



MS – 512

**VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (F + R)
(2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper – 6.5 : Elective Paper – III : Brand Management**

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer **any 8** sub-questions. **Each** sub-question carries **2** marks : **(8×2=16)**

1. a) What is guarantee ?
- b) What is Product Life Cycle ?
- c) What is Brand Positioning ?
- d) What is Product Mix ?
- e) Give the meaning of Co-branding.
- f) What is Brand Awareness ?
- g) What is Sales Forecast ?
- h) What is product Differentiation ?
- i) Define Celebrity.
- j) List the steps of target Marketing.

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks : **(3×8=24)**

2. Explain the advantages of Product Management.
3. What are the roles of Packaging ?
4. What are the characteristics of Good Brand Name ?
5. What are the benefits of Brand Hierarchy ?

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SECTION - C

Answer ques. 10 and any three of the remaining. Each question carries 15 marks :

(4x15=60)

6. Explain the role of people and organization towards Brand Management.
7. Explain the types of Branding Strategies.
8. Explain Target Market Selection Process.
9. Explain various types of product in detail with examples.
10. Explain in detail the Product Life Cycle.



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VI Semester B.B.M. Examination, May 2016
(Semester Scheme)
(2014-15 & Onwards) (F+R)
BUSINESS MANAGEMENT
Paper – 6.2 : E-Business

Time : 3 Hours Max. Marks : 100

Instruction : Answers should be written in English.

SECTION – A

I. Answer any eight sub-questions. Each sub-question carries two marks. (8×2 =16)

- 1) a) Define E-Business.
- b) What is B2B Model ?
- c) What is Internet ?
- d) What is URL ?
- e) What is Encryption ?
- f) What is a Credit Card ?
- g) What is Data Mining ?
- h) What is Data Warehouse ?
- i) Define Image Tag.
- j) What is Cyber Crime ?

SECTION – B

II. Answer any three questions. Each question carries eight marks. (3×8 = 24)

- 2) What are Virtual Communities ? Discuss the importance of Virtual Communities.
- 3) What are Hardware and Software requirements of E-Commerce Activities ? Explain.

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- 4) What are Firewalls ? Explain different types of Firewall.
- 5) What is E-Payment System ? Explain the advantages and disadvantages of E-Payment system.

SECTION - C

III. Answer Question No.10 and any three of the remaining questions. Each question carries fifteen marks. (4x15 = 60)

- 6) What is the role of Internet in E-Business ? What are the uses, merits and demerits of Internet in Business ? Explain elaborately.
- 7) Discuss Elaborately : Permission Marketing, Affiliate Marketing and Viral Marketing.
- 8) What are the merits and demerits of E-Business in the Present Context ? Present the Historical Perspective of E-Business.
- 9) Explain the ways and means of protecting the Data and Systems of Client in an E-Business Environment.
- 10) Explain in detail the B2B and B2C E-Business.



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VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (2014 - 15 and Onwards)
(Fresh + Repeaters)
BUSINESS MANAGEMENT
Paper - 6.3 : Income Tax

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written only in English.

SECTION - A

1. Answer any eight sub-questions. Each sub-question carries two marks. (8x2 = 16)
- Who is a deemed assessee ?
 - Define agricultural income.
 - What is meant by perquisites ?
 - Give the meaning of short term capital asset.
 - What are less-tax securities ?
 - Who is a Non-Resident individual ?
 - What is meant by pre-construction interest ?
 - Give the meaning of Gross Total Income.
 - Mention any two exempted incomes.
 - What is a casual Income ?

SECTION - B

Answer any three questions. Each question carries eight marks. (3x8 = 24)

2. Mr. Vijay an Indian citizen left India for the first time on 01-04-2008 and came back to India on 1-9-2011. Again he left India on 1-8-2014.
Determine his Residential status for the A.Y. 2015 - 16.
3. Mr. Rajan retires from service on 30-6-2014. He is paid a pension of Rs. 8,000 p.m. He commutes 75% of his pension on 1-9-2014 and received Rs. 4,50,000 as commuted pension.
Compute the taxable commuted pension for the A.Y. 2015 - 16, assuming that:
- He is a government employee
 - He is a non-government employee who does not receives gratuity
 - He is a non-government employee who receives gratuity.
4. Mr. Saravana is the owner of a house. The particulars of which are given below :

	Rs.
Municipal Value	1,00,000
Fair Rent	1,30,000
Standard Rent	1,10,000
Actual Rent	10,500 p.m.
Unrealised rent	10,500
Vacancy Period	1 month
Municipal Tax paid by owner	17,500
Municipal Tax paid by tenant	2,000

Determine the Taxable Income from House Property for the A.Y. 2015-16.

