

**(501BBA21)**

B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Fifth Semester

TALENT MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Concept of Talent Management.
2. Steps in competency mapping.
3. Performance linked career planning.
4. Employee satisfaction survey.
5. Concept of Lateral Hiring.
6. Personal development plans.
7. 360 degree feedback.
8. Importance of Promotion policy.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

9. (a) What is meant by Talent Management? Explain in detail about the need and significance of Talent Management.

Or

- (b) What is meant by work life balance? What are the initiatives of work life balance?
10. (a) What is competency mapping? What are the different approaches available for competency mapping?

Or

- (b) Outline the various methods of Data Collection for Competency mapping.
11. (a) Examine the relationship between performance management and employee development.

Or

- (b) Do you support the linkage between performance management and reward systems? Explain.
12. (a) Elucidate the conceptual framework of Employee Engagement.

Or

- (b) What are the parameters available to measure employee engagement?
13. (a) Discuss the need and importance of identifying second line of leaders in a large scale organisation.

Or

- (b) What is succession planning? What are its objectives?
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B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Fifth Semester

GLOBAL HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following questions.

1. Challenges of IHRM.
2. E-Recruitment.
3. Third and Host Country Employees.
4. Repatriate Training.
5. International Compensation policy.
6. Interviews for international selection.
7. Cross national advertising.
8. Types of Expatriate training.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

9. (a) What do you understand by the concept of IHRM? Distinguish between domestic HRM and IHRM.

Or

- (b) Evaluate the factors responsible for emergence of IHRM.
  10. (a) What are the functions of International Managers?
- Or
- (b) How do you select employees for an International organisation? Explain.
  11. (a) What are the various issues involved in International Performance Management?

Or

- (b) Write briefly about country specific performance management practices.
12. (a) What are the objectives of giving training for international staff?
- Or
- (b) Discuss the need and importance of developing international staff and multinational teams.
13. (a) Briefly explain about social security systems across the countries.
- Or
- (b) What are the different forms of Global Compensation?
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B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Fifth Semester

EXPORT AND IMPORT

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Local Quotation.
2. Trade Mark.
3. Import Licence.
4. Export by Post.
5. Deemed Exports.
6. Customs House Agents.
7. Air casualty insurance.
8. 100% export oriented units.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

9. (a) What is the process involved in scrutinizing Export order?

Or

- (b) Evaluate the need and importance of Copy Right Registration.

10. (a) Outline the various objectives of Marine Insurance.

Or

- (b) Examine the factors which are influencing Exchange Rate Determination.

11. (a) What are the different export benefits which are available in the process of exports?

Or

- (b) Discuss the process involved in inspection of Export consignment.
12. (a) What are the shipping documents required in the process of exports of goods?
- Or
- (b) What is meant by Free Trade Zone? Discuss the role of Free Trade zones in export of commodities.
13. (a) What are the rules applicable while Export of services?
- Or
- (b) Examine the need and importance of export incentives.
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B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Fifth Semester

BRAND MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — ( $5 \times 4 = 20$  marks)

Answer any FIVE of the following.

1. Concept of Product Management.
2. Test Marketing.
3. Brand identity.
4. Tools for Building Brand Equity.
5. Role of Brand Ambassador.
6. Launching of New Product Programmes.
7. Corporate Strategy and product policy.
8. Brand personality.

SECTION B — ( $5 \times 10 = 50$  marks)

Answer the following questions.

9. (a) Examine about the phases of a product life cycle with an example of a product of your choice.

Or

- (b) Outline the factors which are influencing product line decisions.
10. (a) “New Product Development needs lot of care”. Discuss.

Or

- (b) What are the different sources of Idea Generation?
11. (a) Examine the importance and need for the study of Brand Management.

Or

- (b) What are the functions of Brand Associations?
12. (a) What are the problems involved in Managing Brand Architecture?
- Or
- (b) Evaluate the objectives of Corporate Branding.
13. (a) Discuss the importance and need for measuring brand equity.
- Or
- (b) What are the different issues involved in Leveraging Brand Equity?
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B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Fifth Semester

**FOREIGN EXCHANGE MANAGEMENT**

Time : Three hours

Maximum : 70 marks

**SECTION A — (5 × 4 = 20 marks)**

Answer any FIVE of the following.

1. Nature and scope of Forex Management.
2. Dual Currency Bonds.
3. Mechanics of Making Foreign Payments.
4. Concept of Forex trading.
5. Letter of credit.
6. Euro deposits.
7. Integration of markets.
8. Commercial invoice.

**SECTION B — (5 × 10 = 50 marks)**

Answer the following questions.

9. (a) Explain about the relationship between Forex Management and Financial Management.

Or

- (b) Briefly write about the significance and objectives of Forex management.
10. (a) What are the functions of International Financial Markets?

Or

- (b) Briefly write about various instruments of International Capital and money market.
11. (a) What is meant by foreign Exchange Market? What are its functions?

Or

- (b) Discuss about the concept of Arbitrage in Foreign Exchange Market.
12. (a) Explain how forward and cross exchange rates are determined in International Market.

Or

- (b) What are the problems involved in Financing of International Trade?
13. (a) Describe the concepts of scraps and captions with some examples.

Or

- (b) What are the different techniques available for Hedging?
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Fifth Semester

E-PAYMENTS SYSTEM

Time : Three hours

Maximum : 70 marks

SECTION A — ( $5 \times 4 = 20$  marks)

Answer any FIVE of the following.

1. Bit coin.
2. Fedwire.
3. E-Payment security.
4. Obopay.
5. Reconciliation through bank.
6. Net settlement.
7. Chips and Swift.
8. Rupay card.

SECTION B — ( $5 \times 10 = 50$  marks)

Answer the following questions.

9. (a) What are the advantages of e-cash and virtual money?  

Or

(b) Explain about various types of Electronic Payment.
10. (a) What are the objectives of Real Time Gross Settlement System?  

Or

(b) Elucidate the need and importance of ATM networks.
11. (a) Explain in detail about cryptographic methods.

Or

- (b) What is meant by Digital Signature? What is the process involved in certification of digital signatures?
12. (a) What are the advantages and disadvantages of digital wallets?
- Or
- (b) "Credit cards play a vital role in the present day environment". Discuss.
13. (a) Write in detail about the functions of Bill Service Providers.
- Or
- (b) What are the objectives of Scan Based Trading?
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