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Reg. No.

VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Digital Marketing

Paper : MK - 6.5

(CBCS Scheme (F) Regular 2019-20)

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

I. Answer any **Five**. Each carries **two** marks. (5×2=10)

1. a. Expand SEO and SEM.
   b. Define Email marketing.
   c. What do you mean by competitor analysis?
   d. What is meant by conversion Rate?
   e. Give the meaning of Campaign.
   f. Write note on off page optimization.
   g. What do you mean by demographic Targeting?

SECTION - B

II. Answer any **Three** questions. Each question carries **five** marks. (3×5=15)

2. What are the advantages and disadvantages of competitor analysis?
3. Explain the digital marketing campaign creation process.
4. Explicate the importance of track offline coversion.
5. Write detailed notes on crisis management.

[P.T.O.

SECTION - C

III. Answer any **Three** questions. Each question carries **15** marks. (3×15=45)

6. Discuss the various digital marketing platforms in detail.
7. Define SEO. Explain its trends in detail.
8. Elucidate the paid platforms in search Engine Marketing.
9. Explain the various types of social media Marketing.

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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Supply Chain and Logistics Management

(CBCS Scheme (F) 2019)

Paper : MK - 6.6

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

I. Answer any **five** questions from the following. Each question carries **2** marks. **(5×2=10)**

1. a. What do you mean by Inbound logistics?
   b. What is push - pull strategy?
   c. Enumerate the meaning of Read time?
   d. Write the meaning of replenishment cycle.
   e. Define strategic fit.
   f. What do you mean by derived demand?
   g. Give the meaning of value chain analysis.

SECTION - B

II. Answer any **Three** questions from the following. Each question carries **5** marks.**(3×5=15)**

2. Write a short note on supply chain strategies.
3. Elaborate the concept of pull strategy.
4. Differentiate between efficient supply chain and responsive supply chain.
5. Discuss the concept of customer order decoupling point.

[P.T.O.

SECTION - C

III. Answer any **Three** questions from the following. Each question carries **15** marks.(3×15=45)

6. Explain in detail the functions of supply chain management.
7. Discuss in detail collaborative plannig, forecasting and replenishment.
8. Explain the role of cylce view of supply chain process.
9. Discuss the role of government in logistics.

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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Information Technology for Business II

(CBCS Scheme Regular)

Time : 3 Hours **Maximum Marks : 70**

***Instructions to Candidates*:**

All Answer should be written in English only.

SECTION - A

Answer any Five of the following. Each question carries Two Marks. (5×2=10)

1. a) What do you mean by Data Visualization?

   b) Give the meaning of Customer Retention.

   c) Define Digital Accumulating Balance Payment.

   d) What is Online Social Network?

   e) Mention any two features of Debit Card.

   f) What is Sales Revenue model?

   g) Give the meaning of Permission Marketing.

SECTION - B

Answer any Three of the following. Each question carries Five marks. (3×5=15)

2. Write the features of Google sheets.

3. Distinguish between E-Commerce and M-Commerce.

4. Explain the objectives of Internet in a B2B Environment.

5. What are the strategies of Personalization and One to One Marketing?

[P.T.O.

SECTION - C

Answer any Three of the following questions . Each question carries 15 marks.

(3×15=45)

6. Briefly explain the Advantages and Disadvantages of CRM.
7. Explain in details different types of B2C payment system.
8. Discuss the benefits of E-Commerce to consumer and E-Commerce to Society.
9. Explain the types and Limitation of E-Banking.

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VI Semester B.B.A. Degree Examination, September/October - 2022
INTERNATIONAL BUSINESS
(CBCS Semester Scheme Regular 2019-2020)
Paper : 6.3

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any **five** of the following questions. Each question carries 2 marks. (5×2=10)

1. a) Give the meaning of international business.
   b) What is franchising?
   c) Give the meaning of joint ventures.
   d) Expand TQM and FMS.
   e) Mention any two objectives of WTO (World Trade Organization).
   f) What is marketing information system.
   g) What is pre - shipment finance.

SECTION - B

Answer any **Three** of the following questions. Each question carries 5 marks. (3×5=15)

2. Explain in brief the EPRG framework.
3. What are the merits and demerits of FDI (five points each).
4. Briefly explain the benefits of export promotion councils.
5. What are the causes of disequilibrium in Balance of payments.

