

K19U 0161

Reg. No. :

Name :

**VI Semester B.B.A. /B.B.A. (TTM)/ B.B.A. (RTM) Degree
(CBCSS – Reg./Supple./Improv.) Examination, April 2019
(2014 Admission Onwards)**

Core Course

6B16 BBA/BBA(TTM)/ B.B.A. (RTM) : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks: 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. _____ are the end results, which the organisation wants to reach through strategic management.
2. _____ analysis is based on the distinction between targets and forecasts.
3. _____ strategy attempts at an incremental improvement of organisation's functional performance.
4. _____ are the action programmes through which strategies are executed. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

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

5. What is SWOT analysis ?
6. Define synergy.
7. What is core competency ?
8. Define strategic planning.
9. What is merger ?
10. What do you mean by business level strategies ? ($1 \times 4 = 4$)

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SECTION - C

Answer any six questions. Each question carries 3 marks.

11. Explain BCG growth share matrix.
12. Discuss the characteristics of business environment.
13. Briefly discuss the main characteristics of a strategic decision.
14. Differentiate between strategic management and operational management.
15. Which are the main techniques of environmental analysis ?
16. Explain the role of different strategists in strategic management.
17. Enumerate the importance of strategic management.
18. Write a note on international strategy. (3x6=18)

SECTION - D

Answer any two questions. Each question carries 8 marks.

19. What do you mean by strategy ? Explain the different types of strategy.
20. Define strategic management. Explain its importance and features.
21. What do you mean by organisational appraisal ? Explain its process. (8x2=16)



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(2014 Admission Onwards)**

Core Course

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

Time : 3 Hours

Max. Marks : 40

PART – A

Answer the 4 questions. Each question carries ½ mark.

1. The simplest way to enter a foreign market is through
 - a) Contract manufacturing
 - b) Exporting
 - c) Direct investment
 - d) Joint venturing
2. Which one of the following is not a part of institutions under Bretton Woods system ?
 - a) BIS
 - b) IDA
 - c) IBRD
 - d) IMF
3. The price of one country's currency in terms of another is _____.
4. NAFTA stands for _____ (4x½=2)

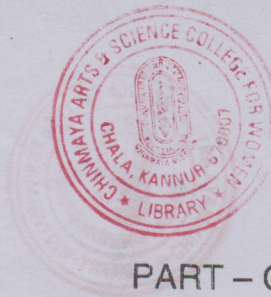
PART – B

Answer any four questions. Each question carries 1 mark.

5. What is specific duty ?
6. What are turnkey contracts ?
7. What are strategic alliances ?
8. What is foreign exchange market ?
9. What is portfolio investment ?
10. What do you mean by counter trade ? (4x1=4)

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PART – C

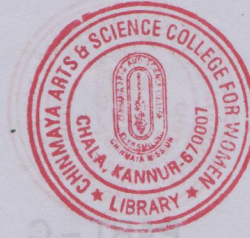
Answer **any six** questions. **Each** question carries **3** marks.

11. What are the effects of globalisation ?
12. Compare and contrast international business with domestic business.
13. What are the main objectives of imposing trade barriers ?
14. What are the modes of entry into inter national business ?
15. Explain briefly about World Bank.
16. What are the different types of foreign investment ?
17. What are the special problems in international marketing ?
18. What are the objectives of ASEAN ? **(6×3=18)**

PART – D

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

19. Explain briefly about various export documents.
20. Give a brief account of measures adopted by Government of India to promote export.
21. Explain briefly about balance of payments with its components. **(2×8=16)**



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(2014 Admission Onwards)
Core Course
6B19 BBA/BBA (TTM)/BBA (RTM) : EVENT MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer the 4 questions. **Each** question carries ½ mark.

1. The event for making a difference for commercial gain is
2. _____ are the people or organisations who act as sponsors at any event.
3. Activities involved in the preparation of an event even before the event occurs are _____
4. Influencers are (½×4=2)

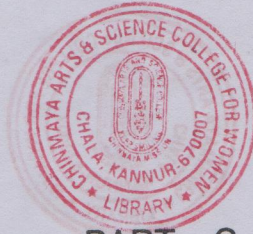
PART – B

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

5. Define event.
6. What is interaction ?
7. Who are event organisers ?
8. What is meant by print media ?
9. What is benefit segmentation ?
10. What is formative evaluation ? (1×4=4)

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PART - C

Answer any six questions. Each question carries 3 marks.

11. Explain experiential marketing.
12. Briefly explain about 5 C's of event.
13. How events help in implementing marketing plan ?
14. What are the various types of events ?
15. Explain briefly about event management information system.
16. Who are non-revenue generating customers ?
17. What are the factors which will help in measuring interaction ?
18. Explain briefly about basic evaluation process. (6×3=18)

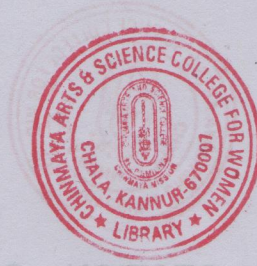
PART - D

Answer any two questions. Each question carries 8 marks.

