



Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2015
Career Related First Degree Programme under CBCSS**

Group – 2(b)

Core Course

BM 1643 – BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Weightage : 30

SECTION – A

This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weightage of **1**. Answer **all** questions.

I. Choose the most appropriate answer from the following.

1) The means by which long term objectives will be achieved are

- a) Mission b) Strategies c) Vision d) Goals

2) _____ is based on the assumption that the future will be just like the past.

- a) Delphi forecasts b) Econometric model
c) Linear regression d) Scenario forecast

3) The Pie slices within the circles of a _____ reveal the percent of corporate profits contributed by each division.

- a) QSPM b) BCG matrix c) SPACE matrix d) Grand strategy

4) Globalization has posed major challenges for

- a) Big producers b) Small producers
c) Rural poors d) None of these



II. Choose the most appropriate answer from the following.

- 5) A company that owns or controls production in more than one nation is called
- a) Multinational corporation
 - b) Joint stock companies
 - c) Global companies
 - d) Public companies
- 6) _____ is one of the reasons for poor or no strategic planning in organisations.
- a) Prior good experience
 - b) Fear of success
 - c) Low expense
 - d) Self interest
- 7) _____ are the means by which long term objectives will be achieved.
- a) Mission statement
 - b) Vision statement
 - c) Strategies
 - d) Long term goals
- 8) In a large organisation, strategic management activities occur at what levels ?
- a) Corporate and Divisional only
 - b) Divisional
 - c) Strategic business unit only
 - d) Functional, Divisional and Corporate

III. Write the correct answer from the following :

- 9) Internal analysis includes _____
- a) Value chain analysis and quantitative analysis
 - b) Historical analysis and bench marking
 - c) Balanced score card and key factor rating
 - d) None of these
- 10) _____ is a substrategy.
- a) Objectives
 - b) Tactics
 - c) Goals
 - d) Plans
- 11) Business with high industry growth but low market share are known as
- a) Cash cows
 - b) Dogs
 - c) Question marks
 - d) None of these.



12) Which of the following is not a expansion strategy ?

- a) Merger b) Take over c) Retrenchment d) Joint venture

IV. Write the correct answer for the following.

13) GE Matrix means

- a) Global Environment b) Geometric Energy
c) Global Electric d) General Electric

14) _____ are known as high growth high market share business.

- a) Cows b) Stars c) Dogs d) None of the above

15) Expand BCG Matrix.

16) Expand SBA.

(4×1=4 Weights)

SECTION – B

Answer **any eight** questions in **one** or **two** sentences **each**. Each question carries a weightage of 1.

17) What do you mean by tactics ?

18) Objectives.

19) What is Growth strategy ?

20) What is functional implementation ?

21) SWOT.

22) What is Political – Legal environment ?

23) Take over.

24) Joint ventures.

25) Return on investment.

26) External environment.

27) Strategic choice.

28) SBU.

(8×1=8 Weights)

**SECTION – C**

Answer **any five** questions in **not less than one** paragraph **each**. **Each** question carries a weightage of **2**.

- 29) What do you mean by strategic decision making ?
- 30) Briefly explain the role of objectives in strategic management.
- 31) What do you mean by combination strategy ?
- 32) What do you mean by marketing plans and policies ?
- 33) Briefly explain the role of organisational systems in evaluation.
- 34) What do you mean by information management plans and policies ?
- 35) What do you mean by Business Policy ?
- 36) Briefly explain the categories of environment. **(5x2=10 Weights)**

SECTION – D

Answer **any two** questions in **not less than 4** pages **each**. **Each** question carries a weightage of **4**.

- 37) Briefly explain the types of joint ventures.
 - 38) Briefly explain the techniques of strategic evaluation and control.
 - 39) Discuss the objectives of Business Policy. **(2x4=8 Weights)**
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Sixth Semester B.B.A. Degree Examination, April 2015
Career Related First Degree Programme under CBCSS
Group 2(b)
Core Course
BM 1642 : EXPORT MANAGEMENT

Time : 3 Hours

Max. Weightage : 30

SECTION – A

This Section consists of **four** bunches of four questions **each**. Each bunch carries a weightage of **1**. Answer **all** questions.

I. Choose the correct answer from the brackets.

- 1) Purchase of goods from one country with the object of selling them to another country is called
 - a) Import trade
 - b) Export trade
 - c) Enterport trade
 - d) None of these
- 2) A bill of lading is a memorandum signed by _____ of ships.
 - a) Owner
 - b) Masters
 - c) Clerk
 - d) None of these
- 3) Short-term foreign loans are of the nature of
 - a) Antonomous capital
 - b) Accommodating capital
 - c) Unrecorded transactions
 - d) None of these
- 4) Exim Bank can be described as
 - a) Non-banking financial company
 - b) Commercial bank
 - c) Non-banking non-financial company
 - d) Scheduled bank

II. Fill in the blanks with suitable answers.

- 5) The difference between exports and imports of a country is its _____
- 6) Euro notes have a maturity of _____
- 7) Lead means _____
- 8) A bond issued in a foreign country's financial market and denominated in the currency of that country is known as _____



III. Match the following :

- | | |
|-----------|------------|
| 9) Krone | a) Japan |
| 10) Yen | b) Mexico |
| 11) Peso | c) Russia |
| 12) Ruble | d) Denmark |

IV. Mark true or false.

- 13) Foreign trade is subject to greater risk as compared to home trade.
- 14) Dock warrant is not transferable.
- 15) In call option, the option buyer agrees to buy the underlying currency.
- 16) Shipping order is one of the principal export documents. **(4×1=4 Weights)**

SECTION – B

Answer **any eight** questions in **one or two** sentence **each**. Each question carries a weightage of 1.

