

<b>C-0301</b>
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<b>Sub. Code</b>
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<b>96213</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**International Business**

**MANAGERIAL ECONOMICS**

**(2016 Onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by opportunity cost?
2. Define managerial economics.
3. What are the determinants of demand?
4. What is cross elasticity of demand?
5. Who is a consumer?
6. What is an industry?
7. What are the factors of production?
8. What do you mean by marginal cost?
9. What is break even price?
10. What is price discrimination?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Discuss the scope of managerial economics.

Or

- (b) Discuss the significance of the economic tools in managerial decision making.

12. (a) Discuss shift and changes in demand curve.

Or

- (b) Give a brief note on the income elasticity of demand.

13. (a) Draw the merits of open and closed economy.

Or

- (b) Distinguish the nature of cardinal and ordinal utility approaches.

14. (a) Give a brief note on economics and diseconomies of scale.

Or

- (b) Explain nature of various costs under short run period.

15. (a) Distinguish perfect with imperfect market structure.

Or

- (b) Brief the features of duopoly.

**Part C****(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain the nature and scope of managerial economics.

Or

- (b) Detail the exceptions to law of demand.

17. (a) Discuss the factors attributing to the changes in demand.

Or

- (b) Explain the concept of consumer surplus.

18. (a) Explain short and long run production analysis.

Or

- (b) Detail the concept of kinked demand curve.
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**C-0302**

**Sub. Code**

**96214**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**International Business**

**MANAGEMENT CONCEPTS AND PRACTICES**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by management?
2. State the importance of management.
3. Name two behavioural scientists.
4. What is scientific management?
5. State the limitations of planning.
6. What is strategic decision making?
7. What is departmentation?
8. Define decentralization.
9. What is co-ordination?
10. What is communication?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Differentiate administration and management.

Or

- (b) Explain the functions of management.

12. (a) Write a note on HR movement.

Or

- (b) Explain the contributions of Peter Drucker.

13. (a) Discuss the nature and importance of planning.

Or

- (b) Write a short note on planning process.

14. (a) State the principles of organisation.

Or

- (b) Discuss the advantages of committee organisation.

15. (a) Write the importance of directing.

Or

- (b) Explain Maslow's theory of motivation.

**Part C****(3 × 10 = 30)**Answer **all** questions.

16. (a) Discuss management as an Art, Science and Profession.

Or

- (b) Describe the contributions of scientific management.

17. (a) Explain various types of decisions.

Or

(b) Write an essay on types of departmentation.

18. (a) Define leadership. Explain its various styles.

Or

(b) Discuss advantages and disadvantages of different types of communication.

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**C-0303**

**Sub. Code**

**96215**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**International Business**

**ACCOUNTING — I**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is accounting?
2. What is an error?
3. What is single entry?
4. What is Cash book?
5. What is Hire purchase system?
6. What is straight line depreciation?
7. What an asset?
8. What is consignment?
9. What is loss of stock?
10. What are branches of accounts?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the uses and limitation of financial accounting?

Or

- (b) Prepare Trial balance as on 31.12.2000 from the following balances of Mr. Batan.

Particulars	Rs.
Capital	3,40,000
Creditors	13,000
Drawings	4,000
Salaries	38,200
Bills Receivable	5,800
Bills payable	7,000
Debtors	16,000
Sales	1,44,000
Insurance	2,200
Land	2,50,000
Commission received	800
Purchases	94,000
Sales returns	3,400
Purchases returns	2,400
Carriage inwards	1,400
Printing and stationary	5,000
Stock	29,900
Machinery	50,000
Wages	5,000
Rent	1,600
Interest received	1,700
Electricity charges	2,400



12. (a) Define bill of exchange. And what are its characteristics.

Or

- (b) From the following information calculate the profit earned by a petty trader during the year 2006.

Capital as on 31.12.2006	66,000
Capital as on 1.1.2006	65,000
Drawings during 2006	12,000
Further capital introduced by him	7,000

13. (a) What is forward method? How current account is prepared under this method?

Or

- (b) Define Depreciation. What are the internal and external causes of depreciation?

14. (a) Define a joint venture. What are the features of a joint venture?

Or

- (b) Explain Receipts and payments accounts with its external format.

15. (a) Explain about Accounting for departmental branches.

