



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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K16U 0078

Reg. No. :

Name :

VI Semester B.B.A. Degree (CCSS – Reg./Supple./Improv.)

Examination, May 2016

Core Course

6B14 BBA : E-COMMERCE

(2012 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part of consists of **two** bunches carrying **equal** weightage of **one**. **Each** bunch consists of **four** objective type questions. Answer **all** questions :

I. 1) _____ e-commerce consists of the sale of products or services from a business to the general public.

a) B₂ G

b) B₂ E

c) B₂ B

d) B₂ C

2) Which among the following is an example of C₂C ?

a) e-bay

b) Amzon.com

c) Rentalic.com

d) All of these

3) _____ is basically a concept of online marketing and distributing of products and services over the internet.

a) B₂ G

b) B₂ E

c) B₂ B

d) B₂ C

4) Search engine databases are selected and built by computer robot programs called _____

a) Spiders

b) Search engines

c) Robots

d) None of these

(W = 1)

P.T.O.



II. Fill up the blanks :

- 5) _____ is the first page of a website.
- 6) _____ always operate on intranet.
- 7) Web pages are prepared using their language as _____
- 8) _____ is a financial instrument which can be used more than once to borrow money or buy products and services on credit. (W = 1)

PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** carries a weightage of **one** :

9. What is E-commerce ?
10. What is B₂C ?
11. What is internet protocols ?
12. What is Wais ?
13. What is web ?
14. What is MIDS ?
15. What is corporate website ?
16. What is E-branding ?
17. What is EFT ?
18. What is smart card ? (W : 8×1=8)

PART – C

Answer **any six** questions. **Each** question carries a weightage of **two** :

19. What are the features of post paid payment system ?
20. Explain the basic steps of an online payment.



21. Explain the objectives for managing risk in E-commerce.
22. Explain the limitations of E-commerce security measures.
23. Explain the benefits of smart card.
24. Explain the various methods used for managing the security issues.
25. Explain the features of traditional commerce.
26. What are the differences between traditional commerce and E-commerce ?

(W : 6×2=12)

PART – D

Answer **any two**. Each question carries a weightage of **four** :

27. Explain important business models of E-commerce.
28. Explain the importance and advantages of E-commerce.
29. Explain the different types of E-payment system.

(W : 2×4=8)



K17U 0408

Reg. No. :

Name :

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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K16U 0295

Reg. No. :

Name :

VI Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.B.M./
B.C.A./B.S.W./B.A. Afsal-UI-Ulama Degree (CCSS-Reg./Supple./Improv.)

Examination, May 2016

Open Course

6D02 COM : INSURANCE AND RISK MANAGEMENT
(2012 Admn. Onwards)

Time : 2 Hours

Max. Weightage : 20

PART – A

This part consists of **two** bunches of question carrying **equal** weightage of **one**.
Each bunch consists of **four** objective type questions. Answer **all** questions. Choose
the correct answer.

- I. 1) For the purpose of fire insurance, loss by fire means loss due to
a) ignition
b) accidental fire
c) causing arising from fire
d) damage caused during extinguishment of fire
- 2) In which year was general insurance nationalized in India ?
a) 1972 b) 1975 c) 1978 d) 1980
- 3) Both security and investment elements are available
a) Life insurance b) Life and fire insurance
c) Marine and fire insurance d) Life, marine and fire insurance
- 4) Janta policy was introduced by Life Insurance Corporation of India.
a) 1958 b) 1957 c) 1960 d) 1945 (W = 1)
- II. 5) An insurance contract without _____ is void.
a) Insurable b) Premium c) Time d) Helping
- 6) Re-insurance is an insurance
a) Between two persons b) Between two companies
c) Between company and a person d) None of the three

P.T.O.



- 7) A security that yields consistent returns over a period of time is termed.
- a) Open security
 - b) Riskless security
 - c) Open market security
 - d) Capital security
- 8) Average clause in a fire policy is interest in order to check mainly
- a) Over insurance
 - b) Under insurance
 - c) Loss of insurance company
 - d) Other insurance
- (W = 1)

PART – B

Answer **any six** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

9. What is personal risks ?
 10. What are the different modes of reinsurance ?
 11. What do you mean by full insurance ?
 12. What is comprehensive policy ?
 13. Distinguish between fire insurance and marine insurance.
 14. State two uses of insurance to Business.
 15. Write a note on paid-up value.
 16. A person insures his property worth Rs. 20,000 against fire for Rs. 16,000 only. His actual loss by fire is Rs. 10,000. What is his claim assuming average claim in the policy ?
 17. What is subrogation ?
 18. What do you mean by the term "life assurance" ?
- (W = 6×1=6)

PART – C

Answer **any four** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19. What are the advantages of insurance ?
20. How does the IRDA protect the interests of the policy holders ?



21. Explain important secondary functions of insurance.
22. Write notes on :
 - a) Bancassurance
 - b) Convertible whole life policy.
23. Explain methods of risk classification.
24. Describe the facts not required to be disclosed in life insurance.
25. Define fire insurance. What are its important functions ?
26. Give an account of agricultural insurance in India. (W = 4×2=8)

PART – D

Answer **any one**. **Each** question carries a weightage of **four**.

27. Describe in detail the importance and uses of insurance to the business community.
 28. What are the various principles of a valid insurance contract ?
 29. Discuss the preventive mechanism of insurance companies for preventing fire loss. (W = 1×4=4)
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K17U 0407

Reg. No. :

Name :

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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K17U 0405

Reg. No. :

Name :

VI Semester B.B.A./B.B.A. (T.T.M./B.B.A. (R.T.M.) Degree (CBCSS – Regular)
Examination, May 2017
(2014 Admn.)
(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 ? (1×4=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)
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