- 17) Balance of payments.
- 18) Invisibles.
- 19) Devaluation.
- 20) Syndicated lending.
- 21) Liquidity Risk.
- 22) Uruguay round.
- 23) Form C.
- 24) Indirect Export.
- 25) CCS.
- 26) GAAT.
- 27) FTZ.
- 28) Letter of hypothecation. **(8×1=8 Weights)**



SECTION – C

Answer **any five** questions in **not** exceeding **one** paragraph **each**. **Each** question carries a weightage of **2**.

- 29) Discuss the political and sociological factors causing BOP disequilibrium.
- 30) Differentiate between GAAT and WTO.
- 31) Discuss the services provided by commercial banks to exporters.
- 32) Short note on functions of EXIM Bank.
- 33) Describe the significance of arbitrage in foreign exchange market.
- 34) Explain the documents used in Export trade.
- 35) Discuss some of the price quotations used in foreign trade.
- 36) Describe the various certificates related to shipment. **(5×2=10 Weights)**

SECTION – D

Answer **any two** questions in **not** exceeding **four** pages **each**. **Each** question carries a weightage of **4**.

- 37) Describe the functions of WTO. Discuss the major changes made by India in its external sector policy in conformity with WTO principles.
 - 38) Elucidate the procedure for export of goods from India.
 - 39) Discuss the various sources of finance for foreign investment projects. **(2×4=8 Weights)**
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**Sixth Semester B.B.A. Degree Examination, April 2015
(Career Related First Degree Programme under CBCSS)
Group 2 (b)
Elective Course
BM 1661: SOFT SKILLS DEVELOPMENT**

Time : 3 Hours

Max. Weight : 30

SECTION – A

This Section consists of **four** bunches of **four** questions each. **Each** bunch carries a weight of 1. Answer **all** the questions.

I. Choose the most appropriate from the following :

- 1) According to David McClelland an individuals major motive to work include the need for
 - a) Achievement
 - b) Affiliation
 - c) Power
 - d) All the above
- 2) The characteristics values, traditions and behaviours a company employees share
 - a) Organizational structure
 - b) Organisational culture
 - c) Organisational systems
 - d) Organisation policy
- 3) Listening is a
 - a) Mental activity
 - b) Physical activity
 - c) Group activity
 - d) Spontaneous activity
- 4) Means of communication which does not involve speech or words is
 - a) Grapevine communication
 - b) Formal communication
 - c) Informal communication
 - d) Non verbal communication



IV. Match the following :

- | | |
|-----------------|---|
| 13) Planning | a) Designing and creating a structure that defines authority and responsibility |
| 14) Organizing | b) Defines where the organisation in future |
| 15) Leading | c) Ensures that the actual performance corresponds with what is desired for |
| 16) Controlling | d) Motivating people to achieve organisational goals |
| | e) Collecting information regarding what they achieved in previous year |
| | f) A framework for the development |

SECTION – B

Write short answers to **any eight** questions in **one** or **two** sentences **each**. Each carries **one** weightage.

- 17) Define communication.
- 18) Define planning.
- 19) What is etiquette ?
- 20) What is Kinesics ?
- 21) What is grape wine communication ?
- 22) What is listening ?
- 23) What is lectures ?
- 24) What is learning ?
- 25) What do you mean by motivation ?
- 26) What is education ?
- 27) What is training ?
- 28) What is a letter ?

**SECTION – C**

Answer **any five** questions in **not exceeding one paragraph each**. Each questions carries a weight of **2**.

- 29) Explain briefly about guidelines for delivery speech.
- 30) Write briefly about strategy of presentation.
- 31) Explain briefly about the features of a business letter.
- 32) Explain the limitations of written communication.
- 33) Explain briefly about the basic rules of Etiquette.
- 34) What is SWOT analysis ? Make SWOT analysis of an individual in communication situation.
- 35) Discuss questions commonly asked in interviews.
- 36) Explain about the telephone etiquette followed while conversation.

SECTION – D

Answer **any two** questions in **not exceeding four pages each**. Each questions carries a weightage of **4**.

- 37) What trait of a candidates are evaluated by the paralist of a group discussion ?
Elaborate your answer with example.
 - 38) Explain briefly about psychological barriers.
 - 39) Explain briefly about the Legative effects of stress.
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