



SS – 549

V Semester B.B.A. Examination, Nov./Dec. 2018
(CBCS – Fresh and Repeaters) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 5.1 : Entrepreneurial Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

I. Answer any five sub-questions. Each sub-question carries two marks. (5x2=10)

- 1) a) Who is an entrepreneur ?
- b) Mention any two problems faced by small scale industry.
- c) Mention any two factors affecting project selection.
- d) Mention any two common pitfalls to be avoided while preparing a business plan.
- e) Expand the following :
 - i) SFC
 - ii) TECSOK.
- f) Mention any two difference between entrepreneur and enterprise.
- g) Mention any two objectives of SIDBI.

SECTION – B

II. Answer any three questions. Each question carries six marks. (3x6=18)

- 2) Explain any six points to bring out the importance of entrepreneurship.
- 3) Explain any six characteristics of a small scale industry.
- 4) Explain any six factors affecting identification of business opportunity.
- 5) Explain any six features of business plan.
- 6) Mention any twelve causes of industrial sickness.

P.T.O.



SECTION – C

III. Answer **any three** questions. **Each** question carries **fourteen** marks. **(3×14=42)**

- 7) Explain any fourteen characteristics of a successful entrepreneur.
 - 8) Explain any ten advantages of a small scale industry.
 - 9) What is product selection ? Explain any eight factors affecting product selection.
 - 10) What is a business plan ? Explain any eight advantages of preparing a business plan.
 - 11) What is an industrial estate ? Explain the following (any six points each) :
 - a) Objectives of industrial estates
 - b) Types of an industrial estate.
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SS – 550

V Semester B.B.A. Degree Examination, November/December 2018
(F+R) (CBCS) (Semester Scheme) (2016-17 and Onwards)

BUSINESS ADMINISTRATION

5.2 : Computer Application in Business

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

- I. 1) Answer **any 5** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
- What is a database ?
 - Expand OAS and TPS.
 - What is a work sheet ?
 - What is a slide ?
 - Define voucher in Tally.
 - What is book mark ?
 - Mention any four basic elements of Tally screen.

SECTION – B

- II. Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**
- What are the steps in data processing ?
 - Explain the features of MS-PowerPoint.
 - What are the advantages of DBMS ?
 - Explain the advantages of Tally.
 - What is MS Excel ? What are its features ?

P.T.O.



SECTION – C

III. Answer **any three** questions. Each question carries **fourteen** marks. **(3×14=42)**

- 7) Explain the main components of MS Word window.
 - 8) What is MIS ? Explain its characteristics.
 - 9) Explain the hierarchical data structure with its advantages and disadvantages.
 - 10) What is mail merge ? What are the advantages of mail merge ?
 - 11) Explain DSS and its components.
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V Semester B.B.A. Degree Examination, November/December 2018
(F+R) (CBCS – 2016 – 17 & Onwards)
BUSINESS ADMINISTRATION
5.3 : Investment Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer any five of the following sub-questions. Each sub-question carries two marks.

(5×2=10)

1. a) What do you understand by financial assets ?
- b) What is economic analysis ?
- c) What is a warrant ?
- d) What is an optimal portfolio ?
- e) What do you mean by Mutual Fund ?
- f) What do you mean by unsystematic risk ?
- g) An investor expects a dividend of ₹ 5 per share for each of 10 years and a selling price of ₹ 80 at the end of 10 years. Calculate the present value of share if his required rate of return is 12%.

SECTION – B

Answer any three of the following questions. Each question carries six marks.

(3×6=18)

2. Briefly explain Markowitz Model of Portfolio Management.
3. Distinguish between 'investment' and 'speculation'.
4. What are the objectives of industry analysis ?

P.T.O.



5. What are the advantages and disadvantages of ADRs ?
6. The probabilities and associated returns of Modern Foods Ltd. are given below :

Return %	:	12	15	18	20	24	26	30
Probability	:	0.05	0.10	0.24	0.26	0.18	0.12	0.05

Calculate the standard deviation.

SECTION – C

Answer any three of the following questions. Each question carries fourteen marks.

(3×14=42)

7. Explain the different types of risks in detail.
8. Explain in detail 'Porters five force model'.
9. What are the types of global mutual funds ?
10. What is technical analysis ? Explain.
11. From the following information calculate :
- Expected rate of returns and
 - Risk in terms of standard deviation of securities X and Y.

Security X		Security Y	
Probability	Return %	Probability	Return%
0.05	6	0.10	5
0.15	10	0.20	8
0.40	15	0.30	12
0.25	18	0.25	15
0.10	20	0.10	18
0.05	24	0.05	20

V Semester B.B.A. Degree Examination, Nov./Dec. 2018
(CBCS) (2016-17 and Onwards)
(Fresh + Repeaters)

BUSINESS ADMINISTRATION

5.6 : Elective Paper – II : Strategic Human Resource Management

Time : 3 Hours

Max. Marks : 70

*Instruction : Answers should be written in **English** only.*

SECTION – A

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

1. a) What is strategic HRM ?
- b) What is employee retention ?
- c) What is job evaluation ?
- d) What is recruitment ?
- e) What is HR planning ?
- f) What are work-team ?
- g) Expand ESOP and BPR-E.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **6** marks.

(3×6=18)

2. Explain the significance of strategic HRM.
3. What is job rotation ? What are its advantages and limitations ?
4. What are the principles of TQM ?
5. What are the ways to enrich the job ?
6. Explain Global selection approaches.



SECTION - C

Answer **any three** of the following questions. **Each** question carries **14** marks.

(3×14=42)

7. What are the strategic roles of HR Director ? Explain.
 8. Explain the different modes investment in training and development.
 9. Explain the important factors of SHRM.
 10. What is organisational change ? What are the approaches to organisational change ?
 11. Explain the components of HR competencies.
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