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5. Mr. Arun is working as a manager in a company at Chennai. Particular of his salary for the A.Y. 2015 - 16 are :
- Basic Salary Rs. 30,000 pm.
 - D.A. Rs. 5,000 pm. (40% forming part of salary)
 - Commission Rs. 1,000 pm.
 - Conveyance allowance Rs. 3,000 pm. (60% spent for official duty)
 - Employer contribution to R.P.F. - 15% of salary

He has been provided with a house by the company for which a sum of Rs. 1,200 pm is deducted from his salary. The company pays a rent of Rs. 6,000 pm for this house to the landlord.

Compute the taxable value of the perquisite.

SECTION - C

Answer question No. 10 and any 3 of the remaining questions. Each question carries 15 marks. (4×15=60)

6. From the following particulars of Mr. Anand compute his Gross Total Income for the A.Y. 2015 - 16, if he is

1) Resident 2) Not ordinarily Resident 3) Non-Resident.

- Income from business in Kolar Rs. 1,00,000
- Profit from business in U.K. controlled from India Rs. 50,000
- Agricultural Income earned in Burma Rs. 40,000
- Salary received in India for services rendered in Japan Rs. 80,000.
- Profit from business in Nepal controlled from India ($\frac{1}{3}$ profit received in India) Rs. 60,000.
- Interest on Post Office Saving Bank A/c Rs. 1,000.
- Dividend received from Indian Company Rs. 8,000.
- Interest on deposit with State Bank of India Rs. 10,000.
- Past untaxed foreign income brought into India Rs. 4,000.
- Income from house property in Japan Rs. 30,000.
- Salary received in India for services rendered in U.K. Rs. 60,000.
- Interest received from a firm in U.K. later on remitted to India Rs. 40,000.
- Gift in cash from a friend received in India 60,000.
- Income from business in Chennai but received in U.K. 40,000.



7. Mrs. Praneetha is working as sales manager in TCS Ltd., Mumbai her salary income details are as follows:
- a) Basic salary Rs. 30,000 pm.
 - b) Bonus equal to 2 months Basic pay.
 - c) Commission @ 3% on sales, during the year she reached a sales target of Rs. 4,00,000.
 - d) D.A. Rs. 10,000 pm. (40% enters into retirement benefits).
 - e) Medical Allowance Rs. 2,000 pm. (Actual medical expenses Rs. 20,000).
 - f) Entertainment allowance Rs. 3,000 pm.
 - g) Children Education allowance for her two children Rs. 300 pm per child.
 - h) Company's contribution to RPF Rs. 8,000 pm.
 - i) Own contribution to RPF Rs. 3,000 pm.
 - j) Interest accrued on RPF @ 11% Rs. 44,000
 - k) HRA Rs. 3,000 pm. (Rent paid Rs. 4,000 pm)
 - l) She is provided a car above 1,600 cc along with driver for both private and official use, all expenses are met by the company.
 - m) Professional tax of Rs. 200 pm of the employer paid by the company.
- Compute taxable salary for A.Y. 2015 - 16.

8. From the following particulars of house properties of Mr. Rajesh compute his income from house property for the A.Y. 2015 - 16.

Particulars	HP - I	HP - II	HP - III	HP - IV
Municipal Rental Value	15,000	20,000	18,000	19,000
Fair Rental Value	18,000	22,000	20,000	18,000
Standard Rent	-	-	19,000	20,000
Actual Rent per month	-	-	1,500	1,800
Local taxes paid	1,500	2,000	1,800	1,900
Repairs charges	-	5,000	2,000	-
Unrealised Rent (2014 - 15)	-	-	1,500	-
Vacancy period	-	-	2 months	-

HP - I is used for own business, HP - II is self occupied for his own residence, HP - III is let out for business and HP - IV is let for residential purpose.

Mr. Rajesh borrows Rs. 1,00,000 @ 10% p.a. for construction of HP - II on 1-6-2007. The construction of all the houses is completed in May 2012.

Determine the Taxable Income from House Property for the A.Y. 2015 - 16.

9. Mr. Shekar presents you the Trading and P & L A/c for the P.Y. 2014 - 15. You are required to compute the business income for the A.Y. 2015 - 16.

