disciplines?
38. Explain the stages of system testing?

(6 × 4 = 24 Marks)

SECTION – D

Answer any two questions. Each question carries 15 marks

39. Define MIS? Explain the importance and scope of MIS?
40. Explain in detail various issues in relation to MIS?
41. Explain different types of systems in detail?

42. Explain the different stages in system implementation?
43. Illustrate the working of a decision support system?
44. What is DBMS? Explain briefly the traditional and modern approaches in it?

(2 × 15 = 30 Marks)

BBA

(Pages : 4)

N – 1706

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2022

Career Related First Degree Programme under CBCSS

Group 2 (b)

Elective Course

BM 1661.2 : RETAIL MANAGEMENT

(2018 and 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer type questions. (One word to maximum of 2 sentences) Answer all questions. Each question carries 1 mark.

1. What is organized retailing?
2. What is store layout?
3. What is retail logistics?
4. What is supply chain management?
5. What is Kiosk marketing?
6. What is online marketing?
7. What is direct marketing?
8. What is logistics management?

P.T.O.

9. What is discount stores?

10. What is packaging?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions. (Not to exceed one paragraph) Answer any eight questions. Each question carries 2 marks.

11. Write a short note on global retailing.

12. Explain CRM.

13. What is convenience stores?

14. What is unorganized retailing?

15. Explain the features of discount stores.

16. Discuss the different types of retailing in India.

17. What is store location?

18. Explain the functions of retailing.

19. What is labeling?

20. What is Retail Information System?

21. What is outbound logistics?

22. Describe the importance of packaging.

23. What is retail pricing?

24. What is catalogue retailing?

25. What is meant by distribution channel?

26. What is EDLP?

(8 × 2 = 16 Marks)

SECTION – C

Short Essay questions. (Not to exceed 120 words) Answer **any six** questions. Each question carries **4** marks.

27. Explain the importance of retailing in India.
28. Briefly explain the characteristics of supermarkets.
29. Explain retail mix promotion strategy.
30. What is meant by visual merchandising?
31. Explain the significance of logistics management.
32. Elaborate the ethical issues in retailing.
33. Explain in detail the emerging trends of retail sector in India.
34. Explain the evolution of Supply chain management.
35. Discuss the principles of merchandising.
36. Discuss any four types of retail stores.
37. Discuss the factors involved in store layout management.
38. Explain the role of retail promotion.

(6 × 4 = 24 Marks)

SECTION – D

Long Essay questions. Answer **any two** questions. Each question carries **15** marks.

39. Discuss in detail the different types of retail formats in India.
40. What is retail location? Explain the steps in site selection analysis.

41. What is online retailing? Discuss the role of technology in retailing.
42. Explain the importance of information in Supply chain management.
43. What is Visual merchandising? Explain the tools used by retailers for visual merchandising.
44. Discuss the factors influencing the growth of retail industry in India.

(2 × 15 = 30 Marks)

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N – 1718

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2022.

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1661.6 – INDIAN BANKING SYSTEM

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer type questions (one word to maximum of 2 sentences). Answer all questions. Each question carries 1 mark:

1. When did the Banking regulation act came into force?
2. What is a development bank?
3. Define group banking.
4. What is a social banking?
5. What do you mean by NEFT?
6. Expand RRB.
7. Expand SLR.
8. What is bank rate?

P.T.O.

9. What are the various types of deposits accepted by commercial banks?
10. What is an overdraft?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions (Not to exceed one paragraph). Answer **any eight** questions. Each question carries **2** marks

11. Why a central bank is called the lender of last resort?
12. List two objectives of credit control.
13. Distinguish debit card and credit card.
14. What is credit rationing?
15. What is rural credit?
16. What are cooperative banks?
17. What is E banking?
18. Name industrial banks in India.
19. Name any two secondary functions of commercial bank.
20. What is banking ombudsman scheme?
21. What is Tele banking?
22. What is priority Sector lending?
23. Differentiate a cheque from a bill of exchange.
24. What is KYC?
25. Define a bill of exchange.
26. What are the different kinds of cheques?

