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VI Semester B.B.A.3 Degree Examination, September - 2021
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**. Each carries two marks.

(10×2=20)

1. What is project management?
2. Expand IRR and ARR.
3. What is Capital Budgeting?
4. What is time value of money?
5. What is 'SWOT' Analysis?
6. What is payback period?
7. What is mandatory Investment?
8. What do you mean by BEP?
9. What is Project control?
10. Mention the forms of project organisation?
11. Mention the types of Project?
12. What is project planning?

PART - B

Answer any **FOUR**. Each carries **Five** marks.

(4×5=20)

13. Explain the peculiarities of project?
14. Explain different methods of demand forecasting?
15. Calculate the ARR (Accounting Rate of Return) for the following project.

Initial Investment :	Rs. 1,60,000
Cashin flows I year :	Rs. 36,000
II year :	Rs. 44,000
III Year :	Rs. 60,000
IV year :	Rs. 40,000

[P.T.O.]

16. Calculate pay - back period for the following projects.

Particulars	Project X	Project Y
* Cashout flows	36000	40000
* Cash in flows		
I Year	12000	15000
II year	12000	15000
III year	12000	15000
IV year	12000	15000

17. Explain different forms of project organisations?

18. Explain the essentials of project control?

PART - C

Answer any **THREE**. Each carries **Ten** marks.

(3×10=30)

19. What is technical analysis? Explain the aspects of technical analysis?

20. Explain characteristics of market?

21. Write a note on Human aspects of project Management.

22. Define Primary data. Explain the different methods of primary data collection.

23. ABC company has given 3 investment proposals. If the cost of capital is 10% based on the information given below rank them on the basis of profitability index.

After tax cashflows

Year	Project (X)	Project (Y)	Project (Z)
0	200000	600000	400000
1	60000	132000	140000
2	66000	210000	140000
3	88000	260000	140000
4	88000	360000	140000

PART - D

Compulsory

24. From the following information calculate

(10)

a. Profitability Index.

b. NPV.

Particulars	Project X	Project Y	P.V. factor
Investment	Rs. 40,000	Rs. 60,000	-
Cash in flows :			
I Year	10,000	40,000	0.909
II Year	20,000	20,000	0.826
III Year	20,000	10,000	0.751
IV Year	6,000	60,000	0.683
V Year	4,000	2,000	0.620



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VI Semester B.B.A.3 Degree Examination, September - 2021

GENERAL MANAGEMENT

Tourism and Hospitality Management

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates :

1. Give examples wherever necessary.
2. Part - D is compulsory.

Part - A

Answer the following questions, Any ten, each carrying 2 marks.

(10×2=20)

1. What do you understand by tourism organization?
2. What do you mean by tour costing?
3. Define Tourists.
4. What do you understand by Visa?
5. What do you mean by Air charters?
6. Define Cost Sheet?
7. Who is a Visitor ? Give example.
8. Define Conventions, Give example.
9. Define Eco - Tourism.
10. What is cultural tourism?
11. What is Lufthansa? What is its nature of operation?
12. What is Domestic Tourism?

Part - B

Answer any four questions.

(4×5=20)

13. Discuss growth and development of tourism through ages?
14. Write a short note on Medical Tourism.
15. Explain the various Strategies to revive hospitality industry which is badly suffering due to Covid - 19 Pandemic.

[P.T.O.]



16. Explain the components of Package Tours.
17. Write short note on Theme Park.
18. Explain tour infrastructure and its components.

Part - C

Answer any **Three** of the following.

(3×10=30)

19. Classify the different types of accommodation available for different segment of travelers.
20. Explain various types of Tourism Products.
21. Biking, Adventure and Beaches considering this as a theme. Design a Tour Package.
22. Explain various role and functions of international agencies in hospitality industry (any two).
23. A tour operator faces many challenges in handling tourists. Comment.

Part - D

24. Compulsory - Answer the following.

(1×10=10)

Discuss the role of Youth Hostels in Promoting educational and adventure tourism.



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VI Semester B.B.A.3 Degree Examination, September - 2021

SERVICE MANAGEMENT

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates :

1. Provide examples wherever necessary.
2. Section - D is compulsory.

SECTION - A

I. Answer any ten.

(10×2=20)

1. Define Services.
2. What is internal Marketing?
3. What is service recovery?
4. What is service blueprint?
5. What is zone of tolerance?
6. What is physical evidence in service marketing? Give a example.
7. What is Bundled pricing?
8. What do you mean by customer perception.
9. Give any 2 factors influencing globalization?
10. What is service quality?
11. What are the 4P's of traditional marketing Mix.
12. What are different methods of listening to customers.