[P.T.O.

SECTION - C

Answer any **Three** of the following questions. Each question carries 15 marks.(3×15=45)

6. Explain the barriers of international business.
7. Explain in brief the different routes of globalization.
8. Explain the procedure of export trade.
9. Explain the functions of RBI.

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VI Semester B.B.A. Degree Examination, September/October - 2022

INTERNATIONAL FINANCE

(CBCS Semester Scheme 2019-2020 Freshers)

Paper : FN. 6.6 (Elective)

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any 5 sub-questions. Each sub-question carries 2 marks. **(5×2=10)**

1. a. What is international finance?
   b. Give the meaning of IMS.
   c. What is exchange rate?
   d. Give the meaning of leads and lags.
   e. What do you mean by money market?
   f. Give the meaning of hedging.
   g. What is SWAP?

SECTION - B

Answer any 3 questions. Each question carries 5 marks. **(3×5=15)**

2. Briefly explain the importance of International capital. Budgeting.
3. What is meant by Bimetallism? What are its advantages and disadvantages.
4. State the nature of international finance.
5. State the objectives of forward rate agreements.

[P.T.O.

SECTION - C

Answer any **3** questions. Each question carries **15** marks. **(3×15=45)**

6. Explain the differences between flexible and fixed. Exchange Rate Regime.
7. Explain the interest rate parity theory.
8. Explain the techniques of hedging.
9. Write a note on :
   a. American Depositary Receipt.
   b. Foreign currency convertiable bonds.
   c. Global Depository Receipt.

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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Strategic Management

(CBCS Scheme)

Paper : 6.4

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answers in English only.

SECTION - A

I. Answer any **five** questions. Each question carries **two** marks. **(5×2=10)**

1. a. Define strategy.
   b. Give the meaning of environmental scanning.
   c. What is corporate social responsibility?
   d. What is vision?
   e. What is policy?
   f. What is project manipulation?
   g. What is merger?

SECTION - B

II. Answer any **Three** questions. Each question carries **five** marks. **(3×5=15)**

2. State the benefits of strategic management.
3. Explain the strategic planning process.
4. Explain the importance of SWOT (SWOC) analysis.
5. Explain the social responsibility of business towards workers.

[P.T.O.

SECTION - C

III. Answer any **Three** questions. each question carries **fifteen** marks. **(3×15=45)**

6. Explain in detail the strategic management process.
7. Explain the different types of strategic plans.
8. What is strategy implementation? Explain the various aspects of strategy implementation.
9. Write a short note on :
   a. Social audit.
   b. Strategic decision making.
   c. Corporate culture.

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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Risk Management and Derivatives

(CBCS Scheme (F))

Paper : FN 6.5 (Elective)

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any **Five** questions. Each question carries **Two** marks. **(5×2=10)**

1. a. Define the term derivatives.
   b. What is systematic risk?
   c. Expand LIBOR.
   d. What is Beta?
   e. What is Arbitration?
   f. What are options?
   g. What is put - call parity?

SECTION - B

Answer any **Three** questions. Each question carries **Five** marks. **(3×5=15)**

2. State the characteristics of future contract.
3. Briefly explain the various types of speculators in the stock exchange.
4. Differentiate between call and put options.

[P.T.O.

5. Mr. Kashyap is considering investing in two projects X and Y. You are required to advice him about the acceptability of the projects from the following information.

	Project X	Project Y
Cost of the project cash inflow p.a (forecast for 5years)		
	1,80,000	1,80,000
Optimistic	1,20,000	90,000
Most likely	75,000	90,000
Pessimistic	60,000	30,000

The cut off rate of the project is 10% (P.V of Annuity for 5 years @ 10% is 3.791).

SECTION - C

Answer any **Three** questions. Each question carries **Fifteen** marks. **(3×15=45)**

6. What is Risk? Explain the various classfication of risk.

7. What is meant by speculation? Explain the concept of Hedging, Speculation nad Arbitrage.

8. Explain the various types of options.

9. From the following information, determine the project which is more risky on the basic of standard deviation and also calculate co-efficient of variation.

