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A – 3496

Reg. No. :

Name :

**Fourth Semester B.B.A. Degree Examination, June 2016
(Career Related First Degree Programme Under CBCSS)
Group 2(b)
Core Course
BM 1442 : BUSINESS ETHICS AND CORPORATE GOVERNANCE
(2014 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 corporate social performance ?
 2. What is social rights ?
 3. What are ethos ?
 4. What is unethical trade ?
 5. What is covert ethical problem ?
 6. What is beliefs ?
 7. What is value ?
 8. What is self awareness ?
 9. What is code of ethics ?
 10. What is corporate accountability ?
- (10×1=10 Marks)**

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SECTION – B

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

11. What is attitude ?
12. List some of the objectives of ethics.
13. What are ethical values of life ?
14. What is culture ?
15. What do you mean by Morality ?
16. How will the corporate accountability affect the business ?
17. What is integrity ?
18. What is business ethics management ?
19. What is conflict of interest ?
20. What is ethical sourcing ?
21. What do you mean by ethical responsibility of corporate ?
22. What are the right attitudes resulting ethical behavior ?

(8×2=16 Marks)

SECTION – C

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

23. Explain the basic elements or factors influencing business ethics ?
24. Write a short note on ethics.
25. Give an account of ethical decisions in business by the companies to put ethical business principles in to action.
26. Explain the need for social responsibility to the corporate.



27. Explain the outcome of corporate social responsibly.
28. Explain the ethical codes that are followed in the organizations.
29. Explain the ethical value system of an individual.
30. Write a short note on ethics and corporate governance.
31. Explain the value system followed by Indians in work place. **(6×4=24 Marks)**

SECTION – D

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

32. Explain the sources or basis of business ethics.
 33. Explain the ethical business practices.
 34. Explain India's corporate governance frame work.
 35. Explain the responsibilities of directors towards corporate governance. **(2×15=30 Marks)**
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A – 3431

Reg. No. :

Name :

**Fourth Semester B.B.A. Degree Examination, June 2016
(Career Related First Degree Programme Under CBCSS)
Group 2(b) Core Course
BM 1441 : ENTREPRENEURSHIP DEVELOPMENT
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Each question carries 1 mark. Answer all questions.

1. Define entrepreneur.
2. What is a project ?
3. What is innovation ?
4. What is working capital ?
5. Who is a drone entrepreneur ?
6. What is seed capital ?
7. What is a business plan ?
8. What do you mean by TRYSEM ?
9. What is DIC ?
10. Expand the term NABARD.

(10x1=10 Marks)

SECTION – B

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

11. What is technical analysis ?
12. What is a sick unit ?
13. What is project evaluation ?
14. What is plant location ?
15. What is "Kakinada experiment" ?

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16. Who is an intrapreneur ?
17. What is SWOT analysis ?
18. What is factoring ?
19. What is competitive advantages ?
20. What is franchising ?
21. What is SSI ?
22. What is SSIC ?

(8×2=16 Marks)

SECTION – C

Answer any six questions in not exceeding one page each. Each question carries 4 marks. (6×4=24 Marks)

23. Explain the steps in EDP.
24. Explain the responsibilities of SIDCO.
25. Explain the risks involved with entrepreneurship.
26. Explain the main causes of industrial sickness in India.
27. Explain briefly about venture capital.
28. Explain the role of MSMEs in Indian economy.
29. Distinguish between entrepreneur and manager.
30. Write about the advantages of industrial estates.
31. Write the salient characteristics of franchising.

SECTION – D

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

32. "Entrepreneurs are made not born" comment and give reason for your views.
33. Explain the sources of finance for starting an enterprise.
34. Explain the considerations which influence the choice of plant location.
35. Explain the role of entrepreneur in economic development. **(2×15=30 Marks)**



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A – 3495

Reg. No. :

Name :

**Fourth Semester B.B.A. Degree Examination, June 2016
(Career Related First Degree Programme Under CBCSS)
Group 2(b) Core Course
BM 1441 – ENTREPRENEURSHIP DEVELOPMENT
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define entrepreneurship.
2. Who is an innovative entrepreneur ?
3. Define women entrepreneurship.
4. What is EDP ?
5. Define project report.
6. Define an SSI.
7. Explain intra-corporate entrepreneur.
8. What is franchising ?
9. What is venture capital ?
10. Expand SISI.

(10×1=10 Marks)

SECTION – B

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

11. Distinguish between entrepreneur and manager.
12. Who is an instigated entrepreneur ?
13. What is achievement motivation ?
14. Distinguish between induced and motivated entrepreneurs.
15. Explain the qualities required for a woman entrepreneur.