Or

- (b) Discuss the accounting treatment of normal loss, abnormal loss & insurance claim.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the statement of final accounts.

Or

- (b) Rectify the following journals entries.

		Rs.	Rs.
(i) Purchases A/c	Dr.	6,000	6,000
To Cash A/c			
(purchase of furniture)			
(ii) Arul	Dr.	10,000	10,000
To Cash A/c			
(salary paid to Anti)			
(iii) Ravi A/c	Dr.	1,500	1,500
To Cash A/c(Rent paid)			
(iv) Sales A/c	Dr.	12,000	12,000
To Cash A/c			
(Credit sales to Navin)			
(v) Cash A/c	Dr.	8,000	8,000
To Babu A/c(Cash sales)			

17. (a) The following information is the Trial Balance of Raman Traders on 31 December 2001.

Particulars	Amount	Particulars	Amount
	(Rs.)		(Rs.)
Cash in hand	1,500	Sales	2,50,000
Cash at bank	3,000	Returns outwards	2,000
purchases	1,10,000	Capital	56,000
Returns inwards	1,500	Accounts payable	30,000
Wages	20,000		
Power and fuel	8,000		
Carriage outwards	6,000		
Carriage inwards	5,000		
Opening inventory	6,000		
Land	10,000		
Building	80,000		
Machinery	30,000		
Patents	15,000		
Salaries	12,000		

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Sundry expenses	6,000		
Insurance	1,000		
Drawings	8,000		
Accounts receivable	15,000		
	<u>3,38,000</u>		<u>3,38,000</u>

You are required prepare Trading, Profit and Loss Account for the year ended and balance sheet as on 31<sup>st</sup> December 2001. Adjustments to be made are given below.

- (i) Closing inventory as at 31<sup>st</sup> December 2001, Rs. 20,000
- (ii) Provision for bad and doubtful receivable at 5 % on debtors.
- (iii) Outstanding salary Rs. 5000 ; outstanding wages Rs. 3,000
- (iv) Depreciation 10% on all assets.

Or

- (b) Discuss about the Accounting concepts.

18. (a) A machine was purchased on 1<sup>st</sup> January 2007 at a cost of Rs. 19,000 and Rs. 1,000 was spend on its installation. The depreciation is written off at 10%, on the original cost method every year. The machine was sold for Rs. 10,000 on 30<sup>th</sup> September 2008. Show the machinery account for the two years.

Or

- (b) From the following information, calculate the profit earned by a petty trader during the year 2006.

Capital as on 31.12.2006	66,000
Capital as on 1.1. 2006	65,000
Drawings during 2006	12,000
Further capital introduced by him	7,000

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<b>C-0304</b>
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<b>Sub. Code</b>
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<b>96217</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**International Business**

**BUSINESS COMMUNICATION — I**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is communication?
2. List the components of effective communication.
3. Define Audience analysis.
4. Write a short note on self development.
5. What is corporate communication?
6. What is meant by miscommunication?
7. Write a note on report writing.
8. What is first draft?
9. What are the uses of Group discussion?
10. What is message?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write the importance of Business communication.  
Or  
(b) Explain the forms of communication models and process.
12. (a) Elucidate the roles of effective communication.  
Or  
(b) Explain SWOT analysis in detail.
13. (a) Explain the importance of formal communication.  
Or  
(b) Describe about Grapevine and its elements.
14. (a) Write the barriers of business communication.  
Or  
(b) Explain the need of mock interviews.
15. (a) Differentiate good news and bad news letters in communication.  
Or  
(b) What is office memorandum? Explain with examples.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the principles of effective communication.  
Or  
(b) Explain the theories of communication.

17. (a) Explain vote's model for interdependence in detail.

Or

(b) What are the different types of reports?

18. (a) Write the process in Reconstructing the final draft with example.

Or

(b) Discuss the role internet in communication in the recent scenario.

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**C-0305**

**Sub. Code**

**96223**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**International Business**

**APPLIED MACRO ECONOMICS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by open economy?
2. Differentiate firm with industry.
3. What is GNP?
4. What do you mean by wholesale price index?
5. Why is cost minimization made?
6. What does Cobb Douglas say relating to production?
7. Write two important characteristics of indirect tax.
8. What do you mean by reverse repo rate?
9. What is trade?
10. What do you mean by factor price?



