

For Candidates Admitted From 2015-2017

SUB.CODE: 2015 - 17 BBA 63C REG.NO: .....

B.B.A DEGREE EXAMINATIONS, APRIL 2019  
SEMESTER – VI BUSINESS ADMINISTRATION  
ADVERTISING AND SALES PROMOTION

Time: 3 Hrs Max. Marks: 75

PART - A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. What is meant by advertising?
2. Define publicity.
3. What do you mean by Advertising Budget?
4. What are advertising appeals?
5. Define Layout
6. Define advertising campaign.
7. What is sales force?
8. Define sales territory.
9. What is sales promotion?
10. Define personal selling.

PART - B ( 5 X 5 = 25 )

Answer ALL Questions not exceeding 300 words each.

11. a) Explain the DAGMAR Approach.  
(or)  
b) What are the advantages of Advertising?
12. a) What are the factors to be considered while selecting media for Advertising?  
(or)  
b) What qualities should be possessed by a good Advertisement Copy?
13. a) Describe about Advertising Layout  
(or)  
b) Explain the factors that influence planning of advertisement campaigns.
14. a) State about the motivation of salesman.

(or)

- b) Write short note on Sales Quota.
15. a) What are the objectives of sales promotion?  
(or)  
b) List out the objectives of Personal selling.

PART - C ( 3 X 10 = 30 )

Answer any THREE Questions not exceeding 1500 words each.

16. What are the types of Advertising media? Explain.
17. What is advertising agency? Why it is needed to an organisation?
18. What is campaign planning. Discuss the various steps involved in it.
19. Explain any four sales compensation methods.
20. Describe the process of Personal selling in detail.

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**PART – C (3 x 10 = 30)**

**Answer any THREE Questions not exceeding 1500 words each**

- 16 “All contracts are agreements but all agreements are not contract” – Discuss.
17. Discuss the various ways in which a contract may be discharged by operation of law.
18. Explain the difference between a contract of sale and an agreement to sell.
19. Describe briefly the essential elements of a contract of sale under the Sale of Goods Act, 1930.
20. Define agency. Elucidate What is the procedure to create and terminate.

For Candidates Admitted From 2015-2017

15BBA 43A

BBA DEGREE EXAMINATION. APRIL 2019

SEMESTER IV BUSINESS ADMINISTRATION

ALLIED PAPER – BUSINESS LAW

Time: Three Hours

Maximum: 75 Marks

**PART - A (10 X 2 = 20)**

**Answer ALL Questions**

1. Define contract.
2. Differentiate express offer and implied offer.
3. What is hire purchase agreement?
4. Define actual breach of contract.
5. Who is called as an unpaid seller?
6. What is condition?
7. What is meant by specific goods?
8. What is legal risk?
9. Who is an agent?
10. What is contract of agency?

**PART – B (5 x 5 = 25)**

**Answer ALL Questions not exceeding 300 words each**

11. a. Write the essentials of a contract.  
(OR)  
b. Distinguish offer and acceptance.
12. a. What are the kinds of guarantee?  
(OR)  
b. Brief the features of a wager agreement.
13. a. Explain the classification of goods.  
(OR)  
b. Detail the characteristics of conditions and warranty.
14. a. What are the consequences of “destruction of goods” under the Sale of Goods Act?  
(OR)  
b. Describe the types of damages.
15. a. Write note on agency by ratification.  
(OR)  
b. State the rights of agents.

P.T.O.



**For Candidates Admitted From 2015-2017**

**SUB CODE: 15BBA64S**

**B.B.A DEGREE EXAMINATIONS, APRIL 2019**

**SEMESTER VI BUSINESS ADMINISTRATION**

**ENTREPRENEURIAL DEVELOPMENT**

**Time: 3Hrs**

**Max.Marks:75**

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**PART-A (10X2=20)**

**Answer ALL Questions not exceeding 25 words each**

1. Define Intrapreneur.
2. Define Women Entrepreneur.
3. State the objectives of EDP's.
4. List down the problems faced by EDP's.
5. Define Project management.
6. Write any two characteristics of project management.
7. Define project identification.
8. What is Project formulation?
9. What is Subsidy?
10. Write short note on DIC.

**PART-B (5x5=25)**

**Answer ALL Questions not exceeding 300 words each**

- 11.A) Explain the role of entrepreneurship in economic development.

OR

- B) Explain the different types of an Entrepreneur.

- 12.A) Write short note on EDII.

OR

- B) Discuss the various Process of EDP's.

13. A) Discuss the various components of Project Report.

OR

- B) Explain the project life cycle phases.

- 14.A) Explain the various classification of Project.

