VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS – (Freshers + Repeaters)) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

Instruction : *All* answers should be written in **English** only.

SECTION – A

1. Answer **any five** of the following sub-questions, carrying **two** marks each : (5×2=10)

   a) Give the meaning of FDI.

   b) Differentiate between mergers and acquisitions.

   c) What is international business ?

   d) Mention any two export promotion institutions.

   e) What is a MNC ?

   f) Give the meaning of balance of payments.

   g) What is market research ?

SECTION – B

Answer **any three** of the following questions, carrying **six** marks **each** : (3×6=18)

2. What are the reasons responsible for dis-equilibrium of balance of payments ?

3. Explain the essential conditions for globalisation.

4. Write the nature of marketing research.

5. Give a brief explanation on institutions connected with EXIM trade.

6. Briefly explain the documentation for export trade.

P.T.O.

SECTION – C

Answer **any three** of the following questions, carrying **fourteen** marks **each** :

(3×14=42)

7. Explain the stages and challenges of globalisation.

8. Write a note on FDI and EXIM Policy.

9. Explain the various reasons for the growth of MNC's.

10. Write the nature and benefits of international business.

11. Explain the various challenges faced by India with respect to export trade.

_____

INSTRUCTIONS TO CANDIDATES

1. Immediately after the commencement of the Examination, you should check that this Booklet does not have any unprinted or torn or missing pages or items, etc. If any of the above defects is found, get it replaced by a Complete Question Booklet of the available series.

2. Write clearly the Question Booklet Version Code **A, B, C, D** or **E** in the appropriate space provided for the purpose, in the OMR Answer Sheet.

3. Enter the name of the Subject, Reg. No., Question Booklet version code and affix Signature on the OMR sheet. As the answer sheets are designed to suit the Optical Mark Reader (OMR) system, special care should be taken to fill those items accurately.

4. This Question Booklet contains **55** questions, **Part – A** contains **40** questions of **one** mark each. **Part – B** contains **15** questions of **two** marks **each. All** questions must be attempted. Each question contains four answers, among them one correct answer should be selected and shade the corresponding option in the OMR sheet.

5. All the answers should be marked only on the OMR sheet provided and only with a **black or blue** ink ball point pen. If more than one circle is shaded / wrongly shaded / half shaded for a given question no marks will be awarded.

6. Questions are in both English and Kannada. If any confusion arises in the Kannada version, please refer to the English version of the questions.

7. Immediately after the final bell indicating the closure of the examination, stop making any further markings in the OMR Answer Sheet. Be seated till the OMR Answer Sheet is collected. After handing over the OMR Answer Sheet to the Invigilator you may leave the examination hall.

ಗಮನಿಸಿ : ಸೂಚನೆಗಳ ಕನ್ನಡ ಆವೃತ್ತಿಯು ಈ ಪುಟದ ಹಿಂಭಾಗದಲ್ಲಿ ಮುದ್ರಿಸಲ್ಪಟ್ಟಿದೆ.

PART – A
ಭಾಗ – ಎ

Answer **all** the questions. **Each** question carries **1** mark. (1×40=40)
ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ ಒಂದು ಅಂಕ.

1. Onam festival falls during the month of
   a) August-September
   b) September-October
   c) July-August
   d) October-November

   ಓಣಂ ಹಬ್ಬವು ಬರುವುದು ಈ ತಿಂಗಳುಗಳಲ್ಲಿ
   a) ಆಗಸ್ಟ್–ಸೆಪ್ಟೆಂಬರ್
   b) ಸೆಪ್ಟೆಂಬರ್–ಅಕ್ಟೋಬರ್
   c) ಜುಲೈ–ಆಗಸ್ಟ್
   d) ಅಕ್ಟೋಬರ್–ನವೆಂಬರ್

2. Dandiya is a popular dance of _____ State.
   a) Panjab
   b) Gujarath
   c) Karnataka
   d) Maharashtra

   ದಾಂಡಿಯ ಇದು ಯಾವ ರಾಜ್ಯದ ನೃತ್ಯ?
   a) ಪಂಜಾಬ್
   b) ಗುಜರಾತ್
   c) ಕರ್ನಾಟಕ
   d) ಮಹಾರಾಷ್ಟ್ರ

3. Who has written Mahabharatha ?
   a) Valmiki
   b) Vyasa
   c) Pampa
   d) Kumaravyasa

   ಮಹಾಭಾರತವನ್ನು ಬರೆದ ಕವಿ ಯಾರು ?
   a) ವಾಲ್ಮೀಕಿ
   b) ವ್ಯಾಸ
   c) ಪಂಪ
   d) ಕುಮಾರವ್ಯಾಸ

4. One of the main aims of creativity in advertising is to again
   a) Brand loyalty
   b) Interest
   c) Awareness
   d) Attention

   ಜಾಹೀರಾತಿನಲ್ಲಿ ಕ್ರಿಯಾಶೀಲತೆಯ ಮುಖ್ಯ ಉದ್ದೇಶವು ಇದನ್ನು ಹೊಂದುವುದು
   a) ಬ್ರಾಂಡ್ ನಿಷ್ಠೆ
   b) ಆಸಕ್ತಿ
   c) ಜಾಗೃತಿ
   d) ಗಮನ ಸೆಳೆಯುವುದು

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5. Successful creativity leads from identity a client's

   a) Needs

   b) Budget

   c) Location

   d) History

ಯಶಸ್ವಿ ಕ್ರಿಯಾಶೀಲತೆಯು ಗ್ರಾಹಕನ _____ ಗುರುತಿಸುವುದರಿಂದ ಹುಟ್ಟಿಕೊಳ್ಳುತ್ತದೆ.

   a) ಆವಶ್ಯಕತೆ

   b) ಆಯವ್ಯಯ

   c) ಸ್ಥಳ

   d) ಇತಿಹಾಸ

6. Which of the following is not an Intellectual Property Law ?

   a) Customs Act, 1962

   b) Trademark Act, 1999

   c) Patent Act, 1970

   d) Design Act, 2020

ಕೆಳಗಿನವುಗಳಲ್ಲಿ ಯಾವುದು ಬೌದ್ಧಿಕ ಆಸ್ತಿ ನಿಯಮಕ್ಕೆ ಸೇರುವುದಿಲ್ಲ ?

   a) ಕಸ್ಟಮ್ಸ್ ಆಕ್ಟ್, 1962

   b) ಟ್ರೇಡ್‌ಮಾರ್ಕ್ ಆಕ್ಟ್, 1999

   c) ಪೇಟೆಂಟ್ ಆಕ್ಟ್, 1970

   d) ಡಿಸೈನ್ ಆಕ್ಟ್, 2020

7. How many Gnanapeet Prashasti is declared for Kannada Language ?

   a) 10

   b) 7

   c) 9

   d) 8

ಕನ್ನಡ ಭಾಷೆಗೆ ಒಟ್ಟು ಎಷ್ಟು ಜ್ಞಾನಪೀಠ ಪ್ರಶಸ್ತಿ ಸಂದಿವೆ ?

   a) 10

   b) 7

   c) 9

   d) 8

8. Who is CEO of Amazon ?

   a) Andy Jassy

   b) Billigates

   c) Jeff-Bezos

   d) None of the above

Amazon ನ CEO ಯಾರು ?

   a) ಆ್ಯಂಡಿ ಜೆಸ್ಸಿ

   b) ಬಿಲಿಗೇಟ್ಸ್

   c) ಜೆಫ್-ಬೆಸೋಸ್

   d) ಮೇಲಿನ ಯಾರೂ ಅಲ್ಲ

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9. Who is the Present Chairman of ISRO ?

   a) Dr. K. Sivan

   b) Dr. K. Radhakrishnan

   c) G. Madhavan Nair

   d) None

   ISRO ದ ಪ್ರಸ್ತುತ ಚೇರ್ಮನ್ ಯಾರು ?

   a) ಡಾ॥ ಕೆ. ಶಿವನ್

   b) ಡಾ॥ ಕೆ. ರಾಧಾಕೃಷ್ಣನ್

   c) ಜಿ. ಮಾಧವನ್ ನಾಯರ್

   d) ಯಾರೂ ಅಲ್ಲ

10. "Creativity is seeing what everyone, else has seen, and thinking what no one else has thought" who said this ?

    a) Albert Einstein

    b) Thomas

    c) Robert Franklin

    d) Robin

    "ಕ್ರಿಯಾತ್ಮಕತೆಯು ಎಲ್ಲರೂ ನೋಡಿದ್ದನ್ನು ನೋಡುವುದು ಮತ್ತು ಯಾರು ಯೋಚಿಸದಿರುವುದನ್ನು ಯೋಚಿಸುವುದು" ಇದನ್ನು ಹೇಳಿದವರು ಯಾರು ?

    a) ಆಲ್ಬರ್ಟ್ ಐನ್ಸ್ಟಿನ್

    b) ಥೋಮಸ್

    c) ರೋಬರ್ಟ್ ಫ್ರಾಂಕ್ಲಿನ್

    d) ರೋಬಿನ್

11. Which language got highest Gnanapeet award in literature ?

    a) Marati   b) Kannada   c) Telugu   d) Hindi

    ಸಾಹಿತ್ಯದಲ್ಲಿ ಯಾವ ಭಾಷೆಗೆ ಅತೀ ಹೆಚ್ಚು ಜ್ಞಾನಪೀಠ ಪ್ರಶಸ್ತಿ ದೊರಕಿದೆ ?