**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Discuss the need for assessing government revenue.

Or

- (b) Detail the significance of taxation.

12. (a) Explain the functioning of a private market.

Or

- (b) Give a brief note on the various types of tax.

13. (a) Detail the consequences of structural unemployment.

Or

- (b) Explain the various types of inflation.

14. (a) Explain the concept 'stagflation'.

Or

- (b) Detail the reasons for fiscal deficit.

15. (a) Discuss the nature of economic indicators.

Or

- (b) Discuss the importance of macro economics.

**Part C****(3 × 10 = 30)**Answer **all** questions.

16. (a) Detail the three approaches to measuring GDP.

Or

- (b) Explain the significance of budgeting by the government.

17. (a) Explain seigniorage and its current status in India.

Or

(b) Detail the significance of international finance for India.

18. (a) Explain the various stages of business cycle.

Or

(b) Discuss the reasons for the concern of government towards inflation.

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<b>C-0306</b>
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<b>Sub. Code</b>
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<b>96224</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**International Business**

**ACCOUNTING — II**

**(2016 Onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define partnership.
2. What is admission of partner?
3. What is amalgamation?
4. What is meant by partnership dissolution?
5. What do you mean by sales?
6. What is trading account?
7. What is Forfeiture?
8. What is debenture?
9. What is valuation?
10. Define Goodwill.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Distinguish between partnership and co-ownership.

Or

- (b) What are the accounting treatment of death of a Partner?

12. (a) What are the types of amalgamation?

Or

- (b) What are the procedures of dissolution of partnership firm?

13. (a) Explain the importance and advantages of trading account.

Or

- (b) Explain the steps to determine pre incorporation profit.

14. (a) What are the problems and solutions in issue of share?

Or

- (b) Explain the sources of funds for redemption of debentures.

15. (a) What are the differences between absorption and reconstruction?

Or

- (b) What are the methods of valuing goodwill of a company?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Spell out various types of partner. Give duties of partners in general.

Or

- (b) What is revelation account? What purpose does it serve?
17. (a) What are the necessary to make adjustments in the book values of assets and liabilities at the time of admission of a partner?

Or

- (b) Explain the theory of Final Accounts of Companies.
18. (a) Distinguish between Internal reconstruction and External reconstruction.

Or

- (b) Explain the theory of Forfeiture of share.
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<b>C-0307</b>
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<b>Sub. Code</b>
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<b>96225</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**International Business**

**ORGANISATIONAL BEHAVIOUR**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List out OB models.
2. What is cultural diversity?
3. Define personality.
4. Mention hygiene factors.
5. State the purpose of induction.
6. What do you mean by emotional quotient?
7. What is promotion policy?
8. State the need for training.
9. Define job evaluation.
10. State any two causes of demotion.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the nature and scope of OB.

Or

- (b) Describe the relationship between organisational goal and OB.

12. (a) Explain about X and Y theory of motivation.

Or

- (b) Write a note on learning.

13. (a) Give short note on transactional analysis.

Or

- (b) Describe Johari window.

14. (a) Explain types of group structures.

Or

- (b) Elucidate the contemporary issues in managing teams.

15. (a) Write a note on resistance to change.

Or

- (b) Explain the sources of power.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a note on the impact of global and cultural diversity on OB.

Or

- (b) What is perception? Explain its role in individual decision making.
17. (a) Critically analyse the leadership styles adopted by Indian organisations.

Or

- (b) Explain the barriers of communication and also measures to overcome those barriers.
18. (a) Explain the reasons for inter group problems.

Or

- (b) Write a note on quality of work like.
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<b>C-0308</b>
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<b>Sub. Code</b>
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<b>96227</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**International Business**

**BUSINESS COMMUNICATION – II**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer the following.

1. What is meant by report writing?
2. What is meant by survey?
3. State the usefulness of business letter.
4. What is salutation?
5. List out any three advantages of video conferencing.
6. What do you mean by agency letter?
7. State the contents of a report.
8. What is non-verbal communication?
9. What is internal and external communication?
10. What are the barriers of business communication?

**Part B****(5 × 5 = 25)**

Answer the following questions.

11. (a) What are the limitations of written communication?