Project A		Project B	
Cash flow (Rs.)	Probabilities	Cash Flow (Rs.)	Probabilities
2000	0.1	2000	0.1
4000	0.3	4000	0.2
6000	0.2	6000	0.4
8000	0.2	8000	0.2
10000	0.2	10000	0.1

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VI Semester B.B.A. Degree Examination, September/October - 2022
BUSINESS ADMINISTRATION
Income Tax - II
(CBCS Scheme (Fresh) 2019-20 Regular)
Paper : 6.1

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any **Five** sub-questions. Each question carries 2 marks. (5×2=10)

1. a. Who is an assessee?
   b. Define the term 'Income'.
   c. What do you mean by business?
   d. Give meaning of short term capital gain.
   e. What do you mean by financial assets.
   f. Name any 2 Tax free Government securities.
   g. State the provision U/S 80 D.

SECTION - B

Answer any **Three** questions. Each question carries **Five** marks. (3×5=15)

2. Mr. Samarth prahlad is a registered medical practitioner. He keeps his books on cash basis and his summarized cash account for the year ended 31 march 2021 is as follows.

Particulars	Rs.	Particulars		Rs.
Balance b/d	5,850	Cost of medicines		12,450
Loan from bank	10,000	Motor car expenses		6,000.
Sale of medicines	26,500	Salary		1,700
Consultation fees	16,000	Rent of dispensary		2,600
Visiting fees	3,000	Personal expenses		1,600
Interest on Govt securities	3,600	LIC premium		2,500
		Insurence Premium:		
Rent from HP	8,000	Car	700	
Gift from patients	2,000	House property	500	1,200
Gift from father - in - law	5,000	Travelling expenses		1,900
		Balance c/d		50,000
	79,950			79,950

[P.T.O.

Other information :

1. Half of the motor car expenses are in respect of his personal use.
2. The written down value of motor car on 1.4.2020 was Rs. 12,720. Rate of depreciation 15%.

Compute taxable income from profession for the AY 2021-22 (Ignore alternative tax region U/S 115 BAC).

3. Mr. Prasanna sold his residencial house on 1.1.2021 for Rs. 35,00,000, which he had purchased in 2001-02 for Rs.2,00,000.

He spent Rs. 6000 for sale of the house. He spent Rs. 1,50,000 on the construction of the new house and deposited Rs.1,00,000 under capital gain account scheme on 28.3.2021.

The CII for 2001-02 and 2020-21 are 100 and 301 respectively. Compute taxable capital gain for the AY - 2021-22.

4. The following income are received by Mr. Ajay Rathod, a resident in the P.Y 2020-21. Compute his taxable income from other sources (Ignore alternative tax region U/S 115 BAC).

a. Directors fees Rs. 10,000.
b. Dividend received from Co-operative society Rs. 7000.
c. Winnings from Andhra Pradesh State lottery Rs.28,000 (Net).
d. Family pension received Rs. 30,000 p.a.
e. Dividend received on preference shares Rs. 10,000 p.a.
f. Insurance commission received Rs. 23,809 (Expenses incurred in earning insurance commission Rs. 2500).
g. Interest from savings bank account Rs. 500.
h. He received a gold chain from his friend as gift. Its fair market value is Rs. 32,000 and a painting from another friend as gift. Its fair market value is Rs. 18,000.

5. State the provisions regarding set off of losses.

SECTION - C

Answer any **Three** questions. Each question carries **Fifteen** marks. **(3×15=45)**

6. Shri Ganesh (age 55 years) a resident of mumbai submits the following P&L A/c for the year ending 31st March 2021

P/L A/c

Dr. Cr

Particulars	Rs.	Praticulars	Rs.
To opening stock	1,10,000	By sales	36,00,000
To purchases	14,00,000	By closing stock	2,20,000

