

**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations -June/July, 2022****PAPER: Rural Marketing (M3)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any five of the following questions (5x4=20 Marks)
1. Rural development
  2. Urban marketing
  3. Product line decisions
  4. Media for rural products
  5. Mobile traders
  6. Rural retail system
  7. 4 'A's of rural marketing
  8. Role of brands in rural markets

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the characteristics and problems of rural economy.  
(OR)  
(b) Explain the role of government policies in developing the rural economy
- 10.(a) Explain the nature and scope of the rural markets  
(OR)  
(b) Discuss about the buying decision process
- 11.(a) Discuss in detail about the product mix decisions  
(OR)  
(b) Explain the various competitive strategies used at rural markets.
- 12.(a) Explain the innovative pricing policies adopted by the companies at rural markets.  
(OR)  
(b) Discuss the right promotion mix for rural products.
- 13.(a) Explain the factors affecting the channel of distribution at rural markets  
(OR)  
(b) Explain the impact of technology on rural marketing.

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations -June/July, 2022****PAPER: International Finance (F3)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following (5x4=20 Marks)

1. Globalisation
2. Exchange Exposure
3. Features of BOP
4. EXIM Bank
5. GATT
6. International trade
7. Exchange rate
8. Basel – III Accord

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) Discuss the nature and scope of international finance.  
(OR)  
(b) Define MNCs. Examine the key participants in international financial institutions.
10. (a) Classify and explain the types of exposures.  
(OR)  
(b) Describe the various methods of Transaction exposure.
11. (a) Illustrate the balance of payments of a country with hypothetical figures.  
(OR)  
(b) Differentiate between balance of payments and balance of trade.
12. (a) Examine the primary role and responsibilities of IMF.  
(OR)  
(b) Write an essay on IBRD.
13. (a) Analyse the consensus on international trade practices.  
(OR)  
(b) State the role of international financial institutions in global regulations.

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations -June/July, 2022****PAPER: Employee Relations (H3)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Represent briefly about the Concept of Industrial Relations.
  2. Describe Briefly about "Industrial Dispute".
  3. Explain briefly about Employee voice.
  4. Write a short note on Workers Participation in management.
  5. State briefly about Equal remuneration Act-1976.
  6. Describe briefly about Disciplinary Procedure in an organisation.
  7. State briefly about joint Consultation in india in case of Employee relations.
  8. Describe briefly about International Confederation of Free Trade Unions (ICFTU).

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Define the term "Industrial Relations". Explain in detail Objectives and Scope of Industrial Relations.  
(OR)  
(b) Explain in detail about Various Factors affecting Employee Stability
10. (a) Discuss in detail Machinery for Setting Industrial Disputes.  
(OR)  
(b) What is "Employee Discipline"? Represent Causes of indiscipline and code of discipline.
11. (a) Describe briefly about the development of idea of social justice and discuss limitation of management prerogatives.  
(OR)  
(b) Explain in detail about Employment relationship and Employee relations effect on organization.
12. (a) What is "Trade Union"? Explain Trade union movement in India.  
(OR)  
(b) Explain the role of World Federation of Trade union (WFTU) International Labour Organization (ILO) in International Labour Movement.
13. (a) Explain in detail the need for wage Legislation and represent briefly about payment of Wages Act-1936.  
(OR)  
(b) Explain in detail the about the health and Safety management at work environment.

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations –June/July, 2022****PAPER: Buyer Behavior (M1)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Explain the buying process according to a consumer.
  2. What are the benefits of promotion of a product?
  3. How does social class affect the buying behavior of an individual?
  4. What are the sources of information available for a buyer?
  5. Define consumerism.
  6. Define marketing.
  7. What are the rights available to a buyer?
  8. List the models of buyer behavior.

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the factors affecting buying behavior.  
(OR)  
(b) Define motivation and explain its theories.
- 10.(a) Explain the important aspects of information processing theory.  
(OR)  
(b) Explain the role of information technology in buying behavior process.
- 11.(a) Define culture and explain its elements.  
(OR)  
(b) Explain about family life cycle and its role in buying process.
- 12.(a) Explain the buying behavior process with examples.  
(OR)  
(b) What is buyer decision making process and brief the steps involved in it.
- 13.(a) Explain the generic model of buyer behavior.  
(OR)  
(b) Discuss about the Engels consumer theory.

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**Faculty of Business Management**  
**BBA III-Year, CBCS-VI Semester Regular Examinations –June/July, 2022**  
**PAPER: Leadership and Management (H1)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Represent Characteristics of Leadership.
  2. What is Entrepreneurial Leadership?
  3. Describe briefly about Action Research Model.
  4. What are the four key drivers for organizational Change.
  5. Explain briefly about managing organizational culture.
  6. Describe motives of Leadership.
  7. What is "Transactional Leadership"?
  8. Describe briefly about elements of planned Change.