    a) ಮರಾಠಿ   b) ಕನ್ನಡ   c) ತೆಲುಗು   d) ಹಿಂದಿ

12. Ramayana was written by the poet

    a) Kabirdas

    b) Vyasa

    c) Valmiki

    d) Kuvempu

    ರಾಮಾಯಣ ಬರೆದ ಕವಿ

    a) ಕಬೀರ್ ದಾಸ್

    b) ವ್ಯಾಸ

    c) ವಾಲ್ಮೀಕಿ

    d) ಕುವೆಂಪು

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13. Indian literature is one of the _____ in the world.
    a) Richest and oldest
    b) Richest and cheaper
    c) Richest and costlier
    d) Costlier and cheaper

    ಪ್ರಪಂಚದಲ್ಲಿ ಭಾರತದ ಸಾಹಿತ್ಯವು _____ ರಲ್ಲಿ ಒಂದು.
    a) ಶ್ರೀಮಂತ ಮತ್ತು ಪುರಾತನ
    b) ಶ್ರೀಮಂತ ಮತ್ತು ಕಳಪೆ
    c) ಶ್ರೀಮಂತ ಮತ್ತು ದುಬಾರಿ
    d) ದುಬಾರಿ ಮತ್ತು ಕಳಪೆ

14. Rabindranath Tagore was the first non European winner of the Nobel Prize awarded for
    a) Literature
    b) Architecture
    c) Sculpture
    d) Art

    ರಬೀಂದ್ರನಾಥ ಠಾಗೋರ್ರವರು _____ ಕ್ಷೇತ್ರಕ್ಕೆ ನೋಬೆಲ್ ಬಹುಮಾನ ಗೆದ್ದಂತಹ ಮೊದಲ ಯುರೋಪಿಯನ್ ಅಲ್ಲದವರು.
    a) ಸಾಹಿತ್ಯ
    b) ವಾಸ್ತುಶಿಲ್ಪ
    c) ಶಿಲ್ಪಶಾಸ್ತ್ರ
    d) ಕಲೆ

15. 'Jataka' is the stories of birth of
    a) Shiva
    b) Vishnu
    c) Bheema
    d) Buddha

    'ಜಾತಕ' ವು _____ ಜನನದ ಕಥೆಯನ್ನು ಒಳಗೊಂಡಿದೆ.
    a) ಶಿವ
    b) ವಿಷ್ಣು
    c) ಭೀಮ
    d) ಬುದ್ಧ

16. 'Panchatantra' was written by
    a) Kuvempu
    b) Pampa
    c) Tulasidas
    d) Vishnusharma

    'ಪಂಚತಂತ್ರ' ವನ್ನು ಬರೆದವರು
    a) ಕುವೆಂಪು
    b) ಪಂಪ
    c) ತುಳಸಿದಾಸ
    d) ವಿಷ್ಣುಶರ್ಮ

17. Mobile theatre exist only in
    a) Assam
    b) Kashmir
    c) Chhattisgarh
    d) Manipur

    ಚಲನಾತ್ಮಕ ಚಿತ್ರಮಂದಿರ ಇರುವುದು ಕೇವಲ
    a) ಅಸ್ಸಾಂ
    b) ಕಾಶ್ಮೀರ
    c) ಛತ್ತೀಸ್ಗಡ
    d) ಮಣಿಪುರ

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18. 'Yakshagan' belongs to _____ State.

a) Jharkhand   b) Panjab   c) Karnataka   d) Assam

'ಯಕ್ಷಗಾನ' ಈ ರಾಜ್ಯಕ್ಕೆ ಸೇರಿದ್ದು

a) ಝಾರ್ಖಂಡ್   b) ಪಂಜಾಬ್   c) ಕರ್ನಾಟಕ   d) ಅಸ್ಸಾಂ

19. Taj Mahal was built on the bank of which river ?

a) Brahmaputra   b) Krishna

c) Bhagirathi   d) Yamuna

ತಾಜ್ ಮಹಲ್ ಅನ್ನು ಯಾವ ನದಿಯ ದಂಡೆಯ ಮೇಲೆ ನಿರ್ಮಿಸಲಾಗಿದೆ ?

a) ಬ್ರಹ್ಮಪುತ್ರ   b) ಕೃಷ್ಣ

c) ಭಾಗೀರಥಿ   d) ಯಮುನ

20. Dr. M.S. Subbalakshmi has distinguished herself in the field of

a) Kathak   b) Bharatanatyam

c) Playing Violin   d) Vocal Music

ಡಾ. ಎಂ. ಎಸ್. ಸುಬ್ಬಲಕ್ಷ್ಮೀ ತಮ್ಮನ್ನು ತಾವು ಗುರುತಿಸಿಕೊಂಡಿರುವ ಕ್ಷೇತ್ರ

a) ಕಥಕ್   b) ಭರತನಾಟ್ಯ

c) ವಯಲಿನ್ ನುಡಿಸುವುದು   d) ಗಾಯನ

21. The National Song of India was composed by

a) Rabindranath Tagore   b) Bankim Chandra Chaterjee

c) Iqbal   d) Jai Shankar Prasad

ಭಾರತದ ರಾಷ್ಟ್ರೀಯ ಗೀತೆ ರಚಿಸಿದವರು

a) ರಬೀಂದ್ರನಾಥ್ ಟಾಗೋರ್   b) ಬಂಕಿಮ್ ಚಂದ್ರ ಚಟರ್ಜಿ

c) ಇಕ್ಬಾಲ್   d) ಜೈ ಶಂಕರ್ ಪ್ರಸಾದ್

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22. Ikebana is Japanese art of
    a) Paper Craft
    c) Vegetable carving
    b) Dress designing
    d) Flower arrangement

ಜಪಾನಿನ ಕಲೆ ಇಕೆಬಾನಾ _____ ಕಲೆಯಾಗಿದೆ.
    a) ಪೇಪರ್ ಕಲೆ
    c) ತರಕಾರಿ ಕೆತ್ತನೆ
    b) ಉಡುಗೆ ವಿನ್ಯಾಸ
    d) ಹೂವು ಜೋಡಣೆ

23. Copyright is sometimes called a
    a) Additional Right
    c) Moral Right
    b) Negative Right
    d) Positive Right

ಕೃತಿಸ್ವಾಮ್ಯವನ್ನು ಕೆಲವು ಬಾರಿ _____ ಎಂತಲೂ ಕರೆಯಲಾಗುತ್ತದೆ.
    a) ಹೆಚ್ಚುವರಿ ಅಧಿಕಾರ
    c) ನೈತಿಕ ಅಧಿಕಾರ
    b) ಋಣಾತ್ಮಕ ಅಧಿಕಾರ
    d) ಧನಾತ್ಮಕ ಅಧಿಕಾರ

24. WhatsApp was founded by
    a) Sachin Bansal
    c) Jan Koum and Brian Acton
    b) Binny Bansal
    d) Ankit Bhati

ವಾಟ್ಸ್‌ಆಪ್ ಅನ್ನು ಕಂಡುಹಿಡಿದವರು
    a) ಸಚಿನ್ ಬನ್ಸಾಲ್
    c) ಜಾನ್ ಕಾಮ್ ಮತ್ತು ಬ್ರಿಯಾನ್ ಆಕ್ಟನ್
    b) ಬಿನ್ನಿ ಬನ್ಸಾಲ್
    d) ಅಂಕಿತ್ ಭಾಟಿ

25. Trademark law protects
    a) Words, symbols or devices that differentiate goods and services from another
    b) Brand names
    c) Names of specific people and places
    d) Inventions that feature utility function

ವ್ಯಾಪಾರ ಚಿಹ್ನೆಯ ಕಾನೂನು _____ ರಕ್ಷಿಸುತ್ತದೆ.
    a) ಪದಗಳು, ಚಿಹ್ನೆ ಮತ್ತು ಒಂದು ಸರಕು ಮತ್ತು ಸೇವೆಗಳನ್ನು ಮತ್ತೊಂದರಿಂದ ವ್ಯತ್ಯಾಸಗೊಲಿಸುವ ತ
    b) ಬ್ರಾಂಡ್ ಹೆಸರು
    c) ನಿರ್ದಿಷ್ಟ ಜನ ಮತ್ತು ಜಾಗದ ಹೆಸರು
    d) ತುಷ್ಟಿಗುಣ ಕಾರ್ಯವನ್ನು ಗೋಚರಿಸುವ ಆವಿಷ್ಕಾರ

