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R – 1595

Reg. No. : .....

Name : .....

**Sixth Semester B.B.A. Degree Examination, April 2023**

**Career Related First Degree Programme Under CBCSS**

**Group 2(b)**

**Elective Course**

**BM 1661.6 – INDIAN BANKING SYSTEM**

**(2017 Admission Onwards)**

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. Define banking.
2. What is unit banking?
3. Write not on banking company.
4. What is noting?
5. Expand UPI.
6. Expand RTGS.
7. What are recurring deposits?
8. What is meant by a non-agricultural credit society?

**P.T.O.**

9. Which is the first development bank in India?
10. What is refinancing?

**(10 × 1 = 10 Marks)**

### SECTION – B

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

11. Define group banking.
12. What are the merits of branch banking?
13. What are scheduled banks?
14. What is meant by secured loan?
15. Define cheque.
16. Write a note on endorsement.
17. What is credit creation?
18. Explain the term clearing.
19. What are primary agricultural credit societies?
20. What is an apex society?
21. Discuss any two functions of EXIM Bank.
22. What are the objectives of regional rural banks?

**(8 × 2 = 16 Marks)**

### SECTION – C

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

23. Discuss the features of chain banking.
24. What are the objectives of banking Regulation Act 1949?
25. What are the essential conditions of a bill of exchange?
26. Discuss the quantitative instruments of credit control.
27. What is EFT? Discuss its merits.
28. Briefly explain the agency function of commercial banks.
29. What are the functions of a district cooperative bank?
30. Explain the role SIDBI in industrial development.
31. Discuss the assistances of NABARD in rural development.

**(6 × 4 = 24 Marks)**

### SECTION – D

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

32. Discuss the structure of Indian banking system.
33. What is crossing? Discuss its types.
34. Explain the functions of RBI.
35. Discuss the importance of regional rural banks in India.

**(2 × 15 = 30 Marks)**

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**Sixth Semester B.B.A. Degree Examination, April 2023**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Elective Course**

**BM 1661.2 : RETAIL MANAGEMENT**

**(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Very Short Answer type questions.

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

1. What is a department stores?
2. Write the meaning of retailing.
3. Who is a retailer?
4. What is a neighbour hood store?
5. What is a retail space?
6. Write the concept of Visual merchandising.
7. What is closed display?

P.T.O.

8. What you meant by planogram?
9. What is the meaning of a family brand?
10. Write the meaning of reference price.

**(10 × 1 = 10 Marks)**

**SECTION – B**

Short Answer questions.

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

11. What is a chain store?
12. What is market analysis?
13. What is planned shopping centers?
14. What is the difference between under and over stored trade areas?
15. What is store design?
16. What is difference between trademark and brandmark?
17. What you meant by primary and secondary packaging?
18. Define SCM.
19. What do you mean by CPFR?
20. What is Customary pricing and give examples of it?
21. What is Cash and Carry Retail outlets?
22. What you meant by a retail strategy?

**(8 × 2 = 16 Marks)**

## SECTION – C

Short Essay questions.

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

23. Write down the functions of retailing.
24. What all factors affect in establishment of retail store outlet?
25. Write down the importance of location decision in retailing.
26. Briefly explain the levels of location decision and its determining factors.
27. Why visual merchandising is important?
28. What all are the components of Supply chain management?
29. Write the factors affecting Pricing Decisions.
30. Objectives of Retail sales promotion.
31. What all are the factors affecting the uses of technology in retailing?

**(6 × 4 = 24 Marks)**

## SECTION – D

Long Essay questions.

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

32. Briefly explain the objective and principles of store design.
33. What are the essential features of Visual merchandising and tools used for Visual merchandising?
34. Discuss the types of retail sales promotion.
35. Elucidate key retail formats.

**(2 × 15 = 30 Marks)**

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**Sixth Semester B.B.A. Degree Examination, April 2023**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Core Course**

**BM 1643 : STRATEGIC MANAGEMENT**

**(2017 Admission Onwards)**

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 do you mean by strategy?
2. What is 'Synergy'?
3. What is SWOT analysis?
4. What is strategic intent?
5. What is MBO?
6. What do you understand by a Strategic Business Unit?
7. What is meant by Growth Strategy?
8. What is strategic choice?
9. What is meant by 'Divestment'?
10. What do you mean by strategy implementation?

**(10 × 1 = 10 Marks)**

P.T.O.

## SECTION – B

Short answer questions. (Not to exceed **one** paragraph).

Answer any **eight** questions. Each question carries **2** marks.

11. Give any two characteristics of strategic management.
12. Briefly explain the benefits of strategic management.
13. What is meant by organizational appraisal?
14. Briefly explain the significance of vision statement.
15. Give any two components of a mission statement.
16. What is the difference between strategy and tactics?
17. Write a short note on operational control.
18. Give a brief account of Gap Analysis.
19. Name any two types of diversification strategies.
20. Write a short note on premise control.
21. What is an acquisition?
22. What do you understand by vertical mergers?