Or

- (b) Why has communication skill become important in today's business world?

12. (a) What are the factors affecting listening exercise?

Or

- (b) What are steps taken for the effective presentation skills?

13. (a) What are procedures for writing a resume and letter of application?

Or

- (b) What are the limitations of face to face communication?

14. (a) What are the different types of layouts of the letter?

Or

- (b) How is body language used as a means of communication?

15. (a) What are the principles of good surveys collection?

Or

- (b) (i) Explain the types of interview.  
(ii) What is lateral communication and its features.

**Part C****(3 × 10 = 30)**

Answer the following questions.

16. (a) What are the principles of good listening?

Or

(b) What is the role of the information technology in the business communication?

17. (a) How can one overcome the barriers to communication?

Or

(b) What precautions should a speaker take while delivery a speech?

18. (a) What are the features of a complaint letter?

Or

(b) What are the types of business letters?

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<b>C-0309</b>
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<b>Sub. Code</b>
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<b>96231</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**International Business**

**HUMAN RESOURCE MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Highlight the importance of HRM.
2. Explain the role of HR manager.
3. What is HRP?
4. Define placement.
5. What is Induction?
6. Define emotional quotient.
7. What is promotion policy?
8. Mention various types of transfers.
9. State the objectives of performance appraisal.
10. What is job evaluation?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the scope and nature of HRM.
- Or
- (b) Discuss the qualifications and qualities of HR manager.
12. (a) Explain the uses of tests in selection.
- Or
- (b) Describe the methods of recruitment.
13. (a) How will you identify the training needs?
- Or
- (b) State the objectives and purpose of induction.
14. (a) Explain the bases of promotion.
- Or
- (b) Discuss the reasons for transfer.
15. (a) Describe the techniques of wage fixation
- Or
- (b) Detail the importance of compensation.

**Part C****(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain the functions of HRM.
- Or
- (b) Discuss the methods of training.

17. (a) Write short note on mentoring and human capital.

Or

(b) Define demotion. Explain the causes of demotion.

18. (a) Critically analyse the pre requisites of implementing performance appraisal in your company.

Or

(b) Explain the methods of job evaluation.

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**C-0310**

**Sub. Code**

**96232**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**International Business**

**MARKETING MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by a product?
2. Differentiate consumer with customer.
3. What is market share?
4. Define marketing.
5. What is customer loyalty?
6. What do you mean by positioning?
7. What is penetration price?
8. What do you mean by USP?
9. Define advertising.
10. Who is an end-consumer?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Detail the functions of marketing.  
Or  
(b) Discuss the process of marketing.
12. (a) Draw the importance of marketing mix.  
Or  
(b) Give a brief note on the importance of segmenting the market.
13. (a) Discuss the different types of positioning.  
Or  
(b) Explain the various stages of product life cycle.
14. (a) Explain the various bases of segmenting a market.  
Or  
(b) Explain factors influencing pricing decisions and strategies.
15. (a) Discuss how a brand name has to be suited for a new product.  
Or  
(b) Explain direct marketing with a suitable example.

**Part C****(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain the process of new product development.  
Or  
(b) Detail the nature and scope of marketing.



17. (a) Discuss the reasons for the prominence of societal marketing in the current context.

Or

- (b) Explain the nature and characteristics of service.

18. (a) Explain the tools of integrated marketing communications.

Or

- (b) Explain the various channels of distributing FMCG products.
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**C-0311**

**Sub. Code**

**96233**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**International Business**

**FINANCIAL MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define financial Management.
2. What is cost of debt?
3. What is cash flow statement?
4. What is financial leverage?
5. Define capital budgeting.
6. What is payback period?
7. Define working capital management.
8. What is forecasting?
9. What is stock dividend?
10. What is optimal capital structure?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Detail the significances of financial management.

Or

- (b) What is the cost of preference share? Explain various approaches of computing it.

12. (a) Explain the various types of leverages.

Or

- (b) The operating and cost data of ABC Ltd. are:

Sales	Rs. 20, 00,000
Variable cost	Rs. 14, 00,000
Fixed cost	Rs. 4, 00,000 (including 15% interest on Rs. 10,00,000)

Calculate its operating, financial and combined leverages.

