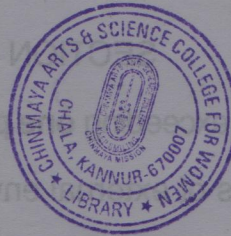




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Reg. No. :

Name :



VI Semester B.B.A./B.B.A.(T.T.M.)/B.B.A.(R.T.M.) Degree
(CBCSS – Reg./Supple./Improv.) Examination, April 2021
(2014 – 2018 Admissions)
Core Course

6B16BBA/BBA(TTM)/BBA(RTM) : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. Micro environment is the _____ of a company.
2. _____ is a statement of a firm's intent.
3. The simplest way to conduct environmental scanning is through _____ analysis.
4. SWOT stands for _____.

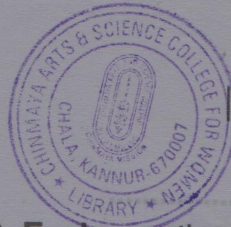
SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. Define strategic management.
6. What do you mean by benchmarking ?
7. What is SBU ?
8. What do you mean by cash cow ?
9. What is strategic control ?
10. What do you mean by internal environment ?
11. What is environmental scanning ?
12. What is meant by strategy ?

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SECTION – C

Answer **any six** questions. (Not exceeding **one** page). **Each** question carries **3** marks.

13. What are the two segments of external environment ?
14. How will you differentiate strategic planning and tactical planning ?
15. What are the three levels of strategy ?
16. Differentiate strategic control and operational control.
17. Describe the nature and scope of strategic management.
18. What are the different techniques for environmental scanning ?
19. Write a note on corporate portfolio analysis.
20. Why strategic implementation is very complex and difficult ?
21. Differentiate internal and external environment.
22. Briefly discuss SWOT analysis and its importance.
23. What do you mean by competitive advantage ?
24. "Mission arises out of Vision for a firm" – Elaborate.

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

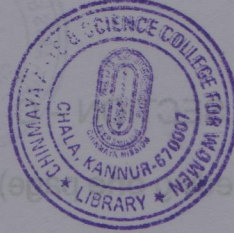
25. Explain in detail the strategic management process.
26. What is mission ? How it is formulated ? Discuss the characteristics of good mission statement.
27. Explain the process, importance and participants in strategic evaluation.
28. Discuss BCG's growth – share matrix in the context of portfolio analysis.
29. Discuss in detail the process of strategy implementation.
30. Describe the growing relevance of strategic management in India.



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Supple./Improv.) Examination, April 2021
(2014-2018 Admissions)**

Core Course

6B18 BBA/BBA (TTM)/BBA (RTM) : INTERNATIONAL BUSINESS

Time : 3 Hours

Total Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark :

1. Expand IMF.
2. The seller in an _____ is called exporter.
3. The headquarters of WTO is in _____.
4. The EXIM bank of India established in _____.

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark :

5. What is EOU ?
6. Define globalization.
7. What do you mean by foreign exchange rate ?
8. What is FDI ?
9. What are tariffs ?
10. What do you mean by free trade agreement ?
11. What is licensing ?
12. What is ADB ?

P.T.O.

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SECTION - C



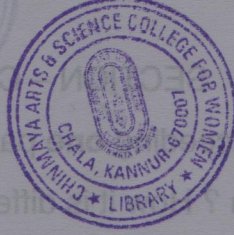
Answer **any six** questions (**Not** exceeding **one** page). **Each** question carries **3** marks :

13. How will you differentiate tariff and non-tariff barriers ?
14. What are the components of balance of payments ?
15. Elucidate the key players in the foreign exchange market.
16. Explain the role and functions of WTO.
17. Write a note on Bretton Wood twins in international trade.
18. What are the driving forces of globalization ?
19. Discuss the importance of exchange rates.
20. What are the different types of foreign investment ?
21. State the importance of SEZ in promoting international business.
22. Write a note on socio cultural environment in international business.
23. Explain the important factors affecting international human resource management.
24. Write a short note on ASEAN.

SECTION - D

Answer **any two** questions. **Each** question carries **8** marks :

25. Explain in detail the important modes of entry into international business.
26. Discuss the driving forces and restraining forces of globalization.
27. Give a brief account of international business environment.
28. What are the motives for internationalization ?
29. Discuss in detail on various regional economic co-operations of the world.
30. Write in detail about foreign exchange risk and its management.



