

(501BBA21)

B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

Fifth Semester

TALENT MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — ($5 \times 4 = 20$ marks)

Answer any FIVE of the following.

1. Retaining Talent.
2. Features of Competency Methods.
3. Concept of Employee Development.
4. Constituents of Engagement.
5. Second line of Leaders.
6. Steps in Competency Mapping.
7. Performance linked career planning.
8. HR leadership to Business.

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

Answer the following questions.

9. (a) Outline the factors which are responsible for Attracting Talent.

Or

- (b) Examine the need and importance of Talent Management.

10. (a) What are the approaches available for Competency Mapping?

Or

- (b) What are the problems involved in developing competency models from Raw Data?

11. (a) Do you support the concept of performance linked promotion policy? Give reasons.

Or

- (b) What are the objectives of 360 degree feedback as a developmental tool?
12. (a) Explain about the conceptual framework of Employee Engagement.
- Or
- (b) Outline the need and importance of Employee satisfaction survey.
13. (a) What is meant by succession planning? What are the various issues involved in succession planning?
- Or
- (b) What is Lateral Hiring? Discuss its need and importance.
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Fifth Semester

GLOBAL HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — ($5 \times 4 = 20$ marks)

Answer any FIVE of the following.

1. Challenges of IHRM.
2. E-Recruitment.
3. Third and host country employees.
4. Repatriate training.
5. Forms of International Compensation.
6. Parent country nationals.
7. Expatriate training.
8. Need for social security.

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

Answer the following questions.

9. (a) What are the factors which are responsible for the growth of IHRM?

Or

- (b) Describe the organisational processes involved in IHRM.

10. (a) What are the functions of International Managers?

Or

- (b) What are the selection tests conducted for selecting employees at International level?

11. (a) Write in detail about various issues involved in performance management cycle.

Or

- (b) Discuss the need and importance of Appraisal of Expatriate.

12. (a) What are the reasons for giving training for International Staff?

Or

- (b) Discuss the need and importance of developing International Staff.

13. (a) Outline the factors which are influencing International Compensation Policy.

Or

- (b) What are the recent trends taken place in Global Compensation?

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Fifth Semester

EXPORT AND IMPORT

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Copy Right Registration.
2. Need for Export Finance.
3. Export by Air.
4. Deemed Export.
5. Duty Drawbacks.
6. Export Documentation.
7. Overseas Buyers.
8. Isolated Sales Transactions.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

9. (a) Describe the process involved in scrutinising export order.
Or
(b) Discuss the need and importance of export controls.
10. (a) Evaluate the process involved in Exchange Rate Determination.
Or
(b) What is the procedure involved in getting Export and Import licenses?
11. (a) Outline the precautions required for Export Packaging.

Or

(b) Discuss the need and importance of inspection of Export Consignment.

12. (a) What are the complicated problems involved in shipments?

Or

(b) “Free Trade zones play a vital role in Exports and Imports”. Discuss.

13. (a) What is the procedure followed in Export of Excisable Goods?

Or

(b) Do you support the concept of Export/Import Incentives? Give reasons.

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Fifth Semester

BRAND MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Concept of Marketing Strategy.
2. Idea Generation and Screening.
3. Role of Brand Associations.
4. Organising for New Products.
5. Brand Portfolios.
6. Concept of Brand Equity.
7. Brand Ambassador.
8. Product Policy.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

9. (a) Define 'Product'. What are the various issues involved in Product Management?
Or
(b) Explain about the different stages of Product life cycle.
10. (a) What is Test Marketing? What are the objectives of Test Marketing?
Or
(b) What precautions are required while launching new product programmes?
11. (a) Define 'Brand'. Outline the various issues involved in Brand Management.

Or

- (b) What is Brand Identity? Explain about Brand Identity with relevant examples.
12. (a) What is meant by corporate Branding? Discuss the need and importance of corporate Branding.

Or

- (b) Examine the need and importance of managing Brand Architecture.
13. (a) What methods are available to measure Brand Equity?

Or

- (b) What are the various issues involved in Leveraging Brand Equity?
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B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024

Fifth Semester

FOREIGN EXCHANGE MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Scope of Forex Management.
2. GDRS
3. Arbitrage in Foreign Exchange Market
4. Cross Exchange Rates
5. Swaps
6. Euro Bonds
7. Commercial Invoice
8. Forex Trading

SECTION B — (5 × 10 = 50 marks)

Answer ALL questions.

9. (a) What is meant by Forex Management? Examine the importance of Forex Management in Global Environment.

Or

- (b) Explain the significance and objectives of Forex Management.
10. (a) Outline the features of International money market.

Or

- (b) Write briefly about International Capital and Money Market Instruments.
11. (a) Examine the various functions of Foreign Exchange Market.
- Or
- (b) What are the various costs associated with International Payments?
12. (a) What are the factors which are influencing foreign exchange rate determination?
- Or
- (b) Discuss the need and importance of Financing of International Trade.
13. (a) What is meant by Hedging? Explain about the techniques of Hedging.
- Or
- (b) What is meant by Letter of Credit? Discuss its need and importance.
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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. NEFT.
2. SWIFT.
3. Hash Functions.
4. Ru Pay card.
5. EIPP providers.
6. Remote Authentication.
7. Digital Wallets.
8. E-chellan.

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

Answer ALL questions.

9. (a) What is meant by e-cash? What are the various issues involved in e-cash?

Or

- (b) What are the various objectives of virtual currencies?

10. (a) Evaluate the process involved in Real time Gross settlement system.

Or

- (b) What are the advantages of ATM Networks?

11. (a) What is meant by Digital signature? What are the various issues involved in Digital signature?

Or

- (b) Explain in detail about cryptographic methods.
12. (a) Outline the advantages of Debit and Credit cards.

Or

- (b) Briefly write about different mobile payments.
13. (a) What are the problems involved in scan Based Trading?

Or

- (b) Write in detail about Bill service providers.
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