BBA-VI

Reg. No.

VI Semester B.B.A.3. Degree Examination, September/October - 2022
SERVICES MANAGEMENT
(Regular)

Time : 3 Hours   **Maximum Marks : 80**

Instructions to Candidates :   1. *Provide the examples wherever necessary.*
                              2.   *Section - D is compulsory.*

SECTION - A

I.   Answer any **Ten** sub-questions. Each sub question carries 2 marks.   (10×2=20)

    a)   Define services.

    b)   What is internal marketing?

    c)   What is service recovery?

    d)   What are expanded mix of services?

    e)   What is zone of tolerance?

    f)   Name the levels of service product.

    g)   What is physical evidence in service marketing?

    h)   List the challenges in service design.

    i)   What is service positioning?

    j)   What is service blue print?

    k)   What do you mean by customer perception?

    l)   What is service failure?

SECTION - B

II.   Answer any **Four** questions. Each question carries 5 marks.   (4×5=20)

    2.   Distinguish between goods and services marketing.

    3.   Explain in brief the characteristics of service.

    4.   Write a short note on Relationship marketing.

    5.   Explain briefly the service life cycle.

6. Explain the service recovery strategies.

7. Explain in brief the stages/procedure of pricing a service.

SECTION - C

III. Answer any **Three** questions. Each question carries Ten marks.   (3×10=30)

8. Explain the GAPS model of service quality.

9. Explain the new service Development process.

10. Explain the factors influencing and the issues involved in customer service expectations.

11. Discuss the role of services in Indian economy.

12. Explain the pricing strategies of services.

SECTION - D

IV. **Compulsory :**   (1×10=10)

13. Explain 7P's for educational services offering management education (BBA).

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VI Semester B.B.A. 3 Degree Examination September/October - 2022
GENERAL MANAGEMENT
(Regular)

Time : 3 Hours   **Maximum Marks : 80**

Instructions to Candidates:

Give examples wherever necessary

• PART - A

I.   Answer the any **TEN** of the sub questions. Each sub question carries 2 marks.   **(10×2=20)**

1.   a)   Define Tourism Management.

     b)   What is the meaning of the Team Visitor?

     c)   What is Tour Planning?

     d)   Who is an 'excursionist'?

     e)   Define Medical Tourism.

     f)   What are Sub-urban Hotels?

     g)   What is Transit Visa?

     h)   What is Cruising?

     i)   What is Travel Agency?

     j)   What are Theme Parks?

     k)   What is Complementary Pricing?

     l)   Define Hospitality.

PART - B

II.   Answer the following any **FOUR** questions. Each question carries 5 marks.   **(4×5=20)**

2.   Explain the components of Tourism.

3.   Explain the components of Tour Cost.

4.   Enumerate the importance of Tour Package.

5.   Write a note on modes of transport in Tourism.

6.   Write a note on VFR Tourism.

7.   Enumerate the importance of Hospitality Industry?

PART - C

III. Answer any **THREE** questions. Each question carries **10** marks.　　　　(3×10=30)

8.　. Classify Tour Package and explain the process of developing a Tour Package.

9.　Explain in detail the various classification of Hotels.

10.　What is the significance of trourism and how International agencies promoting tourism industry? Explain.

11.　Explain the various types of Tourism Products.

12.　Describe the role of cruise ships in promoting Tourism Industry.

PART - D

IV. Answer the following compulsory.　　　　(1×10=10)

13.　Explain the various travel formalities for International tour originating from India and the destination would be European Countries (Switzerland, Australia, Germany etc).

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VI Semester B.B.A.3. Degree Examination, September/October - 2022
INTERNATIONAL BUSINESS MANAGEMENT
(Regular)

Time : 3 Hours   **Maximum Marks : 80**

Instructions to Candidates :   *1.   Mention question numbers correctly.*
                                 2.   Section - D is compulsory.

SECTION - A

Answer any **Ten** sub-questions. Each sub question carries 2 marks.   (10×2=20)

1. a)   What is international business?

    b)   What do you mean by entrepot trade?

    c)   Give the meaning of BoP.

    d)   What are the types of exchange rates?

    e)   What do you mean by protectionist policy?

    f)   Name the currencies of China and France.

    g)   What is bill of lading?

    h)   What do you mean by letter of credit?

    i)   Give the meaning of free trade Area.

    j)   Expand SAARC and NAFTA.

    k)   List any four MNCs.

    l)   Mention two objectives of world bank.

SECTION - B

II.   Answer any **Four** questions. Each carries 5 marks.   (4×5=20)

    2.   Differentiate between domestic and international trade.

    3.   Explain any five factors affecting foreign exchange rate.

    4.   Explain the benefits MNCs for economies like India.

    5.   Explain any five Incoterms.

    6.   Explain the merits of trade blocs.

    7.   Explain the functions of IMF.

                                                                        [P.T.O.

