

(Pages : 4)

L – 1955

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1641 : MANAGEMENT INFORMATION SYSTEM

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Very short types questions. (One word to maximum of two sentences) Answer **all** questions. Each questions carries **1** mark.
1. What do you mean by Information System?
 2. What is Management?
 3. What is EIS?
 4. What is DSS Stands for?
 5. What do you mean by Information?
 6. What is SDLC stands for?
 7. What do you mean by a system?
 8. Expand EDP.

P.T.O.

9. What is Control Information?

10. MIS stands for

(10 × 1 = 10 Marks)

SECTION – B

II. Short answer questions. (Not exceed one paragraph) Answer any **eight** questions. Each question carries **2** marks.

11. What do you mean by Data Base?

12. Explain System Concept.

13. What do you mean by system analysis?

14. Write two characteristics of TPS.

15. What do you mean by Operations Support System?

16. Explain System Testing.

17. What is DSS?

18. Write a note on Information Quality.

19. What is an Informal System?

20. What is an Expert System?

21. Explain the Concept of System Development Life Cycle.

22. What do you mean by Real Time Processing System?

23. What do you mean by a Data Model?

24. What do you mean by a Prototyping Approach?

25. What do you mean by a subsystem?

26. What is Executive Support System?

(8 × 2 = 16 Marks)

SECTION – C

- III. Short Essay questions. (Not to exceed **120** words) Answer any **six** questions. Each question carries **4** marks.
27. Explain the organisational functions of MIS.
 28. What are the features of TPS?
 29. What are the advantages of an Expert System?
 30. What are the Objectives of MIS?
 31. Explain the steps in the designing process of DBMS.
 32. What are the disadvantages of conventional files?
 33. What are the components of DSS?
 34. What are the ethical issues in MIS?
 35. Explain the steps in data processing.
 36. What are the advantages of Database system?
 37. Explain the System Development Life Cycle Model.
 38. Write a note on Executive Support System.

(6 × 4 = 24 Marks)

SECTION – D

- IV. Long essay questions. Answer any **two** questions. Each question carries **15** marks.
39. What do you mean by Management Information System? Explain the structure of MIS.
 40. What do you mean by DBMS? What are the components of DBMS? State the disadvantages of DBMS.
 41. What do you mean by subsystem? What are the Sub systems of MIS?

42. What are the control issues in MIS?
43. Explain the components and Role of MIS.
44. What are the security issues found in MIS? Explain the security measures which can be adopted for privacy protection.

(2 × 15 = 30 Marks)

(Pages : 4)

L – 1970

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1661.2 : RETAIL MANAGEMENT

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

PART – A

Very short answer type questions. (**one** word to maximum **two** sentences). Answer **all** the questions. **Each** question carries **1** mark.

1. Define Retail.
2. What is labelling?
3. What is meant by Distribution Channel?
4. What is meant by Store Layout?
5. What is Electronic Retailing?
6. Define Retail Management Information System.
7. What is Customer Service?
8. What is meant by Pricing?

P.T.O.

9. What does warehousing mean?
10. What do you mean by merchandising?

(10 × 1 = 10 Marks)

PART- B

Short Answer Questions. (not to exceed **one** paragraph). Answer **any eight** questions. **Each** question carries **2** marks.

11. What do you mean by Non Store Retailers?
12. What do you mean by Vertical Merchandising?
13. Which are the different types of retailers?
14. What is Catalogue Retailing?
15. What is meant by Relationship Marketing?
16. Define Supply Chain.
17. What is a Convenience store?
18. Give the elements of Retail Communication Mix.
19. What do you mean by Promotion mix?
20. What is Site Selection?
21. What are the elements of Visual Merchandising?
22. Why is CPFR important?
23. Why is Pricing important in retail?
24. What are the different kinds of Service Retailing?

25. Give examples of Retail store?
26. What jobs can a retail lead do?

(8 × 2 = 16 Marks)

PART – C

Short Essay Questions. (not to exceed **120** words). Answer **any six** questions. **Each** question carries **4** marks.

27. Distinguish between service retailers and merchandise retailers.
28. Examine the importance of retailing.
29. State the responsibilities of store manager.
30. What are the issues to be considered in site selection?
31. Explain the tools used for visual merchandising.
32. Explain the different types of Merchandising.
33. What are the benefits of e-retailing?
34. How do you promote sales in retail?
35. Explain the importance of information in Supply Chain Management.
36. Explain Strategic Retail Planning Process.
37. How do you create a store layout?
38. What are the different types of Pricing?

(6 × 4 = 24 Marks)

PART – D

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

39. Explain the emerging trends in Retailing.
40. Discuss the ethical issues in retailing.
41. Explain the evolution of Supply Chain Management.
42. Explain why logistics is important in the retail industry.
43. Explain how does technology affect the retail industry.
44. Discuss the different types of retail formats in India.

