



QP CODE: 21101355



21101355

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

Bachelor of Business Administration

Choice Based Core Course - BA6CBT32 - ADVERTISING AND SALESMANSHIP

2017 Admission Onwards

1EFC6BAB

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is window display?
2. Write any two disadvantages of radio advertising.
3. What is negative product placement?
4. What is a modular advertising agency?
5. Mention any two functions performed by an advertising agency.
6. Explain in brief the objective and task method used in framing the advertising budget.
7. Write any two advantages of proof reading.
8. Write any two importance of caption.
9. Mention any two benefits of salesmanship.
10. Who is a speciality salesman?
11. Describe role playing method of sales training.
12. Write any two non financial motivators used for motivating the salesman.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the advantages of advertising in journals?
14. Write any 4 demerits of television advertising.





15. Explain the advantages of using an advertising agency.
16. Explain the instinct appeal value of an advertisement copy.
17. Explain the functions of layout.
18. Explain the functions performed by a retailer's salesmen.
19. What is negotiation? Explain the importance of negotiation in sales.
20. Explain different types of incentives used for motivating the salesman.
21. Explain different types of remuneration used for motivating the salesman.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Write an essay on different broadcast medias used in India for advertising
23. Write an essay on 'ethics in advertising'. Also describe the 'code of ethics for advertising' issued by the Advertising Council of India.
24. Explain the series of steps followed by a salesperson while selling a product.
25. Explain the knowledge, skills and qualities of a good salesman.

(2×15=30)





21101403

QP CODE: 21101403

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

Bachelor of Business Administration

CORE - BA6CRT30 - COMMUNICATION SKILLS AND PERSONALITY

DEVELOPMENT

2017 Admission Onwards

46180497

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is Intrapersonal Communication ?
2. What is presentation ?
3. What is Interview presentation?
4. What is electronic media?
5. What is formatting in an email?
6. What is instant messaging?
7. What are corporate blogs?
8. What is letter of reference?
9. What is an interview?
10. Write a note on Group leadership.
11. What is GD protocol?
12. What is conversation?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. What are the various visual elements that should be taken care of for delivering the speech?
14. List the various strategies for planning and preparation of speech.
15. Explain the factors to be considered while choosing the media and channels for brief business messages.
16. Draft an email to a manufacturer cancelling an order because of undue delay in the supply of goods.
17. What is application follow up?
18. How should a candidate behave during a job interview?
19. Explain the relevance of topics in group discussion.
20. How to get the best of group discussion.
21. Distinguish between debate and extempore.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the guidelines for effective presentation.
23. What are the essentials for writing for social media?
24. Describe the various steps in resume writing.
25. What is GD?What are its objectives?What should a participant do in GD?

(2×15=30)





QP CODE: 21101353



Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

Bachelor of Business Administration

**Choice Based Core Course - BA6CBT29 - INVESTMENT AND INSURANCE
MANAGEMENT**

2017 Admission Onwards

630BCB12

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Write a note on financial vs. real investment.
2. Write a note on Capital appreciation as an objective of investment.
3. Write any two sources of risk.
4. What is a financial system?
5. Name various primary market securities.
6. How is wash sales different from block deals?
7. Who is a Tarawaniwalla?
8. How does life insurance provide protection as well as security?
9. List the objectives of investing in units.
10. How are mutual funds classified according to scheme of operation?
11. What is good faith?
12. Write any three functions of IRDA.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the relevance of valuing securities before constructing a portfolio.





14. What do you mean by financial markets?
15. Distinguish between redeemable and perpetual debentures.
16. Describe the weakness of Stock exchanges in India.
17. Explain the procedure followed in trading and settlement at stock exchanges.
18. Explain the trading mechanism of Government Securities market.
19. Explain the types of Endowment policies.
20. How is Marine insurance policy different from motor insurance policy?
21. Differentiate Principle of Insurable interest from Principle of utmost good faith.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Differentiate between Investment and speculation. How do they differ from Gambling?
23. Describe the players of Indian money market.
24. What are the different alternative forms of investment available to an investor? Discuss.
25. Describe the role and importance of Insurance.

(2×15=30)





QP CODE: 21101402



21101402

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

Bachelor of Business Administration

CORE - BA6CRT29 - STRATEGIC MANAGEMENT

2017 Admission Onwards

9AD716CA

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define strategy.
2. What is Corporate Planning?
3. Explain EFAS.
4. What is value chain analysis?
5. Explain cost leadership Strategy.
6. Compare vertical and horizontal Integration.
7. Explain contingency Strategy.
8. What is Strategy Implementation?
9. What is meant by Strong and weak culture?
10. What is Merger?
11. What is a Star?
12. What is strategic evaluation and control?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the levels of strategy?





14. Explain the elements of 7 S framework.
15. Explain the Components of Macro Environment.
16. Describe the purpose of EFAS and IFAS.
17. What is strategic formulation? What are the stages of strategic formulation?
18. List out the benefit of a good organisation structure.
19. Explain the features of Turnaround strategies.
20. What are the strategic issues involved in small business?
21. What are the strategic issues involved in non profit organisation?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain Strategic Management Process. What are the steps involved in it?
23. Write a detailed note on Industry Analysis.
24. Explain in detail the various Functional Level Strategies.
25. Describe the different techniques of strategic evaluation and control.

(2×15=30)