**(8 × 2 = 16 Marks)**

## SECTION – C

Short essay questions. (Not to exceed **120** words).

Answer any **six** questions. Each question carries **4** marks.

23. Explain the significance of strategic management.
24. What are the benefits of SWOT analysis?

25. Explain the characteristics of mission statement.
26. Give two examples each of corporate vision and mission statements.
27. Distinguish between goals and objectives.
28. Distinguish between strategy formulation and strategy implementation.
29. Write a short note on BCG Matrix.
30. What is meant by corporate level strategy? What is its significance to a diversified firm?
31. Briefly explain the reasons for strategic alliances

**(6 × 4 = 24 Marks)**

#### SECTION – D

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

32. Discuss in detail the various steps involved in strategic management process.
33. Write short notes on:
  - (a) Business definition
  - (b) Retrenchment strategy
  - (c) Conglomerate diversification
  - (d) Turnaround management
  - (e) Dysergy
34. Discuss the steps involved in strategy evaluation system.
35. What do you understand by corporate restructuring? Discuss the steps involved in its process.

**(2 × 15 = 30 Marks)**

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**Sixth Semester B.B.A. Degree Examination, April 2023**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Core Course**

**BM 1642 : INTERNATIONAL BUSINESS**

**(2017 Admission Onwards)**

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. **Define international trade.**
2. **What is meant by a Multinational Company?**
3. **Write a short note on tariff barriers.**
4. **What is balance of trade?**
5. **What do you mean by free convertibility of a currency?**
6. **What do you understand by balance of payment?**
7. **What is the expansion of FEMA?**

P.T.O.

8. What is a Letter of Credit?
9. What is a bill of lading?
10. What is globalization?

**(10 × 1 = 10 Marks)**

**SECTION – B**

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

11. What are the different types of economic systems?
12. Give the major elements of political environment.
13. What do you understand by technology transfer?
14. What are the advantages of franchising?
15. What is a strategic alliance?
16. Distinguish between mergers and acquisitions.
17. What are the advantages of joint ventures?
18. What is an Irrevocable Letter of Credit?
19. Name the components of balance of payments.
20. Enumerate the major functions of Asian Development Bank.
21. Write a short note on UNCTAD.
22. Distinguish between balance of trade and balance of payments.

**(8 × 2 = 16 Marks)**

## SECTION – C

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

23. How would you differentiate domestic business from international business?
24. What are the features of technology?
25. Briefly explain the significance of legal environment.
26. What are the disadvantages of licensing?
27. What are the limitations of strategic alliances?
28. What are the advantages of mergers and acquisitions?
29. Give a brief account of working of ADB.
30. Explain the organizational structure of WTO.
31. Explain the different methods of technology transfer.

**(6 × 4 = 24 Marks)**

## SECTION – D

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

32. Discuss the factors that may cause disequilibrium in the balance of payments of a country.
33. Discuss the objectives of IMF. Also explain its organization and management.
34. Discuss the origin, objectives and functions of International Bank for Reconstruction and Development.
35. "The Indian business suffers from a number of disadvantages in respect of globalization of business". Discuss.

**(2 × 15 = 30 Marks)**

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**Sixth Semester B.B.A. Degree Examination, April 2023**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Core Course**

**BM 1641 : MANAGEMENT INFORMATION SYSTEM**

**(2017 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Very short answer type questions.

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

1. Define MIS.
2. What is transaction processing?
3. What is GDSS?
4. What do you mean by business pressure?
5. What is meant by software?
6. What is information system?
7. Explain TPS.
8. What is operating system?
9. What is DBMS?
10. What do you mean by database administrator?

**(10 × 1 = 10 Marks)**

P.T.O.

## SECTION – B

### Short Answer Questions.

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

11. Explain DML and DDL.
12. Discuss the Objectives of MIS.
13. What is Information Resource Management (IRM)?
14. What is office automation process?
15. Distinguish between data and information.
16. What is ERP?
17. Different types of information.
18. What is Business information system?
19. What is E-governance?
20. What is data independence?
21. What are different kinds of decision problems?
22. What is data integration?

**(8 × 2 = 16 Marks)**

## SECTION – C

### Short essay questions.

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

23. Explain the Processes in CRM.
24. Explain the Concept of system.
25. What is manufacturing information system?

26. Explain how an Information System supports business Organizations.
27. Explain the Highlight the benefits of management information systems.
28. How can you ensure security of an information system?
29. Discuss ERP.
30. What are the roles of information system in business?
31. What are expert system and its components?

(6 × 4 = 24 Marks)

#### SECTION – D

Long essay questions.

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

32. What is Computer Based Information System (CBIS)? Explain the different types of information system.
33. What is system development life cycle? Discuss its phases.
34. Explain different types of database management system.
35. Discuss DSS and explain its components.

(2 × 15 = 30 Marks)