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26. Innovation is

    a) Idea   b) Innovation   c) Curiosity   d) Create

ನವಪ್ರವರ್ತನೆಯು

    a) ಕಲ್ಪನೆ   b) ನವಪ್ರವರ್ತನೆ   c) ಕುತೂಹಲ   d) ಸೃಷ್ಟಿ

27. In India, the literacy work is protected until

    a) Lifetime of the author

    b) 25 years after the death of author

    c) 40 years after the death of author

    d) 60 years after the death of author

ಭಾರತದಲ್ಲಿ ಸಾಹಿತ್ಯದ ಕೆಲಸಗಳನ್ನು ಇಲ್ಲಿಯವರೆಗೆ ರಕ್ಷಣೆ ಮಾಡಲಾಗುತ್ತದೆ

    a) ಲೇಖಕನ ಜೀವಿತಾವಧಿ

    b) ಲೇಖಕನ ಮರಣದ ನಂತರದ 25 ವರ್ಷಗಳು

    c) ಲೇಖಕನ ಮರಣದ ನಂತರದ 40 ವರ್ಷಗಳು

    d) ಲೇಖಕನ ಮರಣದ ನಂತರದ 60 ವರ್ಷಗಳು

28. The trademark of airtel is combination of

    a) Red and white   b) Blue and white

    c) Black and white   d) Green and white

ಏರ್‌ಟೆಲ್‌ನ ವ್ಯಾಪಾರ ಚಿಹ್ನೆಯಲ್ಲಿರುವ ಎರಡು ಬಣ್ಣಗಳ ಸಂಯೋಜನೆಯು

    a) ಕೆಂಪು ಮತ್ತು ಬಿಳಿ   b) ನೀಲಿ ಮತ್ತು ಬಿಳಿ

    c) ಕಪ್ಪು ಮತ್ತು ಬಿಳಿ   d) ಹಸಿರು ಮತ್ತು ಬಿಳಿ

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29. The rights of a patentee are
   a) Sell or Distribute
   b) License
   c) Assign the property to others
   d) All the above

   ಪೇಟೆಂಟ್ ಪಡೆದವರ ಹಕ್ಕುಗಳು
   a) ಮಾರುವುದು ಅಥವಾ ವಿತರಿಸುವುದು
   b) ಪರವಾನಿಗೆ
   c) ಬೇರೆಯವರಿಗೆ ಆಸ್ತಿ ನಿಯೋಜಿಸುವುದು
   d) ಮೇಲಿನ ಎಲ್ಲವೂ

30. The symbol of Maharaja of Air India is
   a) Copyright   b) Patent   c) Trademark   d) All the above

   ಏರ್ ಇಂಡಿಯಾದ ಮಹಾರಾಜ ಚಿಹ್ನೆಯು _____ ಆಗಿದೆ.
   a) ಕೃತಿಸ್ವಾಮ್ಯ   b) ಪೇಟೆಂಟು   c) ವ್ಯಾಪಾರ ಚಿಹ್ನೆ   d) ಮೇಲಿನ ಎಲ್ಲವೂ

31. Which of the following cannot be covered under the copyright protection ?
   a) Poems and Songs
   b) Computer Hardware
   c) Models and Sculpture
   d) Computer Software

   ಕೆಳಗಿನವುಗಳಲ್ಲಿ ಯಾವುದನ್ನು ಕೃತಿಸ್ವಾಮ್ಯ/copyright ರಕ್ಷಣೆಯಡಿಯಲ್ಲಿ ತರಲು ಸಾಧ್ಯವಿಲ್ಲ ?
   a) ಕವಿತೆ ಮತ್ತು ಹಾಡುಗಳು
   b) ಗಣಕ ಯಂತ್ರಾಂಶ
   c) ಮಾದರಿ ಮತ್ತು ಶಿಲ್ಪಕಲೆ
   d) ಗಣಕ ತಂತ್ರಾಂಶ

32. Flipkart was founded in the year
   a) 2000   b) 2007   c) 1995   d) 1985

   ಫ್ಲಿಪ್‌ಕಾರ್ಟ್ ಸ್ಥಾಪನೆಯಾದ ವರ್ಷ ಯಾವುದು ?
   a) 2000   b) 2007   c) 1995   d) 1985

33. In which city Ola cab was introduced for the first time ?
   a) Mumbai   b) Delhi   c) Bangalore   d) Chennai

   Ola ಕ್ಯಾಬ್ ಮೊದಲ ಬಾರಿಗೆ ಯಾವ ನಗರದಲ್ಲಿ ಪರಿಚಯಿಸಲಾಯಿತು ?
   a) ಮುಂಬಯಿ   b) ದೆಹಲಿ   c) ಬೆಂಗಳೂರು   d) ಚೆನ್ನೈ

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34. "WIPO" stands for
    a) World Intellectual Patent Organisation
    b) World Intellectual Planning Organisation
    c) World Intellectual Property Organisation
    d) World Intellectual Proprietary Organisation

   "WIPO" ಎಂದರೆ

   a) ವರ್ಲ್ಡ್ ಇಂಟೆಲೆಕ್ಚುವಲ್ ಪೇಟೆಂಟ್ ಆರ್ಗನೈಜೇಶನ್

   b) ವರ್ಲ್ಡ್ ಇಂಟೆಲೆಕ್ಚುವಲ್ ಪ್ಲಾನಿಂಗ್ ಆರ್ಗನೈಜೇಶನ್

   c) ವರ್ಲ್ಡ್ ಇಂಟೆಲೆಕ್ಚುವಲ್ ಪ್ರಾಪರ್ಟಿ ಆರ್ಗನೈಜೇಶನ್

   d) ವರ್ಲ್ಡ್ ಇಂಟೆಲೆಕ್ಚುವಲ್ ಪ್ರೊಪ್ರೈಟರಿ ಆರ್ಗನೈಜೇಶನ್

35. Creativity is symbolised by _____ coloured hat.
    a) Red   b) Green   c) Yellow   d) Blue

   ಕ್ರಿಯಾಶೀಲತೆಯನ್ನು ಬಿಂಬಿಸುವುದು _____ ಬಣ್ಣದ ಟೋಪಿ.

   a) ಕೆಂಪು   b) ಹಸಿರು   c) ಹಳದಿ   d) ನೀಲಿ

36. Among six thinking hats, white hat symbolises
    a) Emotions   b) Facts   c) Logic   d) Control

   ಆರು ಯೋಜನಾ ಟೋಪಿಗಳಲ್ಲಿ, ಬಿಳಿಯ ಟೋಪಿ ಏನನ್ನು ಸೂಚಿಸುತ್ತದೆ ?

   a) ಭಾವನೆ   b) ಸತ್ಯತೆ   c) ತರ್ಕ   d) ನಿಯಂತ್ರಣ

37. Name the only Indian Musician to have own Oscar and Grammy Award
    a) Shankar Mahadevan   b) Santhosh Narayanan
    c) Amit Trivedi   d) A.R. Rahman

   ಓಸ್ಕರ್ ಮತ್ತು ಗ್ರ್ಯಾಮಿ ಪ್ರಶಸ್ತಿಗಳಲ್ಲಿ ಗೆದ್ದಿರುವ ಒಬ್ಬನೇ ಭಾರತೀಯ ಸಂಗೀತಗಾರನನ್ನು ಹೆಸರಿಸಿ

   a) ಶಂಕರ್ ಮಹದೇವನ್   b) ಸಂತೋಷ್ ನಾರಾಯಣನ್
   c) ಅಮಿತ್ ತ್ರಿವೇದಿ   d) ಎ.ಆರ್. ರೆಹಮಾನ್

SPACE FOR ROUGH WORK

38. _____ activities are associated with better focus, enhanced memory and great ability to learn.

a) Physical activity

b) Exercise

c) Exercise and Physical activity

d) Imagination

_____ ಉತ್ತಮ ದೃಷ್ಟಿ, ಜ್ಞಾಪಕ ಶಕ್ತಿ ಮತ್ತು ಉತ್ತಮ ಕಲಿಯುವ ಸಾಮರ್ಥ್ಯಕ್ಕೆ ಹೊಂದಿಕೊಂಡಿದೆ.

a) ದೈಹಿಕ ಚಟುವಟಿಕೆ

b) ವ್ಯಾಯಾಮ

c) ವ್ಯಾಯಾಮ ಮತ್ತು ದೈಹಿಕ ಚಟುವಟಿಕೆ

d) ಕಲ್ಪನೆ

39. S.P. Balasubramanyam is

a) Indian Playback Singer

b) Actor

c) Music Composer

d) All of the above

ಎಸ್.ಪಿ. ಬಾಲಸುಬ್ರಮಣ್ಯಂ

a) ಭಾರತದ ಹಿನ್ನೆಲೆ ಗಾಯಕ

b) ನಟ

c) ಸಂಗೀತ ಸಂಯೋಜಕ

d) ಮೇಲಿನ ಎಲ್ಲವೂ

40. Expand CGI.

a) Computer Generated Imagery

b) Computer Generated Information

c) Computer Generated Interface

d) Cinema Generated Image

CGI ವಿಸ್ತರಿಸಿ.

a) ಕಂಪ್ಯೂಟರ್ ಜನರೇಟೆಡ್ ಇಮೇಜರಿ

b) ಕಂಪ್ಯೂಟರ್ ಜನರೇಟೆಡ್ ಇನ್‌ಫಾರ್ಮೇಶನ್

c) ಕಂಪ್ಯೂಟರ್ ಜನರೇಟೆಡ್ ಇಂಟರ್‌ಫೇಸ್

d) ಸಿನಿಮಾ ಜನರೇಟೆಡ್ ಇಮೇಜ್

SPACE FOR ROUGH WORK

A

PART – B

ಭಾಗ – ಬ

Answer **all** the questions. **Each** question carries **2** marks.   **(2×15=30)**

ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ **2** ಅಂಕಗಳು.