**Section-B**

- II. Answer the following (5x12=60 Marks)
9. (a) What is "Leadership"? Explain in detail about skills and functions of leadership.  
(OR)  
(b) Describe the impact of leadership on Organizational Performance.
  10. (a) Explain in detail about various Popular Leadership Styles in managing Business Organizations.  
(OR)  
(b) Explain in detail Trait and Path-Goal theories of Leadership.
  11. (a) What is "Organizational Change"? Explain in detail proactive and reactive Change.  
(OR)  
(b) Explain in detail the various methods to overcome barriers in change management.
  12. (a) Describe Six belief changers that influence Change.  
(OR)  
(b) Explain Kotter's eight Step plan Approach for influence of Change.
  13. (a) What is "Organizational Culture"? Explain different types of Culture.  
(OR)  
(b) Explain in detail about various elements of Organizational Culture.

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations –June/July, 2022****PAPER: Banking (F1)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following (5×4=20 Marks)

1. Definition of Banker and Customer
2. IDBI
3. Negotiable Instruments
4. Cheques crossing
5. Electronic clearing system
6. Role of banks in agricultural development
7. Constitution of RBI
8. MSMEs

**Section-B**

II. Answer the following (5×12=60 Marks)

9. (a) Explain the functions of Reserve Bank.

(OR)

(b) Discuss the impact of Global Financial Crisis on Indian Banking Sector.

10. (a) What is Monetary Policy? Explain the techniques of Monetary Policy.

(OR)

(b) Explain about: i. RRBs ii. District Cooperative Central Banks

11. (a) Explain about: i. Features of Negotiable Instruments
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- ii. Consequences of wrongful distionous

(OR)

(b) List out the circumstances during which the banker refuses for payment of cheques.

12. (a) What do you mean by Customer Relationship? How is it important for Indian Banks?

(OR)

(b) Explain about

- i. Procedure for opening different types of accounts
- ii. Types and rules of wrong principles of sound lending

13. (a) Write a note on latest trends in banking with examples.

(OR)

(b) Discuss the role of foreign banks in India with merits and demerits.

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations –June/July 2022****PAPER: Advertising and Sales Promotion (M2)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following (5x4=20 Marks)

1. Push strategy
2. Emotion appeals in advertisement
3. Media concentration
4. Pre-approach
5. Self-Offers
6. Demonstration
7. Humor appeal in advertising
8. Media planning

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) Explain the different methods of promotion budget.  
(OR)  
(b) Discuss in detail about various promotion strategies.
- 10.(a) Discuss in detail about the model of mortally communication decision process.  
(OR)  
(b) Explain the different creative approaches in advertising with suitable examples.
- 11.(a) Explain the factors affecting the media scheduling?  
(OR)  
(b) Explain the different types of media vehicles?
- 12.(a) Explain the role and importance of personal selling in promotion of products.  
(OR)  
(b) Explain about the "Buying Formula" theory of selling.
- 13.(a) What is sales promotion and explain the objectives of sales promotion.  
(OR)  
(b) Explain the various price based promotions with appropriate examples?

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations –June/July 2022****PAPER: Risk Analysis and Management (F2)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Define Risk Management
  2. Retention of Risk
  3. Underlying asset
  4. American style of an option
  5. Financial Engineering
  6. External reporting of risk
  7. Liquidity risk
  8. OTC Trading

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Discuss the principles of Risk Management.  
(OR)  
(b) Classify the types of risks. Explain them.
10. (a) Elucidate the Non-Insurance methods of Risk Management.  
(OR)  
(b) Explain the RBI guidelines with regard to ALM.
11. (a) Elaborate the role and significance of derivatives in managing risk.  
(OR)  
(b) Differentiate between Forward and Futures Contracts.
12. (a) Describe the various types of Interest Rate Swaps with suitable examples.  
(OR)
13. (b) Enumerate the following:  
i. In- the-money  
ii. Out-of-the-money  
iii. At-the-money
14. (a) What are the factors contributing to growth of Financial Engineering?  
Discuss.  
(OR)  
(b) Examine the different tools that are to be followed by the Financial Engineer for new product development.

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**Faculty of Business Management****BBA III-Year, CBCS-VI Semester Regular Examinations –June/July, 2022****PAPER: Talent and Knowledge Management (H2)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Define Talent
  2. List the benefits of training
  3. What is knowledge management?
  4. Explain the use of knowledge
  5. Explain any 2 knowledge management approaches
  6. Explain the importance of talent management
  7. Explain the impact of knowledge management on organizations
  8. Define succession planning

**Section-B**

- II. Answer the following (5x12=60 Marks)
9. (a) Define talent management and explain its importance in organizations.  
(OR)  
(b) What are the components of talent management? Explain.
10. (a) Explain the role of leaders in talent management.  
(OR)  
(b) Briefly explain the talent management strategies.
11. (a) What are the forces driving knowledge management?  
(OR)  
(b) Explain the factors influencing knowledge management.
12. (a) Discuss the knowledge management solutions.  
(OR)  
(b) Define the nature of knowledge and explain its types.
13. (a) What is knowledge frame management? Discuss about Earl's sever schools of knowledge management  
(OR)  
(b) Explain in detail about the knowledge management approaches.

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