



(Pages : 3)

A – 1412

Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2016
(Career Related First Degree Programme Under CBCSS)
Group 2(b)
Core Course
BM 1643 : BUSINESS POLICY AND STRATEGIC MANAGEMENT
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to **all** questions in **one or two** sentences **each**. Each question carries **1** mark.

1. Define business policy.
2. What is vertical merger ?
3. What is turnaround strategy ?
4. What do you mean by organization culture ?
5. What is bench-marking ?
6. What is KRA ?
7. Define strategy evaluation.
8. What is SBU strategy ?
9. What is functional structure ?
10. What is spin-off ?

(10×1=10 Marks)

P.T.O.



SECTION – B

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

11. What do you mean by strategic management.
12. Differentiate the terms program and procedure.
13. State the objectives of business policy.
14. What is stability strategy ?
15. Explain backward integration.
16. What is product based structure ?
17. State the different systems needed for the success of strategy.
18. Show the steps involved in financial policies.
19. What is premise control ?
20. What is strategic surveillance ?
21. What is a merger ?
22. Briefly explain LBO.

(8x2=16 Marks)

SECTION – C

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

23. Explain the scope of business policy.
24. List any five advantages of strategic management.
25. Explain the levels of strategic management.
26. State the reasons for divestment strategy.
27. What are the advantages of merger ?



28. What do you mean by strategy control also explain different types of strategy control.
29. Mention qualitative performance measures.
30. Explain the methods of divestitures.
31. Explain the purpose of corporate restructuring. **(6×4=24 Marks)**

SECTION - D

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

32. Explain in detail the various features of business policy.
 33. Explain the importance of SWOT analysis with an example.
 34. Explain strategic planning process.
 35. Explain functional and operational strategies. **(2×15=30 Marks)**
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**Sixth Semester B.B.A. Degree Examination, April 2016
(Career Related First Degree Programme under CBCSS)
Group 2(b)
Elective Course
BM 1661 : SOFT SKILLS DEVELOPMENT
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

Explain the following :

1. Communication
2. Oral communication
3. Body Language
4. Grapevine Communication
5. Presentation
6. Group Discussion
7. Brochures
8. Articles
9. Time Management
10. SWOT Analysis.

(10×1=10 Marks)

P.T.O.



SECTION – B

Answer **any eight** questions in **one** paragraph. **Each** question carries **2** marks.

11. What is verbal communication ?
12. What do you mean by Listening Skills ?
13. What is Newsletters ?
14. What is Debate ?
15. What is Goal setting ?
16. What do you mean by mind mapping ?
17. What do you mean by creativity ?
18. What is structured interview ?
19. What is Jargon ?
20. What do you mean by Conversation ?
21. What do you mean by Facial expressions ?
22. What is Electronic communication ?

(8×2=16 Marks)

SECTION – C

Answer **any 6** questions. Answer should not exceed **one** page. **Each** question carries **4** marks.

23. Explain the features of group discussion.
24. Explain the strategies to improve listening skills.
25. What are the characteristics and functions of body language ?
26. Explain how to write or make a brochure.
27. Explain the barriers of time management.
28. Explain the techniques used to improve memory.



29. What do you mean by e-mail etiquettes ?
30. Explain, how to write a project proposal ?
31. Write a complaint letter to the marketing manager of a Television company regarding the picture clarity of your television. **(6×4=24 Marks)**

SECTION - D

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

32. Explain the essentials of a good business letter. Also explain the parts of a business letter.
 33. Explain the essentials of communication and explain how will you overcome the communication barrier ?
 34. Explain different types of communication. Briefly explain the features of communication.
 35. Explain the guiding hints for self development. **(2×15=30 Marks)**
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(Pages : 3)

A – 1411

Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2016
(Career Related First Degree Programme under CBCSS)**

Group 2(b)

Core Course

**BM 1642 – EXPORT MANAGEMENT
(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

Explain the following.

1. EU
2. SAARC
3. GATT
4. SEZ
5. IMF
6. MNC
7. WTO
8. Deemed Export
9. Balance of trade
10. Free Trade Area.

(10×1=10 Marks)

P.T.O.



SECTION – B

Answer **any eight** questions in **one** paragraph. **Each** question carries **2** marks.

11. What is Foreign Exchange Market ?
12. Explain Import Tariff.
13. What is Export Subsidy ?
14. What is excise duty ?
15. What is International Marketing ?
16. What is Forward Market ?
17. Explain Real Exchange Rate.
18. What is Speculation ?
19. What do you mean by Foreign Exchange Market?
20. Explain Free Trade.
21. What is Balance of Payment ?
22. What is EXIM Bank ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions, Answer should **not** exceed **one** page. **Each** question carries **4** marks.

23. Explain the elements in determining foreign exchange rate.
24. Explain the privileges available to star export houses.
25. What do you mean by Bill of Lading ?
26. Write a note on FEMA.
27. What do you mean by Revolving LCs ?



- 28. Explain the role of EXIM Bank in India.
- 29. Write a note on the major export income in India.
- 30. Explain the strategies adopted in the promotional initiatives under Foreign Trade Policy.
- 31. Write a note on WTO. **(6×4 = 24 Marks)**

SECTION - D

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

- 32. Explain the various incentives or exemptions available to the exporters.
 - 33. Explain the motivational factors for export.
 - 34. Explain the various documents required for exporting.
 - 35. Explain the elements of an Export Transaction. **(2×15 = 30 Marks)**
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