41. "SCAMPER" in that 'R' stands for
   a) Reference   b) Reverse
   c) Reuse   d) Reject

   "SCAMPER" ಇದರಲ್ಲಿ 'R' ನ ಅರ್ಥ
   a) ರೆಫರೆನ್ಸ್ (Reference)   b) ರಿವರ್ಸ್ (Reverse)
   c) ರಿಯೂಸ್ (Reuse)   d) ರಿಜೆಕ್ಟ್ (Reject)

42. Who is the "Indian Michael Jackson" ?
   a) Remo D'Souza   b) Tiger Shroff
   c) Prabhudeva   d) None

   "ಭಾರತದ ಮೈಕಲ್ ಜಾಕ್ಸನ್" ಎಂದು ಕರೆಯಲ್ಪಡುವವರು
   a) ರೆಮೋ ಡಿಸೋಜ   b) ಟೈಗರ್ ಶ್ರಾಫ್
   c) ಪ್ರಭುದೇವ   d) ಯಾರೂ ಅಲ್ಲ

43. Cafe Coffee Day founded in the year
   a) 1986   b) 1996   c) 2006   d) 2016

   ಕೆಫೆ ಕಾಫಿ ಡೇ ಆರಂಭವಾದ ವರ್ಷ
   a) 1986   b) 1996   c) 2006   d) 2016

44. CCD's founded by
   a) Patu Kesavan   b) Rajkumar   c) V.G. Siddartha   d) None

   CCDಯ ಆರಂಭಕರ್ತರು
   a) ಪಟು ಕೇಸವನ್   b) ರಾಜ್‌ಕುಮಾರ್   c) ವಿ.ಜಿ. ಸಿದ್ಧಾರ್ಥ   d) ಯಾರೂ ಅಲ್ಲ

SPACE FOR ROUGH WORK

A

45. What is full form of MTR ?
   a) Mandya Tiffen Restaurant
   b) Mavalli Tiffen Room
   c) Mandya Trading Room
   d) None of these

   MTRನ ಪೂರ್ಣ ಹೆಸರು
   a) ಮಂಡ್ಯ ಟಿಫನ್ ರೆಸ್ಟೋರೆಂಟ್
   b) ಮಾವಳ್ಳಿ ಟಿಫನ್ ರೂಮ್
   c) ಮಂಡ್ಯ ಟ್ರೇಡಿಂಗ್ ರೂಮ್
   d) ಇವುಗಳಲ್ಲಿ ಯಾವುದೂ ಅಲ್ಲ

46. King Fisher Industry was headed by
   a) Mukesh Ambani
   b) Sumith Mehra
   c) Vijay Malya
   d) Narayana Murthy

   ಕಿಂಗ್ ಫಿಶರ್ ಉದ್ಯಮದ ಮಾಲಿಕ
   a) ಮುಖೀಶ್ ಅಂಬಾನಿ
   b) ಸುಮಿತ್ ಮೆಹ್ರಾ
   c) ವಿಜಯ್ ಮಲ್ಯ
   d) ನಾರಾಯಣ ಮೂರ್ತಿ

47. Where is Charminar built ?
   a) Agra
   b) Hyderabad
   c) Panjab
   d) Maharashtra

   ಚಾರ್‌ಮಿನಾರ್ ಎಲ್ಲಿ ನಿರ್ಮಿಸಲಾಗಿದೆ ?
   a) ಆಗ್ರಾ
   b) ಹೈದರಾಬಾದ್
   c) ಪಂಜಾಬ್
   d) ಮಹಾರಾಷ್ಟ್ರ

48. Karnataka is famous for the dance form
   a) Bharathanatyam
   b) Kathakkali
   c) Yakshagana
   d) Kuchipudi

   ಕರ್ನಾಟಕ ಈ ನೃತ್ಯ ಶೈಲಿಗೆ ಪ್ರಸಿದ್ಧವಾಗಿದೆ
   a) ಭರತನಾಟ್ಯಂ
   b) ಕಥಕ್ಕಳಿ
   c) ಯಕ್ಷಗಾನ
   d) ಕೂಚಿಪುಡಿ

49. In which year Patanjali was founded ?
   a) 2002
   b) 2006
   c) 2010
   d) 2014

   ಯಾವ ವರ್ಷದಲ್ಲಿ ಪತಂಜಲಿ ಸ್ಥಾಪನೆಗೊಂಡಿತು ?
   a) 2002
   b) 2006
   c) 2010
   d) 2014

SPACE FOR ROUGH WORK

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50. Which year Godrej Company was found ?

    a) 1887   b) 1897   c) 1908   d) 1947

    ಗೋದ್ರೆಜ್ ಸಂಸ್ಥೆ ಯಾವ ವರ್ಷ ಸ್ಥಾಪಿತವಾಯಿತು ?

    a) 1887   b) 1897   c) 1908   d) 1947

51. When did Google Hangouts was released ?

    a) 2010   b) 2013   c) 2000   d) 2012

    ಗೂಗಲ್ ಹ್ಯಾಂಗೌಟ್ ಬಿಡುಗಡೆ ಮಾಡಿದ ವರ್ಷ

    a) 2010   b) 2013   c) 2000   d) 2012

52. The Kannada Film Industry popularly known as

    a) Sandalwood ✓   b) Hollywood   c) Tollywood   d) None

    ಕನ್ನಡ ಸಿನಿಮಾ ಉದ್ಯಮವನ್ನು ಹೀಗೂ ಕರೆಯುತ್ತಾರೆ.

    a) ಸ್ಯಾಂಡಲ್‌ವುಡ್   b) ಹಾಲಿವುಡ್   c) ಟಾಲಿವುಡ್   d) ಯಾವುದೂ ಅಲ್ಲ

53. Who is father of Modern Creativity ?

    a) Paul Torrance   b) Edison   c) Thomas   d) Albert

    ಆಧುನಿಕ ಕ್ರಿಯಾತ್ಮಕತೆಯ ಪಿತಾಮಹಾ ಯಾರು ?

    a) ಪೌಲ್ ಟೊರೆನ್ಸ್   b) ಎಡಿಸನ್   c) ಥೋಮಸ್   d) ಆಲ್ಬರ್ಟ್

54. Hampi belongs to which district ?

    a) Vijayanagar   b) Bijapur   c) Raichur   d) Belagavi

    ಹಂಪಿ ಯಾವ ಜಿಲ್ಲೆಗೆ ಸೇರಿದ್ದು ?

    a) ವಿಜಯನಗರ   b) ಬಿಜಾಪುರ   c) ರಾಯಚೂರು   d) ಬೆಳಗಾವಿ

55. Folk painting are diverse in

    a) India   b) China   c) Mayanmar   d) Sri Lanka

    ಜಾನಪದ ಚಿತ್ರಕಲೆಯು _____ ನಲ್ಲಿ ವಿಭಿನ್ನವಾಗಿದೆ.

    a) ಭಾರತ   b) ಚೀನಾ   c) ಮಯನ್ಮಾರ್   d) ಶ್ರೀಲಂಕಾ

SPACE FOR ROUGH WORK

A

VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
6.6 : Compensation Management

Time : 3 Hours

Max. Marks : 70

Instruction : *Answers should be written in **English** only.*

SECTION – A

Answer **any five** sub-questions. **Each** question carries two marks. (5×2=10)

1. a) What is Performance Standard ?
   b) What is Fringe Benefits ?
   c) Define the term Wage.
   d) Give the meaning of Incentive.
   e) What is Wage Structure ?
   f) What do you mean by Piece Rate System ?
   g) State any two responsibilities of Pay Commission.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. State various objectives of Performance Appraisal.

3. Distinguish between Salary and Wages.

4. Explain various benefits of Compensation.

5. List the Financial rewards for Sales personnel.

6. Explain the factors MNC's consider for payment of salaries.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Explain the various techniques of Job Evaluation.

8. Explain various theories of Wages.

9. What is MBO ? Explain advantages and disadvantages of MBO.

10. What are the factors influencing Compensation structure ? Explain.

11. Discuss various types of Incentives.

VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F + R) (2016 – 17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.3 : Income Tax

Time : 3 Hours   Max. Marks : 70

Instruction : *Answers should be written in* **English** *only.*

SECTION – A

1. Answer **any 5** sub-questions. **Each** sub-question carries **2** marks.   (2×5=10)

   a) What is Provident Fund ?

   b) What are the deductions available U/S 24 ?

   c) Write the additional conditions of Residential Status.

   d) What do you mean by profession ?

   e) What is cost of acquisition ?

   f) Mention any four disallowed expenses, in calculation of profit from business.

   g) What is the meaning of Agricultural Income ?

