



QP CODE: 24001338

24001338

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
MARCH 2024**

Sixth Semester

Bachelor of Business Administration

**CORE COURSE - BA6CRT30 - COMMUNICATION SKILLS AND PERSONALITY
DEVELOPMENT**

2017 Admission Onwards

0D849DE6

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define communication.
2. How can you become an authentic speaker ?
3. What do you mean by Monotone voice in presentation ?
4. What are persuasive business messages?
5. State three conditions that qualify a good business writing.
6. What do you mean by proof reading in a message?
7. What is formatting in an email?
8. What is letter of reference?
9. What is grievance interview?
10. What do you mean by the term "Group Structure"?
11. What is the debate?
12. Write a short note on audio video recording.

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the objectives of presentation.
14. How should a speaker involve audience in Presentation?
15. Discuss the different types of blogs.
16. Draft an email from company secretary to a director informing the time and venue of a board meeting for your company.
17. Write a note on Application follow up.
18. Explain the various steps in an interview.
19. Explain the personal traits of a candidate evaluated in group discussion.
20. How to get the best of group discussion.?
21. Describe GD protocol.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Describe the various stages in presentation.
23. Explain the steps in drafting messages for electronic media.
24. Describe the various steps in resume writing.
25. Explain the guidelines for effective participation in group discussion.

(2×15=30)





QP CODE: 24001270

24001270

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

Bachelor of Business Administration

**CHOICE BASED CORE COURSE - BA6CBT29 - INVESTMENT AND INSURANCE
MANAGEMENT**

2017 Admission Onwards

86645F6B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Give any three objectives of investment in securities.
2. Give any three features of an ideal investment programme.
3. What is rate of return?
4. Name the four basic components of the Indian financial system.
5. What is meant by G-secs?
6. Name the participants in the Capital market.
7. What are derivative transactions?
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 portfolio?
11. What is good faith?
12. Expand and explain IRDA.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the relevance of ensuring Portfolio evaluation and revision.





14. What do you mean by financial markets?
15. What is the significance of financial instruments in a financial system?
16. Describe the procedure followed in online trading at stock market.
17. Explain the duties of a broker, to an investor, in the Stock Exchange market.
18. How are life insurance policies classified?
19. Describe the procedure for taking a life insurance policy
20. How is insurance relevant and useful for a business?
21. Explain the essentials of Principle of mitigation of losses.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What are the different types of investment media? Discuss.
23. What do you mean by Government security? Which are the important types of Government securities?
24. Discuss some of the important tax saving instruments.
25. Discuss the nature of marine insurance. Explain various marine insurance policies.

(2×15=30)





QP CODE: 24001336



24001336

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

Bachelor of Business Administration

CORE COURSE - BA6CRT29 - STRATEGIC MANAGEMENT

2017 Admission Onwards

67CED337

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is Vision?
2. Explain Corporate Policy.
3. Explain Value Chain Analysis.
4. What is IFAS?
5. Explain cost leadership Strategy.
6. Explain Turnaround Strategy.
7. Describe Marketing Strategy.
8. What is Matrix Structure?
9. What is Adaptive Culture?
10. What is meant by Horizontal Merger?
11. What is a Question Mark?
12. What is Responsibility centre?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Illustrate the concept of Strategy and Tactics with an example.
14. Explain different levels of Strategy.





15. Explain the components of Internal Environment.
16. Describe the process of Internal and External environmental scanning.
17. Describe the factors influencing strategic choice.
18. Illustrate the barriers to strategy implementation.
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 in detail the McKinsey 7-S model.
23. Write a detailed note on Industry Analysis.
24. What is strategy formulation? Describe various steps in the strategy formulation.
25. What are the various stages in the strategic control?

(2×15=30)





QP CODE: 24001274

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

Bachelor of Business Administration

**CHOICE BASED CORE COURSE - BA6CBT32 - ADVERTISING AND
SALESMANSHIP**

2017 Admission Onwards

7780DD11

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is travelling display?
2. Explain in brief theatre advertising?
3. Write any two demerits of television advertising.
4. What is an advertising agency?
5. What is a creative boutique?
6. Explain in brief the percentage of sales method used in framing the advertising budget.
7. What is advertisement lay out?
8. Write any two benefits of using symbols in advertising.
9. Describe in brief any two sources used by a salesman for locating prospects.
10. Who is an outdoor or touring salesman?
11. What are perquisites?
12. Mention any two essentials of a good remunerative plan.

(10×2=20)



Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What do you mean by advertising? Write any four importance of advertising.
14. What are the demerits of radio advertising?
15. "An advertiser should maintain a high degree of ethical standards". Explain.
16. What are the advantages of proof reading?
17. What is lithography?
18. What are the functions performed by a salesman.
19. What is negotiation? What is the importance of negotiation in sales?
20. What are the physical and mental qualities required to ensure a successful career in selling?
21. What are the different techniques used for motivating the salesman.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the importance of advertising. What are the different types of advertising?
23. Explain the merits of using an advertising agency? What factors are to be considered in selecting an advertising agency?
24. What are the major channels used for direct marketing? Also explain the benefits of direct marketing.
25. What are the advantages of training a salesman? Explain different individual training methods.

(2×15=30)

