



K17U 0406

Reg. No. :

Name :

VI Semester B.B.A. Degree (CBCSS – Regular) Examination, May 2017
(2014 Admn.)

CORE COURSE

6B17BBA : Capital Market and Investment Management

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. Each question carries ½ mark.

1. _____ is the process of converting securities held in physical form into electronic form.
2. Gilt edged securities are also known as _____
3. _____ is the market where the existing securities of companies are traded.
4. _____ is the oldest stock exchange in Asia. (½×4=2)

SECTION – B

Answer any 4 questions :

5. What is FPO ?
6. Define Mutual Funds.
7. What is Rights Issue ?
8. Explain SEBI.
9. Explain Company Analysis.
10. Explain Moving Averages. (1×4=4)

P.T.O.



SECTION – C

Answer **any 6** questions. **Each** question carries **3** marks.

11. What is stock exchange ? Explain functions of stock exchange.
12. Who is Depositories ? Explain the function of depository.
13. Explain NSDL.
14. Explain the Index Prices in India.
15. Explain the Elliot Wave Theory.
16. What are the functions of New Issue Market ?
17. What do you mean by book building ? Explain the process of price discovery through book building.
18. Why investments are important ? **(3×6=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What are the different methods of raising capital in a primary market ?
20. What are stock exchanges ? Explain the different stock exchanges in India.
21. What is economic forecasting ? Explain the important forecasting methods. **(8×2=16)**



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**VI Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree (CBCSS –
Regular) Examination, May 2017**

Core Course

**6B19BBA/BBA(TTM)/BBA(RTM) : EVENT MANAGEMENT
(2014 Admn.)**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. The process of planning and coordinating the event is called _____.
2. _____ is an occurrence or something that happens.
3. The largest events are called _____.
4. _____ and _____ are the key elements that determine the success of an event. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any 4** questions. **Each** question carries 1 mark.

5. What do you mean by an event ?
6. Describe the elements of event marketing.
7. What is positioning ?
8. What do you mean by staging ?
9. What is experiential marketing ?
10. Define event management. (1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain various aims of an event.
12. What are the different types of events ?
13. Describe the nature of event marketing.
14. Explain summative evaluation.
15. What are the criteria for choosing an event site ?
16. Explain pre-event chart.
17. Describe the break-even point of an event.
18. Explain the arrangement of catering in an event. **(3×6=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the preparation of event proposal.
20. Explain the evaluation process of an event.
21. How to design an event ? **(8×2=16)**



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VI Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree (CBCSS – Regular)
Examination, May 2017
(2014 Admn.)
Core Course
6B18BBA/BBA(TTM)/BBA(RTM) : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. Under _____ approach companies view the entire world as a single market.
2. World Bank was organized in _____
3. The headquarters of IMF is in _____
4. Ultimately _____ was replaced by the _____ on 1st Jan. 1995.

(½×4=2)

SECTION – B

Answer **any** 4 questions. **Each** carries 1 mark.

5. Expand SAARC.
6. What are tariffs ?
7. What do you mean by international business ?
8. What is licensing ?
9. Write a short note on the role of ADB.
10. Define globalization.

(1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. State the importance of SEZ in promoting international business.
12. Briefly explain BOP and its components.
13. State the nature of international business.
14. What are the stages of internationalization ?
15. What are the main differences of WTO and GATT ?
16. What are the types of FDI ?
17. What are the types of exchange rate system ?
18. What are the disadvantages of globalization ? **(3×6=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the international business environment that affect the international business.
20. What are the motives for internationalization ?
21. What are the different sources of finance in international business ? **(8×2=16)**

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VI Semester B.B.A. Degree (CBCSS – Regular) Examination, May 2017
(2014 Admn.)
Core Course
6B20BBA : MANAGEMENT ACCOUNTING

Time : 3 Hours

Max. Marks : 40

SECTION – AAnswer **any 4** questions. **Each** question carries $\frac{1}{2}$ mark.