13. (a) Detail the objectives of capital expenditure budget?

Or

- (b) Calculate the average rate of return for project and Y from the following:

	Project X	Project Y
Investment	Rs. 30,000	Rs. 40,000
Net profit for year 1	6,000	12,000
2	6,000	10,000
3	4,000	8,000
4	4,000	6,000
5	-	4,000



18. (a) A company issues 10% irredeemable debentures of Rs. 1,00,000. The company is in the 55% tax bracket. Calculate the cost of debt (before as well as after tax) if the debentures are issued at (i) par (ii) 10% discount (iii) 10% premium.

Or

- (b) Explain the different forms dividend.
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**C-0312**

**Sub. Code**

**96234**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**International Business**

**FUNDAMENTALS OF FOREIGN TRADE**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is foreign direct investment?
2. What do you mean by indirect exporting?
3. Identify the demographic factors influencing the international business environment.
4. What is monetary policy?
5. What are the objective of NAFTA?
6. What is the major purpose of EU?
7. What are vertical strategic alliances?
8. Mention the constraints involved in outsourcing of services in international business.
9. What is customs duty?
10. What are trademarks?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is international business? Examine its scope.
- Or
- (b) Bring out the disadvantages of exporting as a mode of entry in to international business.
12. (a) As an international marketer how would you assess the technological environment of business?
- Or
- (b) What are the points to be considered by a business while analysing the micro environment of a business?
13. (a) Bring out the features of the trade liberalisation programmes of SAFTA.
- Or
- (b) What are the goals of ASEAN?
14. (a) Enumerate the benefits of joint ventures in international business.
- Or
- (b) Identify the traditional reasons for forming strategic alliances.
15. (a) What are the objectives of foreign trade regulations in India?
- Or
- (b) 'India attracts a large amount of foreign investments'. Point out the reasons.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. (a) Elaborate the different models of entry into international business.

Or

- (b) Explain the different stages of internationalisation of business.

17. (a) Suggest a suitable framework for analysing the international business environment.

Or

- (b) Examine the role of EU in the promotion of economic integration among member countries.

18. (a) Elaborate the pitfalls in strategic alliances. How they can be managed?

Or

- (b) Explain the legal considerations involved in the setting up of offices and branches abroad by an Indian company.

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<b>C-0313</b>
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<b>Sub. Code</b>
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<b>96235</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**International Business**

**QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Statistics?
2. What is the scope of statistics in industry and economics?
3. What do you mean by central tendency?
4. Define median.
5. What is meant by time series analysis
6. What are cyclic fluctuations in Lime series analysis?
7. Define rank correlation
8. What are the types of Correlation?
9. What is Regression Coefficient?
10. Give the regression equation 'x on y' and 'y on x'.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain about the objectives and characteristics of classification.

Or

- (b) Describe about the frequency distribution and classification.

12. (a) Compute mean, median and GM for

Class	0-9	9-19	20-29	30-39	40-49	50-59	60-69	70-79
F	5	8	14	16	35	28	16	8

Or

- (b) "In the construction of index numbers the advantages of Geometric mean are greater than those of Arithmetic mean". Discuss.

13. (a) Estimate trend values using the data given below by taking a five-yearly moving average.

Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Value	30	27	24	35	40	32	29	27	45	58	53	46	45	64	70

Or

- (b) What are the objectives and uses of time series analysis?

14. (a) The following are the ranks obtained by 10 students in Statistics and Mathematics. Find out the rank correlation coefficient.

Statistics	1	2	3	4	5	6	7
Mathematics	2	5	1	6	7	4	3

Or

- (b) Mention the properties of linear coefficient of correlation.

15. (a) What are the assumptions made by the regression model in estimating the parameters and in significance testing?

Or

- (b) Distinguish between correlation and regression.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) The yield of wheat and rice per acre for 10 districts of a state is as under:

District	1	2	3	4	5	6	7	8	9	10
Wheat	12	10	15	19	21	16	18	9	25	10
Rice	22	29	12	23	18	15	12	34	18	12

Calculate for each crop,

- (i) Range
  - (ii) Q.D.
  - (iii) Mean Deviation about Mean
  - (iv) Mean Deviation about Median
- Or
- (b) How the statistics plays vital role in other branches of study? Describe.
17. (a) Describe the functions and importance of statistics.