SECTION - B

II. Answer any Four.

(4×5=20)

13. Explain the process of service blueprint.
14. What are the various factors influencing customer expectation of service.
15. Write short note on relationship marketing.
16. What are the challenges in the global market.
17. Distinguish between goods and services.
18. Explain obstacles in service marketing.

P.T.O.



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SECTION - C

III. Answer any three.

(3×10=30)

19. Explain the GAPS models of service quality in detail.
20. Explain the stages involved in New Service development.
21. What are the methods of pricing of services?
22. Explain the pricing strategies of services.
23. Explain the importance of services to our country economy and what are the challenges faced by service marketers in India?

SECTION - D

IV. Compulsory.

(1×10=10)

24. Develop service marketing Mix - 7Ps for the following.
 - A. Beauty Parlour and
 - B. Banking service.
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VI Semester B.B.A.3 Degree Examination, September - 2021

INTERNATIONAL BUSINESS MANAGEMENT

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates :

1. Mention question number correctly.
2. Section - D is compulsory.

SECTION - A

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

(10×2=20)

1. What is international trade?
2. What is Quota?
3. What is Blocked Account?
4. What is spot rate?
5. Expand DGFT and FTP.
6. What is Bill of lading?
7. What are Incoterms?
8. Which are the member countries of NAFTA?
9. Mention any two objectives of IMF.
10. Mention any two trade blocks.
11. What is BOP?
12. Mention any two features of MNC.

SECTION - B

Answer any **FOUR** questions. Each carries 5 marks.

(4×5=20)

13. What are the various modes of entering international business?
14. Explain in brief the causes for disequilibrium in BOP.
15. What are the export promotion council functions?

P.T.O.



16. What are the challenges faced by International marketing?
17. Write a brief note on EXIM policy 2015-2020.
18. Explain any five INCOTERMS.

SECTION - C

Answer any **THREE** questions. Each carries **10** marks.

(3×10=30)

19. What are the various methods of exchange control?
20. What are the problems in international business?
21. What are the methods taken by government to promote exports?
22. What are the protectionist measures adopted by countries to safe guard domestic business?
23. What are the merits and demerits of WTO for its member countries?

SECTION - D

24. Compulsory. **(10)**

SR Pvt. Ltd. company manufacturing garments has appointed you as consultant to export their products to canada.

Kindly advice the company regarding the export procedure to be followed.



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37621/F210

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VI Semester B.B.A.3 Degree Examination, September - 2021

COMPANY LAW AND SECRETARIAL PRACTICE

(Regular)

Time : 3 Hours

Maximum Marks : 80

- Instructions to Candidates :**
1. Mention Question Numbers correctly.
 2. Section - D is compulsory.

PART - A**I.** Answer any **TEN** questions.

(10×2=20)

1. Define company.
2. Who is a promoter?
3. What is Table A?
4. State any two roles of a company secretary.
5. Who is a director as per company act 2013?
6. What is a notice?
7. What is a private company?
8. What is Resolution?
9. Who is a member?
10. What is a red herring prospectus?
11. Expand MoA and AoA.
12. What is proxy voting in company law?

PART - B**II.** Answer any **FOUR** questions.

(4×5=20)

13. Explain the differences between public and private company.
14. Explain the steps in formation of a private company.
15. What are the statutory duties of a company secretary?
16. Explain the legal position of the Director.
17. What are the various kinds of meetings? Explain.
18. Explain the role of promotor in the formation of a company.

[P.T.O.]



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PART - C

III. Answer any THREE questions. (3×10=30)

19. Explain how a company can be converted from a private into public company.
20. What are the various types of Directors? Explain.
21. What are the qualifications required for a company secretary?
22. Write a note on - Articles of Association.
23. Write a note on :
 - a. Doctrine of Ultra vires.
 - b. Lifting of corporate Veil.

PART - D

(Compulsory)

(1×10=10)

IV. 24. As a secretary of AAP company Ltd, Draft a notice and Agenda of the fourth General meeting of a company.