Particulars	Amount	Particulars	Amount
To Opening stock	85,000	By Sales	3,94,000
To Purchases	2,40,000	By Closing Stock	1,10,000
To Wages	35,000		
To Freight	12,000		
To Gross Profit	1,32,000		
	5,04,000		5,04,000



To Staff salary	18,750	By Gross Profit	1,32,000
To Office rent	12,000	By Interest on debenture	17,800
To Audit fee	5,500	By Bad debts recovered	5,200
To Income Tax	32,000	By Sundry income	2,650
To Car expenses	15,000	By Rent from house property	90,000
To General expenses	58,650		
To Donation	2,500		
To Sales tax provision	16,000		
To Patents	30,000		
To Interest on capital	16,000		
To Depreciation on car	18,000		
To Net profit	23,250		
	2,47,650		2,47,650

Additional Information :

- Purchases includes a cash payment of Rs. 30,000
- Opening stock is undervalued by 15%
- Closing stock is overvalued by 10%
- 20% of car expenses relates to personal use
- Out of the sales tax provision, sales tax of Rs. 1,250 was paid before filing the return of Income.
- 40% of bad debts recovered were disallowed earlier.

10. Following is the Receipts and Payments A/c of Mr. Bansilal, an advocate for the year ended 31-3-2015

Receipts	Amount	Payments	Amount
To bal. b/d	10,000	By Staff Salaries	56,000
To Arbitration fees	2,40,000	By Professional books	18,000
To Legal fees	30,000	By Refreshment charges	6,000
To Loan from bank	25,000	By Rent of office	15,000
To Rent from property	45,000	By Telephone charges	18,000
To Interest on bank FD	21,000	By Printing charges	3,000
To Dividend	8,000	By Electric charges	6,000
To Share of Income from HUF	1,00,000	By Purchase of car	2,50,000
		By Computer purchased	50,000
		By Car expenses	7,000
		By Subscription to journals	10,000
		By NSC Purchased	14,000
		By B.A.R. Association fees	2,000
		By Bal. c/d	24,000
	4,79,000		4,79,000

Additional Information :

- Half of the car expenses pertain to personal use
- Depreciation on car 15%, Computer 60% and books 100%
- 25% of telephone expenses relate to personal use
- Half of electric charges are for house property
- Gifts from clients Rs. 10,000 not included in the above account.
- Loan from bank is for personal use

Compute his income from profession for the A.Y. 2015 - 16.



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VI Semester B.B.M. Examination, May 2016
(Fresh + Repeaters) (2014-15 and Onwards)

BUSINESS MANAGEMENT

Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer any 8 sub-questions. Each question carries 2 marks. **(8×2=16)**

1. a) State any four features of international business.
- b) What is international franchising ?
- c) What is international joint venture ?
- d) What are the components of globalisation ?
- e) Give any two reasons for firm's going global.
- f) What is organisational transformation ?
- g) Expand : PCN, HCN, TCN and TNC.
- h) What is international marketing information ?
- i) What do you mean by EXIM policy ?
- j) Give the meaning of letter of credit.

SECTION – B

Answer any three questions. Each question carries 8 marks : **(3×8=24)**

2. What is the theory of absolute advantages ?
3. Explain the advantages and disadvantages of international licensing.
4. Distinguish between domestic and foreign companies.
5. Discuss briefly the stages of import procedures.

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SECTION - C

Answer Q. No. 10 which is compulsory and any three of the remaining.
Each question carries 15 marks.

(4x15=60)

6. Explain the measures to correct the disequilibrium in the Balance of Payments (BOP).
7. Explain briefly the types of data/information required for international business.
8. What are the factors to be considered while making decisions to enter the foreign markets ?
9. Explain the manifestation of globalisation.
10. Explain the advantages of MNC's to home country and host country.



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VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (F+R)
(2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper – 6.5 : Elective (Paper – III)
Investment and Portfolio Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer **any eight** sub-questions. **Each** sub-question carries **2** marks. **(8×2=16)**
- Mention any two objectives of portfolio management.
 - How is EPS calculated ?
 - What is speculation ?
 - Define risk.
 - How do you calculate Treynor's measure ?
 - What is swap ?
 - What is derivative ?
 - What is a convertible debentures ?
 - What is efficient portfolio ?
 - Expand NASDAQ and OTCEI.

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SECTION - B

Answer **any three** questions. **Each** question carries **8** marks.

(3×8=24)

2. Explain the functions of secondary market.
3. Explain briefly fundamental analysis.
4. Explain the advantages of mutual fund.
5. A bond of Rs. 8,000/-bearing a coupon rate of 12% and redeemable in 10 years for Rs. 8,800/. Find the YTM of the bond.

SECTION - C

Answer question No. **10** and **any 3** of the remaining. **Each** question carries **15** marks.

(4×15=60)

6. Discuss the investment avenues available to investors.
7. Explain the purpose of industry analysis in detail.
8. The return of two securities P & Q are given below. Select the security according to risk and return.