19. Explain about various functions of event management.
20. Discuss briefly about the various activities in event management.
21. Explain about the various stages of event production. (2×8=16)

(4=4)

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VI Semester B.B.A. Degree (CBCSS – Reg./Supple./Improv.)
Examination, April 2019
(2014 Admission Onwards)
Core Course
6B17BBA : CAPITAL MARKET AND INVESTMENT MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. The process of issuing share to the public is called as _____
2. The largest stock market in India is _____
3. _____ is expansion of NSDL.
4. A company which always provides profit to its shareholders is called _____ **(½×4=2)**

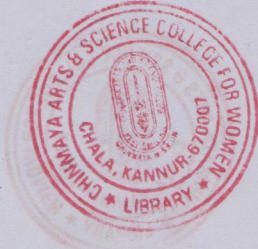
SECTION – B

Answer **any 4** questions.

5. What is Capital Market ?
6. Explain SEB.
7. What are Income funds ?
8. What is efficient market hypothesis ?
9. What is IPO ?
10. What do you mean by Relative Strength Analysis ? **(1×4=4)**

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SECTION – C

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

11. Examine the significance of economic analysis. What are the popular techniques of economic forecasting ?
12. Write a note on BSE and NSE.
13. Explain the process of book building.
14. Explain the difference between fundamental and technical analysis.
15. What are stock exchanges ? How does the SEBI regulate the stock exchanges ?
16. Explain Oscillators and Moving Averages.
17. Elaborate the objectives of Investment.
18. Write a note on Dow theory. (3×6=18)

SECTION – D

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

19. What are Investments ? Examine the features of various investment alternatives by highlighting its merits and demerits.
20. What is Technical analysis ? Explain the different types of charts used in technical analysis.
21. Explain in detail Elliot Wave Theory. (8×2=16)

(1×4=4)

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VI Semester B.B.A. Degree (CBCSS-Reg./Supple./Improv.)

Examination, April 2019
(2014 Admission Onwards)

Core Course

6B20BBA : MANAGEMENT ACCOUNTING

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

1. _____ is the difference between sales and marginal cost of sales.
2. Margin of safety is the excess of _____ over _____.
3. _____ is an estimate as to what will happen in future which is uncertain.
4. _____ ratio is also known as acid test ratio. (1/2×4=2)

SECTION – B

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

5. Define Management Accounting.
6. What is Financial Analysis ?
7. Name Liquidity Ratios.
8. What is Master Budget ?
9. What is P.V. Ratio ?
10. What is Standard Costing ? (1×4=4)

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SECTION – C

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

11. What are the limitations of Financial Statements ?
12. What are the limitations of Financial Accounting ?
13. What are the factors influencing the requirement of Working Capital ?
14. What are the assumptions of Break Even Analysis ?

15. Calculate Current Ratio and Liquid Ratio from the following :

Cash	10,000	Cash at Bank	5,000
Bills Receivable	5,000	Stock	9,000
Debtors	20,000	Prepaid Expense	3,000
Creditors	16,000	Bills Payable	4,000
Outstanding Expense	2,000		

16. The following relate to a concern :

Sales 20,00,000

P.V. Ratio 20%

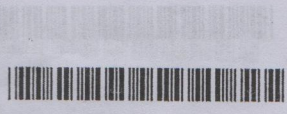
Margin of Safety Ratio 30%

Calculate :

- i) Break Even Sales
- ii) Profit Earned by the concern
- iii) Sales to earn a profit of Rs. 2,00,000.

17. Ascertain Net Cash from operating activities for the year 2018 from the following information :

Net Profit before Tax	55,000
Income Tax paid	22,000
Depreciation on Fixed Assets	2,500



Profit on Sale of Land	5,000
Interest on debentures paid	1,500
Dividend received	1,000
Proceeds from Earthquake Disaster Settlement	2,000
Increase in amount of Stock	750
Decrease in Debtors	300
Decrease in Creditors	250

18. Calculate Creditors Turnover Ratio and average debt payment period

Credit Purchases during 2004	1,05,000	
Purchases Returns	5,000	
Creditors on 1-1-2004	20,000	
Creditors on 31-12-2004	10,000	
Bills Payable on 1-1-2004	4,000	
Bills Payable on 31-12-2004	6,000	(3x6=18)

SECTION – D

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

19. Draw up a flexible budget for overhead expenses on the basis of the following data and determine the overhead rates at 70%, 80% and 90% plant capacity.

	Capacity levels		
	70%	80%	90%
	Rs.	Rs.	Rs.
Variable overheads :			
Indirect labour	–	12,000	–
Stores including spares	–	4,000	–
Semi-variable overheads :			
Power (30% fixed, 70% variable)	–	20,000	–
Repairs (60% fixed, 40% variable)	–	2,000	–

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Fixed overheads :

Depreciation	11,000	-
Insurance	3,000	-
Salaries	10,000	-
Total overheads	22,000	-
Estimated direct labour hours	1,24,000	-
	(Hrs.)	

20. From the following Balance Sheet, compute the following ratios :

- i) Current ratio
- ii) Quick ratio
- iii) Proprietary ratio
- iv) Debt-equity ratio
- v) Fixed assets to net worth ratio
- vi) Capital gearing ratio

Balance Sheet as on 31-12-2015

Liabilities	Rs.	Assets	Rs.
Equity Share capital	2,00,000	Plant and Machinery	2,00,000
10% pref. share capital	1,00,000	Land and Buildings	2,00,000
20% Debentures	1,00,000	Stock	1,50,000
Reserves and surplus	1,00,000	Debtors	50,000
Long term loan	50,000	Cash at bank	80,000
Creditors	1,00,000	Cash in hand	20,000
Bills payable	50,000		
	7,00,000		7,00,000

21. State the difference between Financial Accounting and Management Accounting. (2x8=16)