Or

- (b) State the different measures of dispersion. Give their formulae to calculate.

Find the mean deviation from the median for the data: 12, 24, 36, 18, 19, 20, 44.

18. (a) Explain partial and multiple correlations.

Or

(b) Find out the Secular trend by three yearly moving average:

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Annual Value	9	7	7	9	11	10	8	8	10	12

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<b>C-0314</b>
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<b>Sub. Code</b>
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<b>96236</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**International Business**

**FUNDAMENTALS OF BUSINESS TAX**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by canons of taxation?
2. Define previous year.
3. What do you mean by indexation?
4. Define chargeability.
5. What is tax refund?
6. What is total income?
7. What is customs duty?
8. What do you mean by sale tax?
9. What is a dealer?
10. What is turnover tax?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the types of canons of taxation.

Or

- (b) What is the limit of exemption for agriculture income?

12. (a) What is capital gain? What are its types? Explain the provisions relating to exempted capital gains.

Or

- (b) Following benefits have been granted by ved software Ltd. to one of its employees Mr. Badri.

- (i) Housing loan @ 6% per annum. Amount outstanding on 1.4.2010 is Rs. 6,00,000. Mr. Badri pays Rs. 12,000 per month, on 5th of each month.
- (ii) Air-conditioners purchased 4 years back for back for Rs. 2,00,000 have been given to Mr. Badri for Rs. 90,000

Compute the chargeable perquisite in the hands of Mr. Badri for the A.Y. 2011-12.

The lending rate of state bank of India as on 1.4.2010 for housing loan may be taken as 10%

13. (a) What is the difference between gross total income and total income?

Or

- (b) Explain the determinants of Tax Refund.

14. (a) Write the significance and GST.

Or

- (b) Detail the types of Custom Duties.

15. (a) Discuss the advantages of value added tax?

Or

- (b) Explain the features of service tax.

**Part C** (3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Explain any ten deductions allowable from gross total income U/s 80.

17. (a) Mr. Saran furnishes the following: Salary 35,000 p.m. D.A. 12,000 p.m. E.A. 1,000 p.m. Club bills paid by the employer Rs. 4,000 Domestic servants wages paid by the employer Rs. 5,000. Professional tax paid by the employer Rs. 1,500 Employers contribution to RPF Rs. 8,000 Interest on RPF credited during the year Rs. 10,000 @ 10 % Income tax paid by the employer Rs. 5,500 LIC premium paid by the employer Rs. 4,000. Calculate the salary income.

Or

- (b) Discuss about set off and forward of losses under the head capital gains.

18. (a) Describe the different rates under VAT system.

Or

- (b) Explain about the charge of service tax.

**C-0315**

**Sub. Code**

**96241**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**International Business**

**EXIM PROCEDURES AND DOCUMENTATION**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a commercial invoice?
2. What do you mean by quality control?
3. What is EXIM policy?
4. What is duty drawback?
5. State the objectives of India's foreign trade policy.
6. Define the term goods as per the Customs Act, 1962.
7. What is meant by credit risk in foreign trade?
8. What is documentary credit?
9. Distinguish between Mates' receipt and Bill of Lading.
10. What is meant by multimodal transportation?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Emphasise the importance of export documentation.

Or

- (b) What are the purposes of export trade control?

12. (a) 'EXIM policy of India aims to promote the productivity and competitiveness of Indian industries' — Elucidate.

Or

- (b) As an exporter, how do you identify the export potentials of international markets?

13. (a) What is a protective trade policy? What is its limitation?

Or

- (b) What are the types of excise duties?

14. (a) What is documentary credit? How does it work?

Or

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

15. (a) What are the contents of Bill of Lading?

Or

- (b) What are the uses of an airway bill?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain different methods of pre shipment inspection.

Or

- (b) Elaborate the important highlights of the EXIM policy, 2015-20.

17. (a) Enumerate any five provisions of Central Excise Act.

Or

- (b) Explain the different types of Letter of Credit.

18. (a) Elaborate the features of any five export documents.

Or

- (b) Write a note on :

- (i) FEMA
- (ii) Import Licence
- (iii) Consular invoice
- (iv) Globalisation.

