



Reg. No. : .....

Name : .....

**Fourth Semester B.B.A. Degree Examination, July 2018**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(b)**  
**Core Course : BM 1442 : BUSINESS ETHICS AND CORPORATE**  
**GOVERNANCE**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

## SECTION – A

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

1. Define corporate ethics.
  2. What is Deontological ethics ?
  3. Name any two companies with best ethical corporate policies worldwide.
  4. What is CSR ?
  5. State the primary role of Tread Way Commission 1985.
  6. What is ethics and diversity ?
  7. What is SEBI ?
  8. What is Ethical Relativism ?
  9. When a conflict of interest exist ?
  10. What are Morals ?
- (10×1=10 Marks)**

## SECTION – B

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

11. List the features of Business Ethics.
12. Why business ethics is important ?



13. Give the meaning of 'Ethical Value'.
14. List the ethical principles for business executives.
15. Write a note on 'Utilitarianism'.
16. What is organisational culture ?
17. What is Whistle Blowing ?
18. Explain Cognitive Moral Development.
19. What is meant by code of corporate governance ?
20. What is Environmental ethics ?
21. Define 'Ethical Sourcing'.
22. List the benefits of ethical leadership.

(8×2=16 Marks)

#### SECTION – C

Answer **any 6** questions. **Each** question carries **4** marks..

23. Explain philosophy of ethics with reference to India.
24. Discuss the advantages of business ethics.
25. Describe the strategies in the implementation of corporate social responsibility.
26. State the requirements under Clause 49 of listing agreement regarding Audit Committee.
27. Examine the concept of independency of Director in Corporate Governance.
28. Bring out the general principles of business ethics.
29. Point out the features of SEBI code on corporate governance.
30. Define values and briefly differentiate between instrumental and terminal values.
31. Write a note on Ackerman's model of social responsibility.

(6×4=24 Marks)



**SECTION - D**

**Answer any 2 questions. Each question carries 15 marks.**

32. Explain the various factors influencing business ethics.
33. Discuss the primary characteristics of an organisational culture.
34. Briefly state the non-mandatory regulations under Clause 49 of listing agreement.
35. Examine the rationale of corporate social responsibility of Business in India.

**(2×15=30 Marks)**

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**Fourth Semester B.B.A. Degree Examination, July 2018  
Career Related First Degree Programme under CBCSS  
Group 2(b)**

**Core Course : BM 1441 : ENTREPRENEURSHIP DEVELOPMENT  
(2014 Admision Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. Define entrepreneur.
2. Who is a business entrepreneur ?
3. Define small scale industry.
4. What are incentives ?
5. Define entrepreneurship.
6. What is sole proprietorship ?
7. Define a project.
8. What is bridge capital ?
9. Define a company.
10. Who is a pure entrepreneur ?

**(10×1=10 Marks)**



## SECTION – B

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

11. What are the key elements in the concept of entrepreneurship ?
12. What are the qualities of a successful entrepreneur ?
13. What are the important social barriers to entrepreneurship ?
14. What are the short term objectives of EDP ?
15. What are the advantages of partnership ?
16. Write a short note on National Small Industries Corporation.
17. Write a short note on Khadi and Village Industries Commission.
18. What are the risks involved with entrepreneurship ?
19. What are the main factors of ideal location related to small scale industries ?
20. Write a short note on District Industries Centres.
21. Write a short note on innovative entrepreneurs.
22. What are the differences between entrepreneur and a manager ? **(8×2=16 Marks)**

## SECTION – C

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

23. What are the characteristics of an entrepreneur ?
24. Discuss the important environmental barriers to entrepreneurship.
25. What are the advantages of Micro, Small and Medium enterprises ?
26. Discuss the role and importance of small enterprises in India.
27. What are the advantages of incentives and subsidies ?
28. Explain the steps in EDP.