SECTION – B

Answer **any three** questions. **Each** question carries **6** marks.   (3×6=18)

2. Mr. Vijayanand is a citizen of America comes to India on 20-3-2020 for the first time and on 1-09-2020 he left India and went to Nepal on a business trip. Again he comes back to India on 26-02-2021. Determine his residential status for the Assessment Year 2021 – 22.

3. State, whether the following income are agriculture or non-agriculture incomes.

   a) Income from sale of forest trees of spontaneous growth.

   b) Income from agricultural land situated in urban area.

   c) Income derived from lease of land for grazing of cattle required for agricultural operations.

   d) Income from the sale of earth for brick making

   e) Income from dairy farming

   f) Income from dairy products.

P.T.O.

4. Mr. 'A' is an accountant in a Bank @ Town 'S', having population 2,00,000 as per 2001 census. Following are particulars of his salary for the FY 2020 – 21. Basic pay ₹ 14,000 p.m.; Dearness pay ₹ 2,000 p.m.; DA ₹ 3,000 p.m.; Salary in lieu of leave ₹ 10,000; Annual bonus received ₹ 5,000; Education Allowance for one child ₹ 4,000 p.m.; He has been provided unfurnished, the bank pays for the said house ₹ 2,500 p.m.; but deducts only ₹ 500 p.m.; from the salary of Mr. 'A'. Compute taxable value of rent free unfurnished accommodation for the A. Y. 2021 – 22.

5. Distinguish between Short term capital gain and Long term capital gain.

6. Determine the Net Annual Value of house property for the A. Y. 2021 – 22.

Particulars	₹
Municipal value	1,50,000
Fair rent	1,70,000
Standard rent	1,30,000
Actual rent per month	15,000
Unrealised rent	18,000
House vacancy period	1 month
Municipal tax paid	15,000

SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.   (3×14=42)

7. Following are the particulars of Mr. Ranganath for the previous year 2020 – 21.

   a) Profit on sale of plant @ Singapore (one half is received in India) ₹ 2,50,000

   b) Profit on sale of property at Bengaluru (one half received in Hong - Kong) ₹ 50,000

   c) Interest on UK development bonds ₹ 2,00,000 of which ₹ 1,00,000 remitted to India

   d) Profit from business in Mangaluru, he control it from USA ₹ 30,000

   e) Income from business in Mysore but received in Holland ₹ 5,00,000

   f) Profit from business in Pakistan controlled from India (40% profit received in India) ₹ 6,00,000

   g) Dividends from domestic company ₹ 2,00,000

   h) Interest on Post Office Savings Bank Account ₹ 1,000

   i) Past untaxed foreign income brought to India during previous year ₹ 2,00,000

   j) Rural agricultural income in India ₹ 3,00,000

   k) Salary and allowances from UNO ₹ 3,00,000

   l) Interest and dividends from units of UTI ₹ 20,000

   m) Income earned in Australia and received there but brought to India ₹ 2,00,000

   n) Salary (computed) received in India for services rendered in Sri Lanka ₹ 1,50,000. Compute his taxable income for the Assessment Year 2021 – 22. If he is (i) Resident (ii) Not ordinarily resident (iii) Non-resident.

8. Mrs. Radha who is an officer in XYZ Ltd. gives you the following particulars :
   a) Basic salary ₹ 16,000 p.m.
   b) DA ₹ 1,000 p.m. (50% enters into all retirement benefits)
   c) HRA ₹ 5,000 p.m. (Rent paid ₹ 7,000 @ Bangalore)
   d) Conveyance allowance ₹ 800 p.m. (₹ 600 p.m. used for official purpose)
   e) CCA ₹ 150 p.m.
   f) Motor car of exceeding 1600 CC with driver provided used partly for official and partly personal purposes.
   g) Payment of her LIC premium ₹ 8,000 by the company.
   h) Children education allowance of ₹ 200 p.m. each for her 3 children.
   i) Services of Sweeper (salary ₹ 200 p.m.) out of which 50 p.m. each recovered from Mrs. Radha.
   j) She contributes 14% of her salary to RPF and the company makes a matching contribution to RPF, interest credited to RPF is ₹ 6,875 @ 12.5% p.a. Compute her income from salary for the Assessment Year 2021 – 22.

9. The following is the P & L A/c of Mr. Ranjith for the year ending 31-03-2021.

Particulars	₹	Particulars	₹
To Salaries	1,65,000	By Gross profit	2,50,000
To Office expenses	18,000	By Bad debts recovered	10,000
To Depreciation	14,000	By Dividend	3,000
To GST	9,000	By Commission	10,000
To Legal expenses	8,000	By Rent of house property	9,000
To Income tax	7,000	By Brokerage	10,000
To Patents purchased (1/8th)	12,000	By Sundry receipts	5,000
To Repairs	6,000	By Share of income	3,000
To Donations	2,000	from HUF	
To Provision for bad debts	3,000		
To General expenses	12,000		
To Net profit	44,000		
	3,00,000		3,00,000

Additional Information :
a) Salary includes ₹ 6,000 paid to workers employed at home.
b) Legal expenses includes ₹ 1,000 paid to the advocate in connection with personal case.
c) General expenses includes ₹ 4,000 as contribution to staff welfare fund.
d) Out of the bad debts recovered only ₹ 4,000 were allowed as deduction earlier.
Compute his income from business for the Assessment Year 2021 – 22.

10. Mr. Shivram is the owner of three houses in Nelmangala, the details are as follows :

Particulars	House A Rs.	House B Rs.	House C Rs.
Municipal value (p.a)	1,60,000	1,72,000	1,84,000
Annual fair rental value	1,90,000	2,20,000	2,15,000
Standard rent p.a.	1,84,000	1,90,000	2,00,000
Purpose of use	Let out for Business	Let out for residence	Self-occupied
Rent received (p.m.)	19,000	22,000	–
Municipal taxes paid :			
a) For the year 2019 – 20	9,000	9,600	–
b) For the year 2020 – 21	15,000	15,200	6,000
Repair expenses	16,000	10,000	8,000
Unrealised rent during the year	1 month	1 month	–
Interest on loan for additional construction	49,000	69,000	1,90,000
Vacancy period	2 months	2 months	1 month

Compute taxable income from House property for the A. Y. 2021 – 22.

11. Compute taxable salary of Mr. Ram for the A. Y. 2021 – 22.

Basic salary Rs. 40,000 p.m.

Bonus 2 months basic salary.

Contribution to RPF @ 14% of salary. (both employees and employee)

Commission on sales @ 7.5% on total sales of Rs. 25,00,000.

Arrears salary 4,50,000.

Fixed medical allowance 5,000 p.m.

Warden and proctor allowance Rs. 8,000 p.m.

Entertainment allowance @ Rs. 1,000 p.m.

Children education allowance @ Rs. 500 per child p.m. for three children.

Facility of big car along with the driver both for office and personal use.

Other particulars are :

1) Contribution to LIC Rs. 2,000 as premium as whole life policy.

2) Med claim insurance premium paid Rs. 35,000.

3) Professional tax paid during the year 200 p.m.

VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016 – 17 and Onwards)
BUSINESS ADMINISTRATION
Paper – MK 6.5 : Elective Paper – III : Brand Management

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer should be written only in **English**.*

SECTION – A

1. Answer **any five** sub questions. **Each** sub question carries **2** marks.　　(5×2=10)
   a) Define international marketing.
   b) What are convenience goods ?
   c) What is penetration strategy ?
   d) Give the meaning of market positioning.
   e) What is exponential smoothing ?
   f) What is line branding ?
   g) Give the meaning of brand rejuvenation.

SECTION – B

Answer **any three** questions, carrying **six** marks **each**.　　(3×6=18)

2. Discuss the characteristics of consumer behaviour.
3. Explain the reasons for new product failure.
4. What are the advantages of brand positioning ?
5. Explain the various approaches of international marketing.
6. Differentiate between retailer and distributor.

SECTION – C

Answer **any three** of the following. **Each** question carries **14** marks.　　(3×14=42)

7. Explain the different sales forecasting techniques.
8. Explain the various stages in product life cycle.
9. What is product differentiation ? Explain the elements of product differentiation.
10. Explain the principles of brand identity.
11. Explain the target market selection process.

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UG – 370

VI Semester B.B.A. Examination, September/October 2022
(CBCS) (2016-17 and Onwards) (F+R)
BUSINESS ADMINISTRATION
Paper FN – 6.6 : Elective Paper – IV : Stock and Commodity Markets

Time : 3 Hours   Max. Marks : 70

Instruction : *Answers should be written in* **English only**.

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **two** marks.   (5×2=10)

1. a) What is buy back of shares ?
    b) Give the meaning of depositories.
    c) What is call option ?
    d) What do you mean by dematerialization ?
    e) Expand NMCE and NSDL.
    f) What is a spot market ?
    g) State any two functions of FMC.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks.   (3×6=18)

2. Briefly explain the role of financial markets.

3. State the types of transactions to be dealt in commodity market.

4. Write a note on :
    a) Stock brokers
    b) Book building.

5. Explain the objectives of NSE.

6. Explain the settlement cycle at stock exchange.

P.T.O.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Discuss advantages and disadvantages of online trading.