1. _____ is a yard stick which measures relationship between 2 variables.
2. P/V ratio is an indicator of _____
3. _____ is an estimate for the future.
4. _____ ratio shows the relationship between fixed assets and shareholder's fund. **($\frac{1}{2} \times 4 = 2$)**

SECTION – BAnswer **any 4** questions. **Each** question carries 1 mark.

5. Define working capital.
6. What do you mean by MOS ?
7. What is CVPA analysis ?
8. What is flexible budget ?
9. What do you mean by solvency ratio ?
10. What is standard costing ? **($1 \times 4 = 4$)**

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain the concepts of working capital.
12. What are the types of financial statement analysis ?
13. Explain the objectives of budgetary control.
14. Explain the significance of standard costing.
15. Calculate gross profit ratio from the following :

	₹
Net profit	20,000
Selling and distribution expenses	4,000
Income received	1,000
Sales	4,00,000
Sales tax 10%.	

16. From the following particulars, calculate :

- i) Contribution
- ii) P/V ratio
- iii) BEP in units and in rupees.

Fixed expenses ₹ 1,50,000;

variable cost per unit ₹ 10;

Selling price per unit ₹ 15.

17. From the following information, estimate net cash from operating activities :

	₹
Cash sales	20,000
Collection from customers	80,000
Payment to suppliers	35,000

Payment to employees	15,000
Business expenses net	20,000
Sale of fixed assets	10,000
Income tax paid	12,500

18. Calculate Debtors turnover ratio from the following :

	₹
Total sales for the year 2015	1,00,000
Cash sales for the year 2015	20,000
Debtors as on 1-1-2015	10,000
Debtors as on 31-12-2015	15,000
B/R as on 1-1-2015	7,500
B/R as on 31-12-2015	12,500

Also calculate average debt collection period.

(3×6=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. A factory is currently working to 50% capacity and produces 10,000 units. At 60% capacity, the raw materials cost increases by 2% and selling price falls by 2%. At 80% raw materials cost increases by 5% and selling price by 5%.

At 50% capacity working, the product costs ₹ 180 per unit and sold at ₹ 200 per unit. The cost of ₹ 180 is made up as follows :

Materials	100	Factory overhead (40% fixed)	30
Labour	30	Administration overhead (50% fixed)	20

You are required to estimate the profits of the company when it works to 60% and 80% capacity.



20. The following is the balance sheet of XYZ Ltd. as on 31st March 2015 :

Balance Sheet as on 31-03-2015

Liabilities	₹	Assets	₹
Equity share capital	2,00,000	Land and building	1,50,000
Preference share capital	2,00,000	Plant and machinery	2,50,000
General reserve	80,000	Furniture and fixtures	50,000
P and L A/c	40,000	Stock	1,50,000
12% Debentures	2,20,000	Debtors	70,000
Creditors	1,00,000	B/R	80,000
Bills payable	50,000	Cash at bank	1,00,000
		Cash in hand	40,000
	8,90,000		8,90,000

Calculate :

- Current ratio
- Quick ratio
- Debt-equity ratio
- Proprietary ratio.

21. Explain the tools and techniques of financial statement analysis. **(8×2=16)**

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(Core Course)

6B16BBA/BBA(TTM)/BBA(RTM) : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. _____ is plan of purposeful action.
2. _____ is what an organization is and why it exists.
3. _____ is the purchase of one organization by another.
4. _____ is the total of all things external to the firms and individual, which affect their organization and operations. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is SBU ?
6. What do you mean by cash cow ?
7. Define strategic management.
8. What is portfolio analysis ?
9. What do you mean by value chain analysis ?
10. What is environmental scanning ? ($1 \times 4 = 4$)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Discuss the techniques of environmental appraisal.
12. Explain the micro business environment.
13. Explain the concept of strategic control and operational control.
14. Briefly discuss SWOT analysis and its importance.
15. Enumerate the importance of strategic management.
16. Differentiate between goals and objectives.
17. Explain 7-S model in strategic implementation.
18. What do you mean by competitive advantage ? **(3×6=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the process of strategic management.
20. Explain BCG model in the context of portfolio analysis. What are its merits and demerits ?
21. Explain the techniques of strategic evaluation and operational control. **(8×2=16)**