(2 × 15 = 30 Marks)

(Pages : 4)

L – 1963

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1643 : STRATEGIC MANAGEMENT

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is a vision?
2. What is Globalisation.
3. What is strategic planning?
4. What is competitive analysis?
5. Mention different levels of strategy.
6. What is project manipulation?
7. Define environmental Management.
8. Who is an entrepreneur.

P.T.O.

9. What is turnaround strategy?
10. Expand SWOT and QUEST.

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is Budgeting?
12. What is organizing?
13. What is social objectives?
14. What are internal factors?
15. What is micro environment?
16. What is commander approach?
17. What is special alert control?
18. What is strategic implementation?
19. What is territorial departmentation?
20. Explain the concept of Strategic Management.
21. What do you mean by organisational appraisal?
22. What do you understand by Merger and acquisition?
23. What is strategy analysis?
24. What is meant by TQM?
25. What is Business Process Outsourcing (BPO)?
26. What is Internal environment?

(8 × 2 = 16 Marks)

SECTION – C

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

27. Briefly explain the components of strategic Management.
28. Explain SWOT Analysis.
29. State the role of corporate planning staff.
30. Explain the role of Board of Directors.
31. What are the merits and demerits of matrix structure?
32. Explain the economic objectives of business.
33. What are the arguments against social involvement of business?
34. What are the components of Growth – Gap Filling?
35. Explain synergistic diversification.
36. What are the elements affecting a successful turnaround management?
37. Explain the essential conditions required for successful globalization of the business.
38. Briefly explain strategic management.

(6 × 4 = 24 Marks)

SECTION – D

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

39. What is Departmentation? And explain common types of organization structure?
40. Explain different types of strategic plans.
41. Explain External Growth Strategies.

42. Explain the components of environment of an organisation.
43. Explain the important phases in management of Mergers and Acquisitions.
44. Write a note on :
- (a) Corporate Culture
 - (b) Corporate policies
 - (c) Competitive advantage

(2 × 15 = 30 Marks)

(Pages : 4)

L – 1982

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1661.6 : INDIAN BANKING SYSTEM

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

(Answer all questions in one or two sentences each. Each question carries 1 mark)

1. What is stale cheque?
2. What is overdraft?
3. What is cash credit?
4. What is RD?
5. What is Demand Loan?
6. What is investment banking?
7. What you mean by Bridge loan?
8. What is crossed cheque?

P.T.O.

9. What you mean by NEFT?

10. What is MICR?

(10 × 1 = 10 Marks)

SECTION – B

(Answer **any eight** questions. Each carries **2** marks)

11. What is Unit Banking?

12. Define chain banking.

13. What you mean by NBFCs?

14. Define Banking.

15. What is EXIM Bank?

16. What you mean by group banking?

17. What you mean by Commercial Bank?

18. Differentiate Unit Banking and Branch Banking.

19. What is mixed banking?

20. What you mean by Agricultural Banks?

21. What is retail banking?

22. What you mean by Discounting of Bills?

23. What is social banking?

24. What you mean by credit creation?

25. What is a Negotiable instrument?

26. What is san Frais Endorsement?

(8 × 2 = 16 Marks)

SECTION – C

(Answer **any six** questions. Each carries **4** marks)

27. Mention the functions of Central Bank.
28. Explain the importance and role of commercial banks in India.
29. Explain the classification of Co-operative Banks.
30. What are the functions of NABARD?
31. What you mean by innovative banking?
32. Explain the evolution of Development Banks.
33. Explain the role of RBI.
34. Explain the secondary functions of commercial banks.
35. Explain the different types of deposits accepted in Banks.
36. Briefly explain about CIBIL.
37. Write a short note on Nationalization.
38. Explain the procedure for opening a bank account.

(6 × 4 = 24 Marks)

SECTION – D

(Answer **any two** questions. Each carries **15** marks)

39. Explain the various innovative banking products.
40. Explain the different types of banking systems in India.
41. Explain in detail about various negotiable instruments.

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42. Explain the role of commercial banks in economic development.
 43. Explain the procedure for opening and operations of different types of accounts.
 44. Explain in detail the evolution of banks.

(2 × 15 = 30 Marks)

(Pages : 3)

L – 1958

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2.(b)

Core Course

BM 1642 : INTERNATIONAL BUSINESS

(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define international business.
2. What do you mean by franchising?
3. What is BoP?
4. What do you mean FDI?
5. What do you mean by international business environment?
6. What is economic environment?
7. What do you mean by a joint venture?
8. What do you mean by globalisation?

P.T.O.