(8 × 2 = 16 Marks)

SECTION – C

Short essay questions (Not to exceed 120 words). Answer any six questions. Each question carries 4 marks

27. Discuss the selective methods of credit control.
28. Explain the objectives of nationalization of banks.
29. Highlight the initiative undertaken by EXIM bank to promote exports.
30. What do you mean by negotiable instrument state its characteristics?
31. Discuss the features of retail banking.
32. What are the value added services provided by banks to their customers?
33. Write a short note on EFT system in India.
34. What is a debit card? What are the advantages of debit card?
35. Bring out the main points of difference between branch banking and unit banking.
36. Briefly explain the functions of NABARD.
37. Write a brief note on NBFC.
38. What are the factors responsible for growth of internet banking?

(6 × 4 = 24 Marks)

SECTION – D

Long essay questions. Answer any two questions. Each question carries 15 marks

39. What is the need of a central bank? What important role it can play in a developing economy?
40. Discuss in detail Banking Regulation Act.

41. Explain the structure of cooperative banking in India.
42. Elaborate the classification of banks on the basis of their functions.
43. Explain the process of credit creation by commercial banks.
44. What are the important emerging trends in banking sector today?

(2 × 15 = 30 Marks)

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N – 1697

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1643 : STRATEGIC MANAGEMENT

(2014 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all questions in one or two sentences. Each question carries 1 mark.

1. Define strategy.
2. What do you mean by business policy?
3. What is a mission statement?
4. Explain programme strategies.
5. Who is a strategists?
6. What is a strategic business unit?
7. Explain the term environmental diagnosis.

P.T.O.

8. What do you mean by diversification strategy?
9. Explain strategy implementation.
10. Define business environment.

(10 × 1 = 10 Marks)

PART – B

Answer any eight questions in one paragraph. Each question carries 2 marks.

11. Briefly explain strategic control.
12. What are the characteristics of strategic planning?
13. List out the difference between strategic planning and tactical planning.
14. Explain the features of strategy implementation.
15. What are the uses of vision and mission statement?
16. What do you mean by cost advantage?
17. Explain the characteristics of strategic decision.
18. Distinguish between Goals and objectives.
19. What is the significance of core competence concept?
20. What are the assumptions of strategic management process?
21. Explain the various strategic decision making technique.
22. Briefly explain the factors of strategy formulation.

(8 × 2 = 16 Marks)

PART – C

Answer **any six** questions. Answer should not exceed **one page**. Each question carries **4 marks**.

23. Explain in detail the objectives of growth strategy.
24. What are the benefits of strategic management?
25. Explain the different approaches to strategic decision making.
26. Briefly explain the characteristics of an industry that could impact a firm's performance.
27. What are the steps involved in an ETOP?
28. Describe the different approaches to strategy implementation.
29. What are the techniques used in strategic evaluation and control?
30. Discuss the various approaches to organisation structure.
31. Explain the strategies to be adopted for a small business units.

(6 × 4 = 24 Marks)

PART – D

Answer **any two** questions in not exceeding **four pages** each. Each question carries **15 marks**.

32. Explain the steps involved in strategic management process.
33. Briefly explain the Mckinsey 7's framework.
34. Briefly explain the techniques used for organisational appraisal.
35. Explain BGG matrix.

(2 × 15 = 30 Marks)

(Pages : 3)

N – 1699

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2022.

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1643 : STRATEGIC MANAGEMENT

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences each. Each question carries 1 mark

1. Define strategic management.
2. What is stability strategy?
3. What is concentric diversification?
4. Define Goal.
5. What is regionalisation?
6. What is Gap Analysis?
7. What is segmentation?
8. What is Environmental scanning?
9. What is Strategic alliance?
10. What is Grand Strategy?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any eight questions. Each carries 2 marks

11. What do you mean by value chain?
12. What are the levels of strategy?
13. What is competitive strategy?
14. Define Core Competency.
15. What is environmental auditing?
16. What is TQM?
17. What is TOWS Matrix?
18. What is Critical Success Factors?
19. Define KPI.
20. What is Policy?
21. What is Territorial Departmentation?
22. What is Special alert control?
23. What is strategic advantage?
24. What are external factors?
25. What is meant by policy?
26. What is planning?