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**C-0316**

**Sub. Code**

**96242**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**International Business**

**SERVICES MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write short note on B2C.
2. What is service encounter?
3. What do you mean by experience goods?
4. What do you mean by core service?
5. What do you mean by interactive marketing?
6. What is zone of tolerance?
7. Who is a travel agent?
8. What do you mean by societal marketing?
9. What is tangibility spectrum?
10. What is perceived service?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Illustrate the characteristics of service,  
Or  
(b) Detail the different categories of services.
12. (a) Explain the elements of service marketing mix.  
Or  
(b) Give a brief note on servicescape.
13. (a) Detail the various positioning strategies adopted by a retail outlet.  
Or  
(b) Discuss how social media plays a key role in promoting services.
14. (a) Explain the stages of developing new services.  
Or  
(b) Detail the bases of market segmentation.
15. (a) Discuss the difficulties in drawing the attention of the customers towards a particular hotel.  
Or  
(b) Discuss the factors that influence desired service.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Design a service blueprint for a fast food outlet.  
Or  
(b) Discuss the marketing challenges in service industry.

17. (a) Detail the GAPS model of service quality.

Or

(b) Discuss the novel strategies for influencing customer perception.

18. (a) Explain the services marketing triangle.

Or

(b) Detail the roles of CRM in service marketing.

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<b>Sub. Code</b>
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<b>96243</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**International Business**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the assumptions of the Ricardian Theory of Comparative Advantage.
2. What is fiscal policy?
3. What are international corporations?
4. What is Knowledge management?
5. What is SAARC? Name the member countries of SAARC.
6. What is TRIPS?
7. Distinguish between fixed and floating exchange rates.
8. What is a put option?
9. Mention the features of emerging markets.
10. What is clean technology?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Examine the nature of international business environment.

Or

- (b) How does the demographic environment affect the international business?

12. (a) What are the Strategies adopted by multinational companies in emerging markets for improving their volume of business?

Or

- (b) What are the challenges faced by multinational enterprises in emerging markets?

13. (a) Brief the role of NAFTA in the promotion of regional cooperation.

Or

- (b) Explain the organizational set up of EU.

14. (a) What are the advantages of flexible exchange rates?

Or

- (b) What are the features of Swaps?

15. (a) Emphasis the need for marketing ethics in international business.

Or

- (b) 'Emerging markets offer tremendous opportunities in international business' – explain.

**Part C****(3 × 10 = 30)**

Answer all questions.

16. (a) Explain Heckscher – Ohlin's theory of international trade.

Or

- (b) Explain the role of MNCs in international business.

17. (a) Describe the functions of WTO.

Or

- (b) Elaborate the purchasing Power Parity theory of exchange rate.

18. (a) Bring out the advantages and drawbacks of international marketing through Internet.

Or

- (b) Identify the reasons for increasing international strategic alliances. What are the issues involved in such alliances?
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**C-0318**

**Sub. Code**

**96244**

**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**International Business**

**BUSINESS RESEARCH METHODS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is market research plan?
2. What are the sources of data in market research?
3. What is pure research?
4. State any two merits of controlled observation.
5. What do you mean by sampling?
6. What is Likert Scale?
7. Mention the parts of a table.
8. What are foot notes?
9. What is consumer insight?
10. What is E-commerce?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of Marketing Research?

Or

- (b) What is research brief? What are its contents?

12. (a) Distinguish between quantitative market research and qualitative market research with suitable examples.

Or

- (b) What is observational research? What are its benefits in marketing?

13. (a) 'Marketing research helps in the formulation of effective marketing strategies' – Elucidate.

Or

- (b) What are the desirable qualities of measurement scales?

14. (a) Discuss the principles of tabulation.

Or

- (b) What is coding? Discuss the importance of coding in data analysis.

15. (a) As a marketer, how would you identify the consumer insights?

Or

- (b) 'Behavioural market research is gradually becoming more popular' — Identify the reasons.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the components of a market research plan.

Or

- (b) Explain the various types of observational research. Enumerate its advantages and disadvantages.

17. (a) Describe the different methods of probability sampling.

Or

- (b) Explain the classification of measurement scale.

18. (a) Explain the contents of market research report.

Or

- (b) 'Online marketing surveys are gaining much popularity at present'— Identify the reasons.