

2020

Total No. Of Questions - 14]

[Total No. Of Printed Pages-2

B.B.A. VI Semester Examination

CBS- VIs/5(R)

28260

RURAL MARKETING

Course No. : UBBATE-612

Time Allowed- 2½Hours

Maximum Marks-80

PART - I

Note: All questions are compulsory. Each question carries Three marks. (5×3=15)

1. Differentiate between rural and urban marketing.
2. Define positioning in rural context.
3. Discuss the relevance of logistics in rural markets.
4. Explain agricultural marketing.
5. What is Rural Advertising? Give an example to explain the concept.

PART - II

Note: All questions are compulsory. Each question carries Seven marks. (5×7=35)

1. Define rural marketing. Discuss the various transformations that the rural markets are witnessing in the changing marketing scenario in India.

2. Write a detailed note on the pricing strategies in the rural marketing context.
3. Looking at the profile of the rural consumers in India today, what are the key challenges posed for Indian online retailers? Discuss with reference to an FMCG product and a consumer durable product of your choice.
4. Discuss the challenges in rural communication. Discuss in detail various methods of effective communication in rural markets.
5. Enumerate the factors influencing marketing of social campaigns to rural consumers.

PART - III

Note: Attempt any Two questions. Each question carries fifteen marks. (2×15=30)

1. Discuss the problems of rural marketing in India. Also suggest measures to develop rural marketing.
 2. What is Market Segmentation? Explain the bases of Segmentation.
 3. What are the key behavioral dimensions that must be considered while planning rural distribution strategy? Explain this in the context of cold drinks and Economic range of detergents.
 4. Consider yourself as a rural marketing manager in a leading consumer durable company. Develop a rural marketing strategy for launch of a 165 liter refrigerator specifically designed for rural markets.
-

Total No. of Questions - 14]

43
[Total No. of Printed Pages - 2

CBS - VI/4

28159

B. B. A.

COURSE NO. UBBATE - 621

(Financial Services)

Time Allowed: 2 1/2 Hours

Maximum Marks: 80

Section - A

Note: Attempt all questions. Each question carries three marks.

1. Write any three significant advantages of organized financial system. ✓
2. State the meaning of bond markets. ✓
3. Define money market. ✓
4. State the significance of stock exchange. ✓
5. State mutual fund. ✓

Section - B

Note: Attempt all questions. Each question carries seven marks.

6. Discuss types of financial instruments. ✓
7. What is the significance of secondary market? ✓

[Turn Over

8. Discuss the concept of stock operations. ✓
9. Discuss the types of mutual funds.
10. Discuss in brief about the types of participants of financial markets. ✓

Section - C

Note: Attempt any two questions. Each question carries 15 marks.

11. Write in detail about the components of financial system. ✓
12. Differentiate between money and capital markets. ✓
13. Discuss the functional specialization of the stock exchange members. ✓
14. Write a critical note on mutual fund management.

Total No. of Questions – 14]

[Total No. of Printed Pages –

CBS-VIs/5(R)

28210

B. B. A.

COURSE NO. UBBATC – 601

(Business Policy & Strategic Management)

Time Allowed: 2 ½ Hours

Maximum Marks: 80

Section – A

Note: *Attempt all questions. Answer to each question should be in about 70 – 80 words. Each question carries three marks.*

1. What are the levels at which strategy operate?
2. What is strategic intent?
3. What are the characteristics of objectives?
4. Write a short note on cost leadership strategy.
5. What is strategic control?

Section – B

Note: *Attempt all questions. Answer to each question should be in about 250 – 300 words. Each question carries seven marks.*

[Turn Over

6. Explain in detail the concept of strategy.
7. What are the characteristics of effective vision and mission statement?
8. Discuss the Porters Five Forces Model.
9. What are the conditions under which differentiation strategy can be used?
10. What are the skills of a strategic leader?

Section – C

Note: Attempt any two long answer type questions. Answer to each question should be in about 500 – 600 words. Each question carries 15 marks.

11. Discuss the nature and approaches to strategic decisions. What are the different phases of strategic Management Process?
12. Elaborate on different techniques of environmental analysis.
13. Exemplify various corporate level strategies.
14. What are the important issues in strategic Implementation? What are the different types of strategic control?