

(501BBA21)

MODEL QUESTION PAPER
B.B.A. DEGREE EXAMINATION,
Third Year - Fifth Semester
TALENT MANAGEMENT

Time : Three hours

Max. Marks: 70

SECTION A-(5 x 4 = 20 marks)
Answer any FIVE of the following.
Each question carries 4 marks.

1. Retaining Talent.
2. Business strategies.
3. Data recording.
4. 360 Degree feedback.
5. Promotion policy.
6. Significance of employee engagement.
7. Succession planning
8. Reward systems.

SECTION B – (5 x 10 = 50 marks)
Answer ALL questions.
Each question carries 10 marks.

9. (a) What is Talent management? Explain the significance of management.
Or
(b) Explain work life balance initiatives.
10. (a) Explain the methods of data collection for mapping.
Or
(b) Discuss the features of competency methods.
11. (a) Explain about performance linked career planning and promotion policy.
Or
(b) Explain personal Development places.
12. (a) Discuss the conceptual Framework of employee Engagement.
Or
(b) Explain various parameters to measure employee engagement.
13. (a) Explain the identification of managerial position which are critical for business.
Or
(b) Explain about lateral hiring when there is discontinuity in the succession plans.

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MODEL QUESTION PAPER
B.B.A. DEGREE EXAMINATION,
Third Year - Fifth Semester
Global Human Resource Management

Time : Three hours

Max. Marks: 70

SECTION A-(5 x 4 = 20 marks)
Answer any FIVE of the following.
Each question carries 4 marks.

1. What is Domestic H.R.M.
2. Write about organisational Dynamics.
3. Write a note on Host Country Nationals.
4. Write about job analysis.
5. Write a brief note on personality test.
6. What is knowledge Transfer?
7. What do you mean by global competition?
8. Write about social security system.

SECTION B – (5 x 10 = 50 marks)
Answer ALL questions.
Each question carries 10 marks.

9. (a) Explain various involved issues involved in International H.R.M.
Or
(b) Explain the role of culture in H.R.M.
10. (a) Explain the need and significance of cross National advertising.
Or
(b) Explain the steps involved in international recruitment and selection.
11. (a) Explain the stages of performance management cycle.
Or
(b) Write a detailed note on country specific performance management practices.
12. (a) What factors influence career Development? Explain.
Or
(b) Explain the role of Training in developing HR capacities.
13. (a) Explain key components of international compensation.
Or
(b) Explain various factors that influence compensation policy.

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MODEL QUESTION PAPER
B.B.A. DEGREE EXAMINATION,
Third Year - Fifth Semester
EXPORT AND IMPORT

Time : Three hours

Max. Marks: 70

SECTION A-(5 x 4 = 20 marks)
Answer any FIVE of the following.
Each question carries 4 marks.

1. Patent
2. NDA
3. Leases
4. Pre-shipment
5. Isolated Sales Transactions
6. Acts of Exports
7. Clearance.
8. EOU.

SECTION B – (5 x 10 = 50 marks)
Answer ALL questions.
Each question carries 10 marks.

9. (a) Explain the importance of Copy Right. Registration.
Or
(b) Explain the process of generation of enquiries.
10. (a) Explain the factors influence Exchange Rates.
Or
(b) Write the need and importance of Marine insurance.
11. (a) Explain the necessary documents required for claiming export benefits.
Or
(b) Explain the benefits of Duty Drawback.
12. (a) Explain the problems associated in shipments.
Or
(b) Explain the advantages and limitations of Free Trade Zones.
13. (a) Explain the procedure of Customs clearance formalities.
Or
(b) Explain Export and Import Incentives.

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MODEL QUESTION PAPER

B.B.A. DEGREE EXAMINATION,

Third Year - Fifth Semester

BRAND MANAGEMENT

Time : Three hours

Max. Marks: 70

SECTION A-(5 x 4 = 20 marks)

Answer any FIVE of the following.

Each question carries 4 marks.

1. Write a short note on Product Management.
2. Write about Corporate strategy.
3. Write the strategy in new product development.
4. Write the process of idea generation.
5. Write any five factors influence Brand personality.
6. What is Brand Equity?
7. Write any five purposes of Brand Equity.
8. Write about perceived cost.

SECTION B – (5 x 10 = 50 marks)

Answer ALL questions.

Each question carries 10 marks.

9. (a) "Product policy is a part of marketing mix" - Explain.
Or
(b) Explain the importance of observing stages of product life cycle.
10. (a) Explain various steps in product launching.
Or
(b) Explain the process of Discovering a product.
11. (a) Explain various elements of Brand knowledge.
Or
(b) Explain the benefits of Brand association.
12. (a) Explain the process of creating a brand portfolio.
Or
(b) Explain various challenges in building Brand Equity.
13. (a) What is Brand Leverage and explain the advantages of Brand Leveraging.
Or
(b) Explain the measures of Brand Equity.

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MODEL QUESTION PAPER
B.B.A. DEGREE EXAMINATION,
Third Year - Fifth Semester
FOREIGN EXCHANGE MANAGEMENT

Time : Three hours

Max. Marks: 70

SECTION A-(5 x 4 = 20 marks)

Answer any FIVE of the following.

Each question carries 4 marks.

1. Scope of Forex Management.
2. Objectives of Forex management.
3. Features of money market
4. Arbitrage opportunities
5. Functions of Foreign Exchange Market
6. Write a short note on Retail Brokers
7. Write about Exchange Rate
8. Risk Hedging - Meaning

SECTION B – (5 x 10 = 50 marks)

Answer ALL questions.

Each question carries 10 marks.

9. (a) Explain the relationship between Forex Management, and global management.
Or
(b) Explain the functions of Foreign Exchange Market.
10. (a) Explain the instruments of international financial markets.
Or
(b) Explain the benefits of international financial market instruments.
11. (a) Explain the challenges in making foreign payments.
Or
(b) Write about major players in the forex markets.
12. (a) Explain various factors that influence foreign Exchange Rate.
Or
(b) Write a detailed note on forward and cross exchange rates.
13. (a) "An offshore bank account can make it easier to do business in foreign currencies"
Explain and comment.
Or
(b) Write about Bill of Exchange and Commercial invoice.

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MODEL QUESTION PAPER

B.B.A. DEGREE EXAMINATION,

Third Year - Fifth Semester

E-PAYMENTS SYSTEM

Time : Three hours

Max. Marks: 70

SECTION A-(5 x 4 = 20 marks)

Answer any FIVE of the following.

Each question carries 4 marks.

1. Virtual Money.
2. EDI.
3. Fedwire.
4. Remote Authentication.
5. E-challan.
6. Digital Wallets.
7. Electronic Invoice.
8. SBT.

SECTION B – (5 x 10 = 50 marks)

Answer ALL questions.

Each question carries 10 marks.

9. (a) What is NEFT and explain the reasons for NETT failure.
Or
(b) What is e-cash and explain major components of e-cash.
10. (a) What is Real time governance and explain the objectives of real time governance system.
Or
(b) Write about Net settlements and Gross settlement.
11. (a) Explain the advantages and limitations of digital signature.
Or
(b) Explain the differences between remote authentication and local authentication.
12. (a) Explain the advantages and limitations of Credit Cards.
Or
(b) Explain various security challenges in mobile payments.
13. (a) Describe about EIPP providers in detail.
Or
(b) What is Reconciliation and explain the steps involved in Bank Reconciliation.