OR

- B) What is the basic criteria for selecting a Project.

- 15.A) Explain the various schemes of Financial Assistance.

OR

- B) Explain the various forms of Assistance provided by THIC.

**PART-C (3x10=30)**

**Answer ANY THREE Questions not exceeding 1500 words each**

16. Explain the functions of an Entrepreneur.
17. Discuss the various phases of EDP.
18. Explain the role and responsibility of Project Manager.
19. Explain the various steps involved in Project Identification.
20. Explain the various sources of Finance.

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**For Candidates Admitted From 2015-2017**

15 BBA 42C

REG.NO.....

**B.B.A DEGREE EXAMINATIONS, APRIL 2019**

**BUSINESS ADMINISTRATION SEMESTER : IV**

**HUMAN RESOURCE MANAGEMENT**

**Time : 3 HRS.**

**Max.Marks: 75**

**PART –A ( 10 X 2 =20)**

**Answer ALL the questions not exceeding 25 words each**

1. Define Human Resource Management.
2. What is the role of Human Resource Manager in an organisation?
3. What is Manpower planning?
4. Define Induction.
5. What are the objectives of Job Evaluation?
6. Define Performance Appraisal.
7. What are the objectives of Wages and Salary Administration?
8. What is meant by Incentives?
9. Define Industrial Relation.
10. What do you mean by the term Collective Bargaining?

**PART –B ( 5 X 5 =25)**

**Answer ALL the questions not exceeding 300 words each**

11. a. Explain the objectives of Human Resource Management.  
(or)  
b. Discuss the qualities required for a good HumanResource Manager.
12. a. Explain the various factors affecting Human Resource Planning.  
(or)  
b. Explain the objectives of Job Analysis.
13. a. Differentiate between Training and Development.  
(or)  
b. Explain the various methods of Training.
14. a. Discuss the various methods of Wages payment.

(or)

- b. Explain the various Labour Welfare Measures provided in an Organisation.

15. a. Why do workers join in Trade Union?

(or)

- b. Discuss the causes of Poor Industrial Relation.

**PART –C ( 3 X 10 =30)**

**Answer any THREE questions not exceeding 1500 words each**

16. Discuss the various functions of Human Resource Management.
17. Explain the Selection Process.
18. Explain the various factors affecting Performance Appraisal.
19. Explain the various objectives of International Labour Organisation.
20. Discuss the various causes of Grievances.

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**For Candidates Admitted From 2015-2017**

2015-17 BBA 62C

ROLL NO.....

**B.B.A. DEGREE EXAMINATIONS, APRIL 2019**

**SEMESTER – VI BUSINESS ADMINISTRATION  
MANAGEMENT INFORMATION SYSTEM**

**Time: 3 Hrs**

**Max. Marks: 75**

**PART - A ( 10 X 2 = 20 )**

**Answer ALL Questions not exceeding 25 words each**

1. Define Management Information System.
2. What is meant by information system?
3. What is meant by DBMS?
4. What is meant by open system?
5. Define Hardware.
6. What do you mean by Operating system?
7. What is meant by touch screen?
8. List out any two types of printers.
9. Define Internet.
10. What is meant by EDI?

**PART - B ( 5 X 5 = 25 )**

**Answer ALL Questions not exceeding 300 words each.**

11. a. What are the characteristics of MIS?  
(or)  
b. State the features of information system.
12. a. State the categories of network.  
(or)  
b. What are the different types of database?
13. a. Explain the special features of portable computers.  
(or)  
b. State the operation of CPU.
14. a. List out the various input devices.  
(or)  
b. Name the different types of line printers.

15. a. Write short note on Real Time Gross settlement (RTGS).  
(or)  
b. Detail the essential features of smart card.

**PART - C ( 3 X 10 = 30 )**

**Answer any THREE Questions not exceeding 1500 words each.**

16. Mention the different stages involved in decision making and explain them.
17. How MIS is useful in planning organising and controlling functions?
18. Classify computers and explain its advantages.
19. Enumerate the various functions of a keyboard.
20. Explain about various business models in E-Commerce.

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**For Candidates Admitted From 2015-2017**

2015-17 BBA 6EL  
B.A./B.Sc. DEGREE EXAMINATIONS, APRIL 2019  
SEMESTER – VI BUSINESS ADMINISTRATION  
PRINCIPLES OF MANAGEMENT  
Time: 3 Hrs Max. Marks: 75

**PART - A ( 10 X 2 = 20 )**

**Answer ALL Questions not exceeding 25 words each**

1. What is meant by Management?
2. Give a short note on Scalar chain?
3. Define forecasting.
4. Define Planning.
5. What is meant by line authority?
6. Write a short note on Departmentation.
7. What is meant by leadership?
8. What do you understand by morale?
9. Define directing.
10. What do you mean by controlling?