8. Explain the powers and reforms of SEBI.

9. Explain the functions of NSDL and CDSL.

10. What are the benefits of commodity markets ?

11. State the objectives and functions of depositories.

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016 – 17 and Onwards)
BUSINESS ADMINISTRATION
Paper – MK-6.6 : Elective Paper – IV : Retail Management

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer should be written in* **English** *only.*

SECTION – A

Answer **any 5** sub-questions. **Each** question carries **2** marks. (5×2=10)

1. a) Define consumer behaviour.

   b) What is meant by E-Tailing ?

   c) What is product mix ?

   d) List out any two benefits of electronic shelf labelling.

   e) What is Inventory Management ?

   f) Give the meaning of Human Resource Planning.

   g) What is skimming pricing ?

SECTION – B

Answer **any 3** of the following. **Each** question carries **6** marks. (3×6=18)

2. Write a short note on store layout.

3. Explain the types of electronic article surveillance in retailing.

4. Explain the stages in Buying Decision Process.

5. Discuss briefly the theories of retailing.

6. Discuss the factors influencing pricing in retail.

P.T.O.

SECTION – C

Answer **any 3** of the following. **Each** question carries **14** marks.   (3×14=42)

7. Discuss the advantages and disadvantages of e-tailing.

8. Explain the types of retailing stores.

9. Briefly explain the factors influencing consumer behaviour.

10. Explain the principles of supply chain management.

11. Define Retailing. Explain the functions of retailing.

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VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS) (F+R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – HR-6.6 : Elective Paper – IV : Compensation Management

Time : 3 Hours   Max. Marks : 70

*Instruction : Answers should be written in **English** only.*

SECTION – A

I. Answer **any five** sub-questions. **Each** question carries **two** marks :   (5×2=10)

1) a) Define job evaluation.

   b) What do you mean by job description ?

   c) What is over time wages ?

   d) Give the meaning of salary administration.

   e) What is profit sharing ?

   f) State any two objectives of international compensation.

   g) What are the components of 360 degree appraisal ?

SECTION – B

II. Answer **any three** questions. **Each** question carries **six** marks :   (3×6=18)

2) What are the advantages of fringe benefits ?

3) Explain any 6 principles of wage and salary administration.

4) State the various objectives of performance appraisal.

5) Explain the non-financial rewards of sales personnel.

6) Write the importance of ideal wage plan.

P.T.O.

SECTION – C

III. Answer **any three** questions. **Each** question carries **fourteen** marks : (3×14=42)

7) Discuss the various methods of performance appraisal.

8) Explain the different classification of incentives.

9) Briefly explain the factors determining the wages and salary structure.

10) Discuss the compensation management system.

11) Describe the compensation management in multi-national organizations.

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – HR-6.5 : Elective – Paper – III : Organisational Change and
Development

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer should be written in English only.*

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **2** marks.   (5×2=10)

1. a) What is strategic change ?

   b) Who are change agents ?

   c) Define Organisational Effectiveness.

   d) Give the meaning of team building.

   e) Write the meaning of team intervention.

   f) What is Job enrichment ?

   g) Write the meaning of Innovation.

SECTION – B

Answer **any three** questions. **Each** question carries **6** marks.   (3×6=18)

2. Explain the nature of work change.

3. Explain conceptual analysis.

4. What are the characteristics of organisational development ?

5. Write a note on :

   a) Job Enrichment

   b) Job design.

6. Explain the need for creativity and innovation.

P.T.O.

SECTION – C

Answer **any three** questions. **Each** question carries **14** marks.   (3×14=42)

7. Define organizational change. Explain the factors or determinants influencing organizational change.

8. Discuss various approaches to organizational effectiveness.

9. Explain the characteristics of organizational development.

10. Discuss MBO.

11. Explain the process of creativity.

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (2016 – 17 and Onwards) (F + R)
BUSINESS ADMINISTRATION
Paper – 6.2 : E-Business

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer should be written in* **English** *only.*

SECTION – A

Answer **any 5** sub-questions. **Each** correct answer carries **2** marks. (5×2=10)

1. a) List any four salient features of E-commerce.

   b) What do you understand by the term E-commerce ?

   c) State any 2 differences between a worm and virus.

   d) Define phishing.

   e) Write a short note on digital cheque.

   f) What is affiliate marketing ?

   g) How web servers can be protected ?

SECTION – B

Answer **any 3** questions. **Each** correct answer carries **6** marks. (3×6=18)

2. Explain the merits and demerits of E-commerce.

3. Discuss in detail the various tools that can be implemented to protect the web server.

4. Write a note on :

   a) Debit card

   b) Credit card.

5. Explain the various operations of database.

6. State the merits and demerits of data mining in detail.

P.T.O.

SECTION – C

Answer **any 3** questions. **Each** correct answer carries **14** marks.   (3×14=42)

7. Elucidate the application of E-commerce in the following fields.

    a) Banking

    b) Shopping.

8. Explain any seven demerits of using cash as a form of payment.

9. What is web based marketing ? Explain its benefits in detail.

10. Discuss in brief the various types of cyber crimes.

11. What is E-payment System ? Explain the advantages and disadvantages of E-payment.

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (Fresh + Repeaters) (2016 – 17 and Onwards)
BUSINESS ADMINISTRATION
FN – 6.5 : International Finance
Elective Paper – III

Time : 3 Hours   Max. Marks : 70

Instruction : *Answers should be written in* **English** *only.*

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. (5×2=10)

   a) What is international liquidity ?

   b) Mention any two advantages of gold standard.

   c) Expand ADR and PERLS.

   d) Give the meaning of portfolio investment.

   e) What is call option ?

   f) What is Bid and Ask price in forex trading ?

   g) What is hedging ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks.   (3×6=18)

2. What are the advantages and disadvantages of derivatives ?

3. Explain any six innovative debt instruments.

4. Explain the use of options as a hedging instrument.

5. State the objectives of international portfolio management.

6. What are the features of FEMA ?

P.T.O.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks.   (3×14=42)

7. What do you mean by Balance of Payment ? Explain in detail the components of Balance of Payment account.

8. What is IMF ? Explain its objectives and functions.

9. Explain briefly the benefits and risks associated with globalisation of financial markets.

10. What is future contract ? Explain its advantages and disadvantages.

11. Write a short note on :
    a) Asian Development Bank
    b) Special Drawing Rights
    c) International Development Association.

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016 – 17 Onwards)
BUSINESS ADMINISTRATION
6.2 : E – Business

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer should be written in* **English** *only.*

SECTION – A

1. Answer **any 5** sub-questions. **Each** correct answer carries **2** marks.   (5×2=10)

   a) What is P2P model ?

   b) What do you mean by data encryption ?

   c) What is cyber law ?

   d) Give the meaning of Intellectual property.

   e) What is web auctions ?

   f) What is digital cash ?

   g) What is affiliate marketing ?

SECTION – B

Answer **any 3** questions. **Each** correct answer carries **6** marks.   (3×6=18)

2. What are the advantages of E-commerce ?

3. Briefly explain the emerging trends in E-Business.

4. What is Cryptography ? Explain in detail the cryptography methods.

5. Compare and contrast B2B with B2C.

6. What are firewalls ? Explain different types of Firewalls.

P.T.O.

SECTION – C

Answer **any 3** questions. **Each** correct answer carries **14** marks.   (3×14=42)

7. What is Electronic payment system ? Explain the different types of electronic payment system.

8. What are smart cards ? What are its advantages ?

9. Explain the penalties and adjudication under I.T. Act, 2000.

10. What is CRM ? Explain the process and importance of CRM in brief.

11. Write a short notes on the following :
    i) Virtual communities
    ii) Mobile marketing
    iii) B2B
    iv) Web portal.

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VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS) (F+R) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.4 : Strategic Management

Time : 3 Hours   Max. Marks : 70

Instruction : *Answers to be written in **English** only.*

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks : **(5×2=10)**

   a) What is strategic management ?

   b) Define environment.

   c) What do you mean by turnaround strategy ?

   d) Give the meaning of corporate culture.

   e) Mention different levels of strategy.

   f) What is a policy ?

   g) Expand ETOP.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks :   **(3×6=18)**

2. Briefly explain the functions of strategic management.

3. What is SWOT analysis ? Explain its importance.

4. Briefly explain the merger strategies.

5. What is organisational change ? What are the forms of organisational changes ?

6. Differentiate between strategic and operational control.

P.T.O.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks :   (3×14=42)

7. Explain in detail about strategic management process.

8. Explain the environmental factors influencing a company in formulating strategies.

9. Explain stability strategy and growth strategy in detail.

10. Write a short note on :

    a) Corporate culture.

    b) Corporate policies.

    c) Competitive advantage.

11. What are the features of an effective evaluation and control system of management ?

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VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS) (F+R) (2016-17 Onwards)
BUSINESS ADMINISTRATION
Paper – 6.3 : Income Tax

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer should be written in **English** only.*

SECTION – A

1. Answer **any 5** sub-questions. **Each** sub-question carries **2** marks.   (5×2=10)

   a) What is agricultural income ?

   b) Who is deemed to be an assessee ?

   c) What do you mean by exempted income U/S 10 of the IT Act ? Give an example.

   d) Define salary.

   e) What is vacancy period rent ?

   f) What is a profession ?

   g) What is capital gain ?