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Supple./Improv.) Examination, April 2021
(2014 – 2018 Admissions)

Core Course

6B19BBA/BBA(TTM)/BBA(RTM) : EVENT MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. Largest events are called _____
2. ISL is an example for _____ event.
3. A _____ evaluation is a method for judging the worth of a program while the program activities are in progress.
4. _____ event is any form of event which is organised or funded by a business entity.

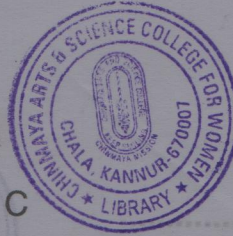
SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. Define event.
6. What do you mean by event marketing ?
7. Who is an event manager ?
8. What is KTM ?
9. Define event management.
10. What do you mean by cultural events ?
11. What is event planning ?
12. What is meant by sponsorship ?

P.T.O.

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SECTION – C

Answer **any six** questions (**not** exceeding **one** page). **Each** question carries **3** marks.

13. What is summative evaluation ? How it is differ from objective evaluation ?
14. What do you mean by the break-even point of an event ?
15. Describe the reasons for conducting an event.
16. What are the different categories of event cost ?
17. Write a note on event budgeting.
18. What are the steps involved in event planning ?
19. Write about the 5 Ps of event marketing.
20. Discuss the sources of information for event evaluation.
21. Describe the activities in an event management.
22. Write about the safety and security arrangements of an event.
23. Write a short note on event management information system.
24. How will you differentiate corporate event and sporting event ?

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

25. 'Human resources play an important role in the success of an event management.' Justify the statement.
26. Discuss in detail the importance of marketing and promotion of an event.
27. Elucidate the major factors considered for choosing an event site.
28. Explain the evaluation process of an event.
29. Discuss in detail on classification of events.
30. Write in detail about the general guidelines to be followed in the event planning process.



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Reg. No. :

Name :

VI Semester B.B.A. Degree (CBCSS – Reg./Supple./Improve)
Examination, April 2021
(2014 – 2018 Admissions)

Core Course

6B17BBA : CAPITAL MARKET AND INVESTMENT MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. National Stock Exchange was incorporated in the year _____
2. EIC Analysis stands for _____
3. _____ candlestick is used to represent a situation where the closing price of the day is higher than the opening price.
4. _____ is the variability of returns in investments. (½×4=2)

SECTION – B

Answer **any 4** questions. **Each** question carries **1** mark.

5. Define mutual fund.
6. What is Speculation ?
7. What is Technical Analysis ?
8. What is FPO ?

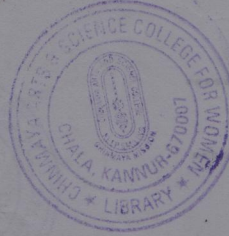
P.T.O.

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9. What do you mean by Depository ?
10. What is Efficient Market Theory ?
11. What is RSI ?
12. What do you mean by Listing ?



(1×4=4)

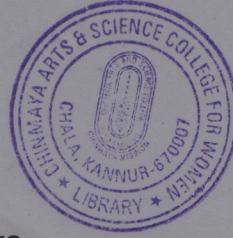
SECTION – C

Answer **any 6** questions. **Each** question carries **3** marks.

13. Differentiate between Primary market and Secondary market.
14. Explain the different stages of Industry Life Cycle.
15. Explain the different principles and hypothesis of Dow Theory.
16. Distinguish between Investment and Speculation.
17. Briefly describe the techniques of Economic Forecasting.
18. Describe the formation of Bullish Trend and Bearish Trend in the market.
19. State and explain the objectives of investment.
20. Explain the role of depositories in security trading.
21. Explain the different forms of efficient market hypothesis.
22. What are the merits and demerits of technical analysis ?
23. What are the characteristics of investment ?
24. Distinguish between Public Issue and Right Issue.

(3×6=18)

P.T.O.



SECTION – D

Answer **any 2** questions. **Each** question carries **8** marks.

25. What is investment ? Describe the important investment avenues available to savers in India.
26. What is SEBI ? What are the functions of SEBI ?
27. What do you mean by price charts ? Describe the different types of price charts used by technical analysts.
28. What is a Stock Exchange ? Describe the functions of Stock Exchanges.
29. What do you mean by EIC framework ? Explain the economy, industry and company wide factors affecting the performance of companies.
30. What do you mean by NIM ? What are the methods of floating new issues ?

(8×2=16)