(8 × 2 = 16 Marks)

SECTION – C

Short Essay Questions (not to exceed 120 words). Answer any six questions. Each question carries 4 marks

27. Describe the process of strategy formulation.
28. Describe the merits and demerits of SWOT analysis.

29. Explain the various tools for evaluating strategic alternatives.
30. What are the generic strategies advocated by Michel E. Porter?
31. Distinguish conglomerate diversification from concentric diversification.
32. Define Environmental scanning. Discuss the components to be scanned while determining corporate objectives.
33. What do you understand by synergy? Why should synergy be considered in the formulation of strategy?
34. Enlist the difference between Mergers and Acquisition.
35. What are the characteristics of strategic management?
36. Enlist the difference between vision and mission.
37. Explain Synergistic diversification.
38. Explain the essential conditions required for successful globalization of the business.

(6 × 4 = 24 Marks)

SECTION – D

Long Essay Questions. Answer any two questions. Each question carries 15 marks

39. Explain the various strategies of Corporate Restructuring.
40. Explain in detail about the tools and techniques of strategic control.
41. Describe strategic management and its scope and importance.
42. Define environmental analysis; also explain its importance and steps.
43. Describe the components, merits and demerits of PESTEL analysis.
44. Explain the strategies of decision making.

(2 × 15 = 30 Marks)

(Pages : 4)

N – 1695

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1642 : INTERNATIONAL BUSINESS

(2018 and 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences each. Each question carries 1 mark.

1. Define Business environment.
2. What is free trade?
3. What is leasing?
4. What are Ad-Valorem duties?
5. What is an acquisition?
6. What do you mean by green field investment?
7. What do you mean by bill of lading?
8. Expand UNCTAD.
9. What do you mean by capital account convertibility?
10. What do you understand by joint venture?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any eight questions in not exceeding one paragraph. Each question carries 2 marks.

11. Differentiate between FERA and FEMA.
12. Write a brief note on IDA?
13. What do you mean by Balance of payment?
14. What are the characteristics of MNCs?
15. What do you mean by make or buy decisions?
16. List out documents for export trade.
17. State any four objectives of IMF.
18. What are the features of international business?
19. What are TRIPS?
20. State the different types of risk in international market.
21. Define globalisation.
22. How does foreign trade lead to the integration of markets across countries?
23. Write a short note economic Liberalization.
24. What do you mean by global financial system?
25. What do you mean by Anti dumping duty?
26. What is holding company?

(8 × 2 = 16 Marks)

SECTION – C

Answer any six questions not exceeding one page. Each question carries 4 marks.

27. Write a short note on India's foreign trade policy.
28. What are the prohibited sectors of FDI in India?
29. List out any four factors restricting internationalization of business.
30. Discuss the international business opportunities in India.
31. What are the advantages of Strategic Alliance?
32. Explain role of government to promote gems and jewellery.
33. Elucidate the functions of IBRD.
34. Explain different types and tools for of international marketing strategies.
35. Critically evaluate the impact of globalisation on the world economy.
36. What are the factors affecting the choice of mode of entry?
37. Differentiate between Licensing and Franchising.
38. What are the advantages of technology transfer between countries?

(6 × 4 = 24 Marks)

SECTION – D

Answer any two questions in not exceeding four pages each. Each question carries 15 marks.

39. Define Merger. Explain different kinds of mergers.
40. What is BOP? Explain the disequilibrium in the balance of payment.
41. Discuss the objectives and functions of WTO.

42. Explain in detail

(a) Contractual modes of entry into international Business.

(b) Investment modes of entry into international Business.

43. Explain the role of the World Bank in promoting international trade.

44. Discuss the benefits of international business.

(2 × 15 = 30 Marks)