SECTION – B

Answer **any 3** questions. **Each** carries **6** marks.   (3×6=18)

2. Mr. Tom cruise a foreign national and a person of Indian origin comes to India for the first time on 22nd August 2016 and left for Tokyo on 5th May 2019. He once again arrived in India on 26th January 2021 and left for Australia on 30th March 2021. Determine his residential status for the assessment year 2021-22.

P.T.O.

3. Mr. Arun Kumar is working as a Marketing Manager in a company in Mumbai. Particulars of his salary for the A. Y. 2021-22 are as follows :

Basic Salary ₹ 50,000 p.m.

D.A. ₹ 20,000 p.m.

Bonus 20% of Basic salary.

Entertainment Allowance ₹ 5,000 p.m.

Medical allowance ₹ 2,000 p.m.

He is also provided with a rent free house owned by the company. The FRV of the house is ₹ 20,000 p.m.

Compute his taxable salary for the A. Y. 2021-22.

4. Mr. Sudeep is the owner of a house and its details are as follows :

Municipal value	₹ 1,00,000
Fair rental value	₹ 1,20,000
Standard rent	₹ 80,000
Actual rent (p.m.)	₹ 12,000
Unrealised rent	₹ 6,000
Vacancy period	1 month
Municipal tax paid	10% of municipal value

Compute income from house property of Mr. Sudeep for the A.Y. 2021-22.

5. The net profit of Mr. Ramesh as per his Profit/Loss A/c for the year ended 31st March 2021 after charging the following item was ₹ 72,000.

a) Provision for depreciation ₹ 31,000

b) Household expenses ₹ 48,000

c) Donation ₹ 70,000

d) Reserve for bad debts ₹ 5,000

e) Income tax ₹ 6,000

f) Office expenses ₹ 5,000

g) Audit fees ₹ 25,000 paid in cash.

Compute income from business for the A.Y. 2021-22.

6. From the following information, compute the taxable income for the A.Y. 2021-22.

a) Income from salary (computed) ₹ 2,40,000

b) Income from business ₹ 1,00,000

c) Long term capital gain ₹ 50,000

d) Interest on govt. securities ₹ 30,000

e) He has paid ₹ 15,000 for medical insurance premium.

f) Donation to PM's National Relief Fund ₹ 5,000.

SECTION – C

Answer **any 3** questions. **Each** carries **14** marks : (3×14=42)

7. Following are the incomes of Mr. John for the financial year 2020-21, calculate taxable income.

a) Interest on German development bonds ₹ 60,000 (2/5th is received in India)

b) Income from business Kenya which is controlled from Bengaluru (₹ 18,000 received in Bengaluru ₹ 78,000)

c) Dividend paid by an Indian company received in Canada ₹ 56,000

d) Past untaxed profit brought into India ₹ 1,00,000

e) Profit on sale of plant at London ₹ 50,000 (50% received in India)

f) Income from property in Mexico received there ₹ 2,00,000

g) Income from agriculture in Punjab ₹ 1,00,000

h) Interest on post office savings Bank A/c ₹ 2,000

i) Salary received in India for services rendered in Srilanka ₹ 1,50,000

j) Income accrued in Bengaluru but received in Singapore ₹ 60,000

k) Share of income from HUF ₹ 2,00,000

8. Mr. Yash is an employee of State Bank of India Bengaluru and he submits the following information relevant for the A.Y. 2021-22. Compute his taxable income from salary.

a) Basic salary ₹ 8,000 per month

b) Dearness allowance ₹ 1,500 per month (does not form part of salary)

c) City compensatory allowance ₹ 300 per month.

d) Bonus ₹ 10,000 per annum.

e) Conveyance allowance ₹ 2,000 per month (60% spent for office duties)

f) House rent allowance ₹ 5,000 per month (Rent paid by employee ₹ 7,000 per month)

g) Payment of LIC premium by SBI ₹ 4,000 per annum.

h) Services of sweeper paid by SBI ₹ 200 per month.

i) Leave travel concession ₹ 5,000 (first time in current block period)

j) Reimbursement of gas, electricity and water bill by the SBI ₹ 2,500 per annum.

k) RPF contribution by the bank and own contribution of employee 14% of salary.

l) Interest credited to RPF at 14% ₹ 14,000

m) Professional tax paid by Yash ₹ 5,000.

9. Mr. Amar is Sales Executive of XYZ Ltd. Chennai has furnished the following details of his income for the year ended 31st March 2021. Compute his taxable income from salary for the A. Y. 2021-22.

a) Basic salary ₹ 15,000 p.m.

b) Dearness allowance ₹ 5,000 p.m. (forming part of salary)

c) Commission is 2% on sales. During the previous year sales target reached by him is ₹ 4,00,000.

d) Bonus equal to 2 months Basic salary.

e) Entertainment allowance ₹ 2,500 per month (amount spent ₹ 12,000).

f) Children hostel allowance for his three children ₹ 400 per month per child.

g) Reimbursement of medical bills ₹ 22,000 for the treatment taken in private nursing home.

h) He is provided rent free furnished accommodation owned by the company. Cost of furniture ₹ 1,00,000 FRV of that accommodation is ₹ 7,500 per month.

i) Free Telephone at his residence ₹ 3,500.

j) Mediclaim insurance of Mr. Amar paid by the company ₹ 4,000 p.a.

k) Employment tax paid by the company ₹ 200 p.m.

l) LIC insurance premium paid by the company ₹ 1,500 per annum on behalf of Mr. Amar.

10. Sri Lakshmi resident is the owner of 3 houses. The following are the particulars of her property for the year ending 31st March 2021.

Particulars	House 1	House 2	House 3
Year of construction	2012	2014	2016
Purpose of use	Let out to bank	Self occupied	Let out to residence

Actual rent received per annum (₹)	60,000	–	48,000
Municipal valuation (₹)	52,000	38,000	65,000
Municipal tax paid by Sri Lakshmi (₹)	2,000	1,500	1,500
Municipal tax paid by tenant (₹)	1,500	1,000	–
Fire insurance premium (₹)	3,000	2,000	2,500
Interest on loan taken for renewal of the house (₹)	–	10,000	15,000

Compute taxable income from the house property of Sri Lakshmi for the Assessment year 2021-22.

11. From the following particulars, compute the business income of Miss. Usha for the A.Y. 2021-22.

Particulars	₹	Particulars	₹
Salaries	90,000	Gross profit b/d	4,00,000
Rent and Taxes	40,000	Dividend	4,000
Service charges	14,000	Bad debts recovered	
Legal Expenses	5,000	(allowed earlier)	4,400
Reserve for Income tax	6,000	Interest from Post office SB A/c	1,200
Depreciation	12,000		
Expenses on acquisition of patent rights	66,000		
Office Expenses	42,000		
Contribution to RPF	12,000		

Bad debts	4,500
Donation to NDF	12,500
Net profit	1,05,600
	4,09,600

4,09,600

Additional information :

a) Legal expenses include ₹ 2,000 incurred by the assessee for defending a case for damages for breach of contract which was decided in favour of the assessee.

b) Depreciation of the year on assets other than patent right is ₹ 16,900.

c) Contribution to RPF due on 31st March 2021 ₹ 2,000.

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UG – 370

VI Semester B.B.A. Examination, September/October 2022
(CBCS) (2016-17 and Onwards) (F+R)
BUSINESS ADMINISTRATION
Paper FN – 6.6 : Elective Paper – IV : Stock and Commodity Markets

Time : 3 Hours

Max. Marks : 70

Instruction : *Answers should be written in **English only**.*

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **two** marks. (5×2=10)

1. a) What is buy back of shares ?

   b) Give the meaning of depositories.

   c) What is call option ?

   d) What do you mean by dematerialization ?

   e) Expand NMCE and NSDL.

   f) What is a spot market ?

   g) State any two functions of FMC.

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Briefly explain the role of financial markets.

3. State the types of transactions to be dealt in commodity market.

4. Write a note on :

   a) Stock brokers

   b) Book building.

5. Explain the objectives of NSE.

6. Explain the settlement cycle at stock exchange.

P.T.O.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Discuss advantages and disadvantages of online trading.

8. Explain the powers and reforms of SEBI.

9. Explain the functions of NSDL and CDSL.

10. What are the benefits of commodity markets ?

11. State the objectives and functions of depositories.

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VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS) (F+R) (2016-17 Onwards)
BUSINESS ADMINISTRATION
Paper – 6.3 : Income Tax

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any 5** sub-questions. **Each** sub-question carries **2 marks.** (5×2=10)

   a) What is agricultural income ?

   b) Who is deemed to be an assessee ?

   c) What do you mean by exempted income U/S 10 of the IT Act ? Give an example.

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   g) What is capital gain ?

SECTION – B

Answer **any 3** questions. **Each** carries **6 marks.** (3×6=18)

2. Mr. Tom cruise a foreign national and a person of Indian origin comes to India for the first time on 22nd August 2016 and left for Tokyo on 5th May 2019. He once again arrived in India on 26th January 2021 and left for Australia on 30th March 2021. Determine his residential status for the assessment year 2021-22.