29. What are the functions of National Small Industries Corporation ?
30. Discuss the functions of Khadi and Village Industries Commission.
31. What are the importances of a project report ? **(6×4=24 Marks)**

**SECTION - D**

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

32. Discuss the role and importance of entrepreneur in economic development.
  33. Explain the steps for starting SSIs.
  34. Describe the contents of EDP training.
  35. What are the functions of Small Industries Service Institutes ? **(2×15=30 Marks)**
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**Fourth Semester B.B.A. Degree Examination, July 2018**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(b)**  
**Core Course : BM 1444 : SKILL ENHANCEMENT AND**  
**EMPLOYABILITY ORIENTATION**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. What is Communication ?
2. What is personal SWOT analysis ?
3. What is emotional intelligence ?
4. What is stress ?
5. What is mind mapping ?
6. What is decoding ?
7. What is information overload ?
8. What is semantic barrier ?
9. What is bio-sketch ?
10. What is personal grooming ?

**(10×1=10 Marks)**

**SECTION – B**

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

11. How to make an effective speech ?
12. What is self esteem ?
13. Explain about nominal group technique.
14. Identify the different purpose of writing.

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15. How can rumours be managed ?
16. Explain about kinesics.
17. What are the reasons behind the fail of effective meetings ?
18. What are the objectives of a report ?
19. Discuss the art of writing.
20. Discuss the guidelines to write a narrative.
21. Which are the specific skills relevant to written communication ?
22. Silence is a method of communication. Discuss. **(8×2=16 Marks)**

**SECTION – C**

III. Answer **any 6** questions **not exceeding one** page. **Each** question carries **4** marks.

23. Describe the process of listening in detail.
24. What are the advantages and disadvantages of oral communication ?
25. Discuss the use of body language in communication.
26. Discuss the time management techniques for students.
27. What are the pros and cons of individual decision making ?
28. What are reasons for poor listening ?
29. Discuss about formal communication.
30. What is rumour ? How can it be managed ?
31. Discuss about group think and group shift. **(6×4=24 Marks)**

**SECTION – D**

IV. Answer **any 2** questions **not exceeding four** pages. **Each** question carries **15** marks.

32. "The objectives of communication are many and varied." Discuss.
  33. What are the essentials of effective communication ?
  34. Discuss about mobile phone etiquettes in workplace.
  35. What are the barriers of communication ? **(2×15=30 Marks)**
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**Fourth Semester B.B.A. Degree Examination, July 2018**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(b)**  
**Elective Course Stream II : Marketing Management**  
**BM 1461.2 : ADVERTISING AND SALES PROMOTION**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Define the following terms in **one** or **two** sentences **each**. **Each** carries 1 mark.

1. What is broadcast media ?
  2. What is a slogan ?
  3. What is advertising ?
  4. Define DAGMAR approach.
  5. What is advertising copy ?
  6. Define brand image.
  7. Define Media Strategy.
  8. Define Sales Promotion.
  9. What is Rack display ?
  10. What is trade shows ?
- (10×1=10 Marks)

**SECTION – B**

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

11. What is communication mix ?
12. What is the importance of Sales Displays ?
13. What is campaign planning ?
14. What are the various media vehicles used under advertisement ?
15. What is advertising copy ? How is it written ?
16. What do you understand by Ad agency ?



17. What are the different types of advertising ?
18. What is advertising Ethics ?
19. What is creativity in advertising ?
20. What are advertising appeals ?
21. What do you understand by industrial advertising ?
22. What are the functions of advertising ?

**(8×2=16 Marks)**

**SECTION - C**

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

23. Explain the functions of advertising.
24. Discuss the important factors that attract the attention of audience.
25. What factors would you consider to decide the target audience of your Ad ?
26. Discuss the social aspects of advertising. Give examples.
27. Discuss the role of advertising in the marketing mix.
28. How is media selected ? How cost efficiency is a determinant in media selection ?
29. Discuss the requisites of an effective layout.
30. Write a note on different types of media available to advertisers.
31. Define how sales promotion effects sales. Illustrate with an example.

**(6×4=24 Marks)**

**SECTION - D**

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

32. Explain various factors that influence sales promotion growth.
33. Explain the problems or risk involved in sales promotion.
34. What are the various ways to measure the effectiveness of an advertising campaign ?
35. What are the various media available for advertising today ? Which of them is most successful in your opinion and why ?

**(2×15=30 Marks)**