**PART - B ( 5 X 5 = 25 )**

**Answer ALL Questions not exceeding 300 words each.**

11. (a) Discuss about the three levels of management.  
(or)  
(b) Enumerate the various principles of Scientific Management.
12. (a) Describe about the various types of Decisions.  
(or)  
(b) Explain about the purpose of planning.
13. (a) Narrate about the various advantages of centralization.  
(or)  
(b) Discuss the various process of delegation.
14. (a) Explain the importance of staffing.  
(or)  
(b) Describe about the various types of motivation.

15. (a) Narrate about the characteristics of controlling.  
(or)  
(b) Discuss about the various elements of co-ordination.

**PART - C ( 3 X 10 = 30 )**

**Answer any THREE Questions not exceeding 1500 words each.**

16. Explain the importance of management.
17. Discuss about the process of decision-making.
18. Enumerate the various principles of organization.
19. Describe about the functions of leadership.
20. Explain about the various principles of directing.

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**For Candidates Admitted From 2015-2017**

**2015-17 BBA 45S**

**ROLL NO.....**

**B.B.A. DEGREE EXAMINATIONS, APRIL 2019**

**SEMESTER – IV BUSINESS ADMINISTRATION  
SERVICES MARKETING**

**Time: 3 Hrs**

**Max. Marks: 75**

**PART - A ( 10 X 2 = 20 )**

**Answer ALL Questions not exceeding 25 words each**

1. What is meant by service marketing?
2. Define the term Goods
3. What is meant by Strategy?
4. Define Positioning
5. What is meant by marketing Mix?
6. Define SERVQUAL.
7. What is meant by service planning?
8. Define service pricing.
9. What is meant by sales promotion?
10. What is meant by place in service?

**PART - B ( 5 X 5 = 25 )**

**Answer ALL Questions not exceeding 300 words each.**

11. a. What are the various types of services?  
(or)  
b. Differentiate goods and services
12. a. What are the various steps in Market segmentation? Explain it.  
(or)  
b. Differentiate Market segmentation, Targeting and Positioning.
13. a. What are the various elements in service marketing mix?  
(or)  
b. Explain the physical evidence in service marketing mix.
14. a. List out the issues in service pricing.  
(or)

b. Explain about the analysis of service offer.

15. a. What is promotion mix and explain the various element of it.  
(or)

b. Narrate the various reasons for growth in service sector.

**PART - C ( 3 X 10 = 30 )**

**Answer any THREE Questions not exceeding 1500 words each.**

16. How the service marketing triangle helps in various service sectors?
17. Explain the uses and how PEST analysis is carried out?
18. Discuss the ten service quality factors in service sector
19. Narrate the various factors affecting service pricing decisions
20. Describe the various opportunities in services marketing.

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B.B.A DEGREE EXAMINATIONS, APRIL 2019  
SEMESTER – VI    BUSINESS ADMINISTRATION  
STRATEGIC MANAGEMENT

Time: 3 Hrs

Max. Marks: 75

**PART - A (10 X 2 = 20)**

Answer ALL Questions not exceeding 25 words each

1. What are the different levels of strategic management?
2. Define social audit.
3. How would you categorize corporate objectives?
4. What is meant by corporate mission?
5. Write short note on strategy formulation.
6. Mention any two limitations of BCG Matrix.
7. What is Strategy implementation?
8. Define Diversification.
9. What is Evaluation and control?
10. Write short note on strategic planning.

**PART - B ( 5 X 5 = 25 )**

Answer ALL Questions not exceeding 300 words each.

11. a) What are the characteristics of strategic planning?  
(or)  
b) Explain about the corporate social responsibility.
12. a) State the need for Environmental scanning.  
(or)  
b) Distinguish between corporate Mission and strategic Vision.
13. a) Explain in detail about Building and Re-structuring a corporation.  
(or)  
b) Write a note on "Balanced Scorecard".

14. a) What are the key elements in Designing Structures?

(or)

- b) State any two generic alternate strategies.

15. a) List out any two strategic control technique.

(or)

- b) List out the strategies for not- for- profit organisation.

**PART - C ( 3 X 10 = 30 )**

Answer any THREE Questions not exceeding 1500 words each.

16. Explain the strategic planning process.
17. Describe SWOT analysis technique for environmental scanning.
18. Explain Strategy in Global Environment in detail.
19. Elucidate the process of strategy implementation.
20. Discuss the Strategic issues for Non-Profit organizations.

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