SECTION - C

III. Answer any **Three** questions. Each carries **10** marks. (3×10=30)

8. Briefly explain the modes of entering into international business.

9. What are the various measures taken by the government to promote export?

10. Explain the functions, merits and demerits of WTO.

11. Explain the various methods of exchange control.

12. Write a short note on :

   a) FDI.

   b) Commodity Boards.

SECTION - D

IV. **Compulsory :** (1×10=10)

13. Mr. Madan wants to import Agri - tech equipments from Israel. Advise him and explain about import procedure.

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VI Semester B.B.A.3. Degree Examination, September/October – 2022
COMPANY LAW AND SECRETARIAL PRACTICE
(Regular)

Time : 3 Hours   **Maximum Marks : 80**

Instructions to Candidates :   *1.   Mention question numbers correctly.*
                              2.   Part - D is compulsory.

PART-A

I.   Answer any **Ten** subquestions of the following, each sub question carries 2 marks.**(10×2=20)**

    1.   a.   Define company.

           b.   What is a private company?

           c.   What is a charter company?

           d.   Who is a promoter?

           e.   What do you mean by constructive notice?

           f.   Define company secretary?

           g.   What is certificate of incorporation.

           h.   Who is a director?

           i.   What do you mean by independent director?

           j.   What do you mean by EOGM?

           k.   What is Agenda?

           l.   What is a Resolution?

PART-B

II.   Answer any **Four** of the following. Each question carries **5** marks.   **(4×5=20)**

    2.   Distinguish between public and private company?

    3.   Write a note on memorandum of association?

    4.   What qualifications you should have to be a company secretary?

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5. Explain the legal position of director?

6. Explain the essentials of a valid meeting?

7. Explain any five types of companies?

PART - C

III. Answer any **Three** of the following. Each question carries **10** marks. (3×10=30)

8. How can a private company get converted into public company?

9. Explain the stages in formation of a company?

10. Explain the rights and duties of a company secretary?

11. Explain the types of directors?

12. Explain the types of meetings?

PART - D

IV. Compulsory : (1×10=10)

13. Draft a notice and agenda for 13ᵗʰ Annual General meeting of Hindustan company Ltd, Bangaluru.

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VI Semester B.B.A.3. Degree Examination, September/October - 2022
INVESTMENT DECISIONS AND PROJECT MANAGEMENT
Specialization - IV (Finance)
(Regular)

Time : 3 Hours   **Maximum Marks : 80**

Instructions to Candidates :   1.   *Simple calculators are allowed.*
                                   2.   *Part - 'D' is compulsory.*

PART - A

Answer any Ten of the following sub-questions. Each sub question carries Two marks.
                                                                    (10×2=20)

1. a)   What is Project Management?

    b)   What is Capital Budgeting?

    c)   What 'SWOT' analysis?

    d)   What do you mean by demand analysis?

    e)   Mention the types of project?

    f)   What is pay back period?

    g)   What is BEP?

    h)   What is Time value of money?

    i)   What is project control?

    j)   Mention the forms of project organisation?

    k)   What is Mandatory Investment?

    l)   What is project planning?

PART - B

Answer any Four questions. Each question carries Five marks.   **(4×5=20)**

2.   Explain the pecularities of project?

3.   Explain the different methods of demand forecasting?

[P.T.O.

4. Explain the aspects of technical analysis?

5. Explain different forms of project Organisation?

6. Calculate the ARR (Accounting Rate of Return) for the following project.

      *   Initial investment   Rs. 80,000

      *   Cash inflows :

          I year   Rs. 16,000

          II year   Rs. 24,000

          III year   Rs. 32,000

          IV year   Rs. 32,000

          V year   Rs. 40,000

7. Calculate the pay back period for the following project

Particulars	Project 'X'	Project 'Y'
* Cash outflows	72000	80000
* Cash inflows :		
I year	24000	30000
II year	24000	30000
III year	24000	30000
IV year	24000	30000

PART - C

Answer any Three questions. Each question carries Ten marks.   (3×10=30)

8. Write short notes on

   a)   Corporate appraisal.

   b)   Project planning.

9. Discuss human aspects of Project Management.

10. Write a note on Financial Analysis.

11. Explain the aspects of market demand analysis.

12. Calculate internal Rate of Return of the following project.

Particulars	Amount	PV Factor	
		at 25%	at 30%
* Investment	70.000	—	—
* Cash inflows :			
I year	10.000	0.800	0.769
II year	20.000	0.640	0.592
III year	30.000	0.512	0.455
IV year	45.000	0.410	0.350
V year	60.000	0.328	0.269

PART - D

Compulsory : (1×10=10)

13. **From the following information calculate**

    a) NPV

    b) Profitability index of the two projects

Particulars	Amount		PV Factor
	Project 'X'	Project 'Y'	
- Investment	Rs. 20,000	Rs. 30,000	-
- Cash inflows :			
1 year	Rs. 5,000	Rs. 20,000	0.909
2 year	Rs. 10.000	Rs. 10,000	0.826
3 year	Rs. 10.000	Rs. 5000	0.751
4 year	Rs. 3,000	Rs. 3,000	0.683
5 year	Rs. 2.000	Rs. 2,000	0.620