Return on Security	Return on Security	Probability
P	Q	
5	2	0.4
3	3	0.3
2	4	0.3

9. A company paid a dividend of Rs. 5 per share last year. As an investor, you are required to find the value of equity share if :
 - a) Growth rate is 8% and equity capitalization rate is 12%.
 - b) Growth rate is 10% and equity capitalization rate is 14%.
 - c) Growth rate is 12% and equity capitalization rate is 16%.
 - d) Growth rate is 15% and equity capitalization rate is 20%.
10. Distinguish between risk and uncertainty. Explain the types of risk.

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VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (Freshers + Repeaters)
(2014-15 and Onwards)
RETAIL MANAGEMENT
Paper 6.6 : (Elective Paper – IV)

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in English only.

SECTION – A

Answer any 8 sub-questions from the following. Each sub-question carries 2 marks.
(8×2=16)

1. a) What is a "Hyper Market" ?
- b) What is a customer service ?
- c) What is category management ?
- d) Give the meaning of store designing.
- e) Give the meaning of retail marketing mix.
- f) What do you mean by supply chain management ?
- g) What is bar coding ?
- h) What is electronic article surveillance ?
- i) Who is a retail franchiser ?
- j) Who is a Guerrilla shopper ?

SECTION – B

Answer any 3 questions. Each question carries 8 marks.

(3×8=24)

2. Briefly explain environmental theory of retailing.
3. Explain the influence of reference group on consumer buying behaviour.
4. What are the advantages of trade area analysis ?
5. Briefly explain social issues in retailing.

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1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

SECTION - C

Answer question no. 10 and any three of the remaining questions. Each question carries 15 marks : (4×15=60)

6. Explain the factors influencing Indian retail industry.
7. Explain the various steps involved in category management.
8. What are the important pricing strategies adopted by retail organizations. Explain.
9. Discuss the advantages and disadvantages of e-tailing.
10. What is telemarketing ? Discuss the advantages and disadvantages of telemarketing.



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VI Semester B.B.M. Examination, May 2016
(2014-15 & Onwards) (Semester (F+R) Scheme)
BUSINESS MANAGEMENT

Paper – 6.6 : Elective Paper – IV : Stock and Commodity Market

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer any eight sub questions, each question carries two marks. **(8×2 =16)**
- What is a primary market ?
 - What is speculation ?
 - Give the meaning of right issue.
 - What are preference shares ?
 - Expand SEBI, NSEI.
 - What is dematerialisation ?
 - Who are jobbers ?
 - What do you mean by depository ?
 - What is forward settlement ?
 - Mention any two recognised stock exchanges in India.

SECTION – B

Answer any three questions. Each question carries 8 marks. **(3×8 = 24)**

- State the differences between physical market and futures market.
- What are the objectives of SEBI ?
- Briefly explain the different kinds of speculators.
- What is buy back of shares ? What are the conditions of buy back ?

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SECTION - C

Answer question No. 10 compulsory and three of the following. Each question carries fifteen marks. (4x15= 60)

6. What is stock exchange ? Explain the functions of stock exchange.
7. Explain the methods of issue or issue mechanism.
8. Write short notes on :
 - a) MCX
 - b) NCDX
 - c) NMCE
9. Discuss the role and functions of SEBI in stock trading.
10. Explain the importance and functions of commodity exchange.



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VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (Freshers + Repeaters)
(2014-15 & Onwards)

BUSINESS MANAGEMENT
Paper – 6.4 : Strategic Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written in English only.

SECTION – A

Answer any 8 of the following. Each sub-question carries 2 marks.

(8×2 = 16)

1. a) What is a strategy ?
- b) Mention any two limitations of strategic management.
- c) What is Environmental Appraisal ?
- d) What is internal environment ?
- e) What is meant by strategic plan ?
- f) What do you mean by Merger ?
- g) Give the meaning of corporate culture.
- h) What do you mean by matrix structure ?
- i) Give the meaning of operational control.
- j) What do you understand by strategic audit ?

SECTION – B

Answer any 3 of the following. Each question carries 8 marks.

(3×8 = 24)

2. Explain the steps involved in strategy implementation.
3. Explain the process of environmental analysis.
4. Discuss the importance of strategic management.
5. Write a note on key result areas.

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SECTION – C

Answer question **10** and **any three** of the remaining. **Each** question carries **15** marks.

(4x15 = 60)

6. Explain the steps involved in strategic planning process.
 7. Explain how an organisation can achieve competitive advantage.
 8. Discuss the various evaluation techniques of operational control.
 9. Explain the concept of SWOT analysis of a business.
 10. Examine the role of strategists in strategic management.
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