To wages	3,00,000		
To gross profit	20,10,000		
	38,20,000		38,20,000
To Advertisement	2,00,000	By Gross profit b/d	20,10,000
To salary to staff	6,60,000	By Rent	2,40,000
To proprietors salary	1,20,000	By Commission	1,50,000
To Audit fees	60,000	By Bad debts recovered (earlier disallowed)	70000
To Bad debts	40,000		
To Reserve for bad debts	50,000	By Discount on MNS ltd Co. shares (gross)	30000
To General expenses	2,50,000		
To Municipal tax on business premises	24,000		
To Fire insurance premium on goods	26,000		
To Depreciation	78,000		
To Patent Rights	1,60,000		
To Staff welfare fund	40,000		
To Employees RPF	50,000		
To Goods and services tax	1,90,000		
To Donation to national development fund	1,00,000		
To Life insurance pre provisions on own life	36,000		
To Net profit	4,16,000		
	25,00,000		25,00,000

Other Information :

i. Opening stock and closing stock were over valued by 10%.

ii. Advertisement includes Rs. 1,00,000, being cost of permanent sign board.

iii. Business income of Rs. 70,000 was not recorded in the profit and loss A/c.

iv. General expenses include Rs. 50,000 paid for securing business orders and Rs. 60,000 spent on his wife's birthday party.

v. Depreciation allowable on all assets including permanent sign board by excluding patent rights as per IT rules was Rs. 90,000.

vi. Patent rights were acquired on 11.10.2020 on which depreciation is allowable at 25%.

Compute taxable income from business for AY 2021-22 [Ignore alternative tax region U/S 115 BAC].

7. During the year ended 31st March 2021, Mr. Jeevan (Resident) sold the following assets :

	Particulars	Sale proceeds
1.	Agricultural land in Mysore (urban city) purchased in 2001 for Rs.20,000 (FMV as on 1.4.2021 (CII 100) being Rs. 30,000)	5,60,000
2.	Furniture purchased on 1.5.2020 for Rs. 25,000.	30,000
3.	Machinery purchased in 2013-14 (CII-220) for Rs. 50,000 (WDV as on 1.4.2001 Rs. 35,000).	60,000
4.	Shop purchased in 2006-07 (CII 122) for Rs. 50,000	4,50,000
5.	One residencail house purchased in 2008-09 (CII 137) costing Rs. 60,000	5,80,000

During the year he bought another house for his residence for Rs. 2,00,000. The CII for 2020-21 is 301. Find the total taxable income from capital gain.

8. Mrs. Nanditha submits the following particulars of income from other sources for the year ended 31.3.2021.
   1. Family pension from Govt. of Karnataka Rs. 42,000.
   2. Royalty from books written Rs. 20,000 (expenses incurred for this purpose Rs. 2,500).
   3. Remunaration from articles published in a magazine Rs 2000.
   4. Cash worth Rs. 1,00,000 was found in her private locker. The source of which could not be explained by her.
   5. Interest on fixed deposits in a bank Rs. 15,000 (Gross).
   6. Rent from subletting a house Rs. 1500 p.m (rent paid to the owner Rs. 1000 p.m and repair expenses Rs.200).
   7. Winnings from lottery net Rs. 70,000 (purchase of lottery Rs. 100).
   8. She invests in the following :
      i. Rs. 37,000 - 10% Tax free debentures of a company listed in a recognised stock exchange in India.
      ii. Interest on S. B account Rs. 2000.
      iii. Dividend Rs. 10,000 (Gross) from a tea Co.,

   Compute her taxable income from other sources for the AY - 2021 - 22. (Ignore alternative tax Region U/S 115 BAC).

9. Following are the details of Mr. Sanketh for the previous year 2020-21.
   i. Gross salary Rs. 5,54,000. (Computed).
   ii. Income from house property (computed) Rs. 72,000,
   iii. Income from business (computed) Rs. 3,37,000.
   iv. Income from profession of consulting (computed) Rs. 1,18,000.
   v. Short term capital gain on sale of jewellery Rs. 57,000.
   vi. Short term capital gain on sale of shares Rs. 49,000. (not subject to STT).
   vii. Interest on bank deposits (Net) Rs. 50,000.

   Mr. Sanketh is eligible for deduction under various sections of 80C to the extent of Rs. 1,47,000 for the P.Y 2020-21. He had paid an advance tax of Rs. 49,000.

   Compute the net tax liability of Mr. Sanketh for the A.Y. 2021-22 if he is a resident of India. aged about 58 year. (Ignore alternative tax region U/S 115BAC).