9. What is WTO?
10. What is a letter of credit?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is FEMA?
12. What do you mean by licensing?
13. What are trade barriers?
14. What is UNCTAD?
15. What do you mean by MNCs?
16. What is technological environment?
17. What do you mean by bill of lading?
18. What do you mean by international marketing?
19. What is monetary policy?
20. What is IDA?
21. What do you mean by strategic alliances?
22. What do you mean by Balance of Trade?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Distinguish between franchising and licensing.
24. What are the various modes to enter into an international business?
25. What is BoP and explain the components of BoP?
26. What are MNCs? Explain the characteristics of MNCs?
27. Explain the objectives and functions of UNCTAD.
28. What do you understand by ADB and discuss its objectives?
29. Explain the advantages of globalisation.
30. Explain trade barriers.
31. Examine the functions of World Bank.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the problems and challenges of international business.
33. Explain the factors influencing decision making an international business environment.
34. Explain the importance of international business.
35. Discuss the functions of WTO.

(2 × 15 = 30 Marks)

(Pages : 3)

L – 1981

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme Under CBCSS

Group 2(b)

Elective Course

BM 1661.6 : INDIAN BANKING SYSTEM

(2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is chain banking?
2. Define scheduled bank.
3. What is a negotiable instrument?
4. What is a postdated cheque?
5. In which year was the Banking Regulation Act passed?
6. What is moral suasion?
7. Write short note on SIDBI?
8. What is a Co-operative bank?
9. What are development banks?
10. Which was the first bank to start internet banking in India?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions in not exceeding a one paragraph each.

Each question carries **2** marks.

11. What is mixed banking?
12. What are the main features of the commercial banks?
13. What is indigenous bank?
14. What is meant by 'moratorium'?
15. What is endorsement?
16. Explain Holder in due course?
17. What is a debit card?
18. What is meant by open market operations?
19. What are land development banks?
20. What are Primary Agricultural Credit Societies?
21. What is Kisan credit card?
22. What is the role of EXIM bank?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions is not exceeding one page.

Each question carries **4** marks.

23. What are the merits of group banking?
24. What are the innovative functions of commercial banks?
25. What are the essentials of a valid cheque?

26. Explain different types of endorsements?
27. Distinguish between central bank and commercial bank?
28. What are nonbanking financial companies?
29. Explain the working of state co-operative banks?
30. State the problems faced by co-operative banks in Kerala?
31. Explain the social objectives of development banks?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding four pages each.

Each question carries **15** marks.

32. Explain unit banking and branch banking pointing out their merits and demerits?
33. State salient features of the Banking Regulation Act?
34. Explain the functions of Reserve Bank of India?
35. Outline the structure of development banks in India?

(2 × 15 = 30 Marks)

(Pages : 4)

L – 1959

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, March 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1642 : INTERNATIONAL BUSINESS

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Very short type questions. (One word to maximum of two sentences) Answer all questions. Each question carries 1 mark.
1. Ex Works means.
 2. What is Direct Export?
 3. What is IEC Number?
 4. Expand IMF.
 5. What is a Tariff Barrier?
 6. Expand FAS.
 7. What is Exchange Control?
 8. Expand UNCTAD.

P.T.O.

9. Expand ECGC.
10. What is CIF Contract?

(10 × 1 = 10 Marks)

SECTION – B

II. Short answer questions. (Not exceed one paragraph) Answer any **eight** questions. Each question carries **2** marks.

11. What do you mean by Multi National Marketing?
12. What is Licensing?
13. Explain Counter Trade.
14. What do you mean by DDU?
15. What is Global Marketing?
16. Explain Factoring.
17. What do you mean by an International Business?
18. What is a non tariff barrier?
19. What is a joint venture?
20. What do you mean by Bill of Lading?
21. Explain Deemed Export.
22. What do you mean by Capital Account Convertibility?
23. What is Contract Manufacturing?
24. Define Business.
25. What is D/P bill?
26. What do you mean by Acquisition?

(8 × 2 = 16 Marks)

SECTION – C

- III. Short Essay questions. (Not to exceed **120** words) Answer any **six** questions. Each question carries **4** marks.
27. What are the functions of World Bank?
 28. What are the factors to be considered while analysing the international market entry strategies?
 29. Explain the important laws which govern the Foreign Trade in India.
 30. What are the Weaknesses of International Business?
 31. What are the different methods of receiving payments from the overseas buyers?
 32. Explain briefly the various modes of entry to foreign markets.
 33. State the importance of International Business.
 34. Write a note on FEMA.
 35. Which are the parties included in the Letter of Credit?
 36. Explain the characteristics of Multinational Corporations.
 37. What are the objectives of IBRD?
 38. Describe the functions of IMF.

(6 × 4 = 24 Marks)

SECTION – D

- IV. Long essay questions. Answer any **two** questions. Each question carries **15** marks.
39. State the reasons for a firm to enter International Markets. Briefly Explain each.
 40. What do you mean by Globalisation? State the Advantages and Disadvantages of Globalisation.
 41. What do you mean by Letter of Credit? What are the different types of Letter of Credit?

42. Explain the Components of International Business Environment.
43. What are the objectives and functions of WTO?
44. Briefly explain the various International Financial Organisations who assist in International Business.

(2 × 15 = 30 Marks)