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16. Explain the importance of EDP.
17. Differentiate project appraisal and project evaluation.
18. What are manufacturing industries ?
19. What is bridge capital ?
20. Explain the advantages of franchising.
21. Explain the salient features of small scale industries.
22. Explain the significance of a project report.

(8×2=16 Marks)

SECTION – C

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

23. Explain the modern concept about an entrepreneur.
24. Explain the various factors affecting entrepreneurial motivation.
25. Explain the various phases in EDP.
26. Explain the various agencies involved in entrepreneurial training and development in India.
27. Explain the functions of SISI.
28. State the essentials of a good project report.
29. Explain the various factors affecting the location of a small scale industrial unit.
30. Explain the guidelines to promote venture capital in India.
31. Distinguish between product and manufacturing franchising.

(6×4=24 Marks)

SECTION – D

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

32. Explain the role of entrepreneurs in the economic development of the country.
33. Who is a woman entrepreneur ? Explain their problems and suggest steps to overcome the problems.
34. Explain the significance of a project report. State the contents of a project report.
35. Explain the problems faced by SSI units in India. State the steps to solve the problems.

(2×15=30 Marks)



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A – 3498

Reg. No. :

Name :

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

Group 2(b)

Core Course

**BM 1444 : SKILL ENHANCEMENT & EMPLOYABILITY ORIENTATION
(2014 Admission)**

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 mind mapping ?
- 2) What is personal SWOT analysis ?
- 3) What is self esteem ?
- 4) What is stress management ?
- 5) What is debate ?
- 6) What is intra personal communication ?
- 7) What is curriculum vitae ?
- 8) What is phonetics ?
- 9) What is Kinesics ?
- 10) Define the term posture.

(10x1=10 Marks)

SECTION – B

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

- 11) Explain about Brain storming.
- 12) Discuss about informal group.

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- 13) Explain the impact of rumour.
- 14) Name out media of written communication.
- 15) Discuss about the factors in interpersonal influence.
- 16) Explain group cohesiveness.
- 17) What is personality development ?
- 18) Explain the importance of a resume.
- 19) Discuss about career development program.
- 20) Explain about posture.
- 21) Discuss about cross culture.
- 22) Explain SWOT analysis.

(8×2 = 16 Marks)

SECTION – C

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

- 23) Explain about the advantages of formal communication.
- 24) Discuss about the classroom etiquette to be followed by students.
- 25) Explain about the purpose of conducting interview for selection of candidate.
- 26) "Communication is an inborn quality". Explain.
- 27) Explain about the elements of communication process.
- 28) Explain about time management.
- 29) Discuss the characteristics of decision making.
- 30) Discuss about the art of listening.
- 31) Discuss about the various ways for improving personal memory. **(6×4 = 24 Marks)**

SECTION – D

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

- 32) Explain about the common barriers to effective communication.
- 33) Explain about the principles of communication.
- 34) Discuss the characteristics of a good report.
- 35) Explain about the techniques for effective speech. **(2×15 = 30 Marks)**

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, June 2016
(Career Related First Degree Programme under CBCSS)
Group 2(b)
Elective Course
BM 1461.2 : ADVERTISING AND SALES PROMOTION
(2014 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is trade advertising ?
2. What is marketing communications process ?
3. What is creative boutiques ?
4. What is broadcast media ?
5. What is specialty advertising ?
6. What is trade shows ?
7. What is a slogan ?
8. What is brand equity ?
9. What is an advertising industry ?
10. What is Rack Display ?

(10×1=10 Marks)

SECTION – B

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

11. What is institutional advertising ?
12. What is media mix ?
13. What is communication mix ?
14. What is copy ?
15. What is text ?



16. What do you mean by historical sales method of measuring advertising effectiveness ?
17. What is attitude change in advertising effectiveness ?
18. What is house advertising agency ?
19. What is consumer oriented sales promotion ?
20. What is creativity ?
21. What is advertising agency ?
22. What is client-agency relationship ?

(8x2=16 Marks)

SECTION – C

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

23. Explain the process of marketing communication in advertising.
24. Explain the functions of advertising.
25. Discuss the important factors that attract attention of audience.
26. Explain the service provided or performed by an advertising agency.
27. Write a note on ethical issues in advertising.
28. Explain the broadcast media of advertising and also give its merits.
29. Explain the advantages of sales promotion.
30. Explain the objectives of sales promotion.
31. Write a short note on "Advertising Business".

(6x4=24 Marks)

SECTION – D

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

32. Explain the factors should be considered while selecting a media.
33. Explain the methods of sales promotion.
34. Explain the factors influencing sales promotion growth.
35. Explain the classifications of advertising.

(2x15=30 Marks)