P.T.O

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D.A. ₹ 20,000 p.m.

Bonus 20% of Basic salary.

Entertainment Allowance ₹ 5,000 p.m.

Medical allowance ₹ 2,000 p.m.

He is also provided with a rent free house owned by the company. The FRV of the house is ₹ 20,000 p.m.

Compute his taxable salary for the A. Y. 2021-22.

4. Mr. Sudeep is the owner of a house and its details are as follows :

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Municipal tax paid	10% of municipal value

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5. The net profit of Mr. Ramesh as per his Profit/Loss A/c for the year ended 31st March 2021 after charging the following item was ₹ 72,000.

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b) Household expenses ₹ 48,000

c) Donation ₹ 70,000

d) Reserve for bad debts ₹ 5,000

e) Income tax ₹ 6,000

f) Office expenses ₹ 5,000

g) Audit fees ₹ 25,000 paid in cash.

Compute income from business for the A.Y. 2021-22.

6. From the following information, compute the taxable income for the A.Y. 2021-22.

   a) Income from salary (computed) ₹ 2,40,000

   b) Income from business ₹ 1,00,000

   c) Long term capital gain ₹ 50,000

   d) Interest on govt. securities ₹ 30,000

   e) He has paid ₹ 15,000 for medical insurance premium.

   f) Donation to PM's National Relief Fund ₹ 5,000.

SECTION – C

Answer any 3 questions. **Each** carries **14** marks :   (3×14=42)

7. Following are the incomes of Mr. John for the financial year 2020-21, calculate taxable income.

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   b) Income from business Kenya which is controlled from Bengaluru (₹ 18,000 received in Bengaluru ₹ 78,000)

   c) Dividend paid by an Indian company received in Canada ₹ 56,000

   d) Past untaxed profit brought into India ₹ 1,00,000

   e) Profit on sale of plant at London ₹ 50,000 (50% received in India)

f) Income from property in Mexico received there ₹ 2,00,000

g) Income from agriculture in Punjab ₹ 1,00,000

h) Interest on post office savings Bank A/c ₹ 2,000

i) Salary received in India for services rendered in Srilanka ₹ 1,50,000

j) Income accrued in Bengaluru but received in Singapore ₹ 60,000

k) Share of income from HUF ₹ 2,00,000

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d) Bonus ₹ 10,000 per annum.

e) Conveyance allowance ₹ 2,000 per month (60% spent for office duties)

f) House rent allowance ₹ 5,000 per month (Rent paid by employee ₹ 7,000 per month)

g) Payment of LIC premium by SBI ₹ 4,000 per annum.

h) Services of sweeper paid by SBI ₹ 200 per month.

i) Leave travel concession ₹ 5,000 (first time in current block period)

j) Reimbursement of gas, electricity and water bill by the SBI ₹ 2,500 per annum.

k) RPF contribution by the bank and own contribution of employee 14% c salary.

l) Interest credited to RPF at 14% ₹ 14,000

m) Professional tax paid by Yash ₹ 5,000.

9. Mr. Amar is Sales Executive of XYZ Ltd. Chennai has furnished the following details of his income for the year ended 31ˢᵗ March 2021. Compute his taxable income from salary for the A. Y. 2021-22.

a) Basic salary ₹ 15,000 p.m.

b) Dearness allowance ₹ 5,000 p.m. (forming part of salary)

c) Commission is 2% on sales. During the previous year sales target reached by him is ₹ 4,00,000.

d) Bonus equal to 2 months Basic salary.

e) Entertainment allowance ₹ 2,500 per month (amount spent ₹ 12,000).

f) Children hostel allowance for his three children ₹ 400 per month per child.

g) Reimbursement of medical bills ₹ 22,000 for the treatment taken in private nursing home.

h) He is provided rent free furnished accommodation owned by the company. Cost of furniture ₹ 1,00,000 FRV of that accommodation is ₹ 7,500 per month.

i) Free Telephone at his residence ₹ 3,500.

j) Mediclaim insurance of Mr. Amar paid by the company ₹ 4,000 p.a.

k) Employment tax paid by the company ₹ 200 p.m.

l) LIC insurance premium paid by the company ₹ 1,500 per annum on behalf of Mr. Amar.

10. Sri Lakshmi resident is the owner of 3 houses. The following are the particulars of her property for the year ending 31ˢᵗ March 2021.

Particulars	House 1	House 2	House
Year of construction	2012	2014	201
Purpose of use	Let out to bank	Self occupied	Let o resid

Actual rent received per annum (₹)	60,000	—	48,000
Municipal valuation (₹)	52,000	38,000	65,000
Municipal tax paid by Sri Lakshmi (₹)	2,000	1,500	1,500
Municipal tax paid by tenant (₹)	1,500	1,000	
Fire insurance premium (₹)	3,000	2,000	2,500
Interest on loan taken for renewal of the house (₹)	—	10,000	15,000

Compute taxable income from the house property of Sri Lakshmi for the Assessment year 2021-22.

11. From the following particulars, compute the business income of Miss. Usha for the A.Y. 2021-22.

Particulars	₹	Particulars	₹
Salaries	90,000	Gross profit b/d	4,00,000
Rent and Taxes	40,000	Dividend	4,000
Service charges	14,000	Bad debts recovered	
Legal Expenses	5,000	(allowed earlier)	4,400
Reserve for Income tax	6,000	Interest from Post office SB A/c	1,200
Depreciation	12,000		
Expenses on acquisition			
of patent rights	66,000		
Office Expenses	42,000		
Contribution to RPF	12,000		

Bad debts	4,500
Donation to NDF	12,500
Net profit	1,05,600
	4,09,600

4,09,600

Additional information :

a) Legal expenses include ₹ 2,000 incurred by the assessee for defending a case for damages for breach of contract which was decided in favour of the assessee.

b) Depreciation of the year on assets other than patent right is ₹ 16,900.

c) Contribution to RPF due on 31ˢᵗ March 2021 ₹ 2,000.

VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F + R) (2016 – 17 Onwards)
BUSINESS ADMINISTRATION
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer in **English** only.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
   a) What is strategic management ?
   b) What is vision ?
   c) What is environmental scanning ?
   d) What is resource audit ?
   e) What is corporate planning ?
   f) What is strategy implementation ?
   g) What is Key Result Area (KRA) ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks.   **(3×6=18)**

2. Explain any six benefits of strategic management.

3. Explain Key Success Factors (KSFs).

4. Explain the advantages of decentralization.

5. What are the characteristics of good policy ?

6. Explain guidelines for proper control.

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks.   **(3×14=42)**

7. Explain in detail the need of strategic management.

8. Explain the components of external environment.

9. Explain strategic planning process.

10. Explain how corporate culture is determined.

11. Explain the features of effective of control system.

VI Semester B.B.A. Examination, September/October 2022
(CBCS)
BUSINESS ADMINISTRATION
Paper – 6.5 : Organisational Change and Development

Max. Marks : 70

Time : 3 Hours

Instruction : *Answers should be written in English only.*

SECTION – A

1. Answer any five sub-questions from the following. Each sub-question carries two marks. (5×2=10)

   a) Define change management.

   b) Write the meaning of organisational effectiveness.

   c) Give the meaning of team building.

   d) What is job enlargement ?

   e) What is Brainstorming ?

   f) What do you mean by grid training ?

   g) What is team intervention ?

SECTION – B

Answer any three questions. **Each** question carries six marks. (3×6=18)

2. Explain the types of resistance to change.

3. Write about various models of organisational effectiveness.

4. Explain the objectives of organisational development.

5. Write about job enrichment.

6. Describe the importance of creativity.

P.T.O

SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3×14=42)**

7. Explain the factors affecting organisational change.

8. Write in detail about various approaches to organisational effectiveness.

9. Describe the process of organisational development.

10. What is MBO ? Explain features and process of MBO.

11. Describe various methods of enhancing creativity.

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VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS – F+R – 2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

*Instruction : **All** answers should be written in **English** only.*

SECTION – A

Answer **any five** of the following sub-questions. **Each** question carries
two marks.

(5×2=10)

1. a) Write the meaning of International business.

   b) What is the meaning of exporting ?

   c) Define MNCs.

   d) Give the meaning of Takeovers.

   e) What is Marketing Research?

   f) What is Geocentric approach?

   g) Expand: GDP and TNC.

SECTION – B

Answer **any three** of the following questions. **Each** question carries
six marks.

(3×6=18)

2. Briefly explain the features of international business.

3. Explain theories of international trade.

4. Write the impact of FDI on Indian domestic business.

5. Explain the stages of Globalization of business.

6. Briefly explain the documentation of Export trade.

P.T.O.

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SECTION – C

Answer **any three** of the following questions. **Each** question carries
fourteen marks.   (3×14=42)

7. Explain modes of entry to international business.

8. Explain the various stages of international product life cycle.

9. Explain the advantages and disadvantages of globalization.

10. Discuss the information requirements for international marketing.

11. What is Balance of Payment ? What are the causes for disequilibrium in
    BOP in India ?

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