

Total No. of Questions - 10

Total No. of Pages - 2

28230

B.B.A.

COURSE NO. UBBATI - 611

### [ Financial Services ]

Time Allowed - 2 1/2 Hours

Maximum Marks - 60

### Section - A

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

1. Give an overview of financial system.
2. What is capital market?
3. Write a brief note on regional stock exchange.
4. Explain the advantages of mutual fund investments.
5. Give the components of financial system.

### Section - B

Note: Attempt all questions. Answer to each question should be in about 150 - 200 words. Each question carries seven marks.

{ Turn Over }

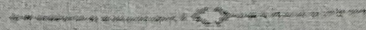


6. Give the components of financial institutions in India
7. Differentiate between capital and money markets
8. Write a short note on money market instruments.
9. What is meant by online trading? Explain the activities in the stock markets.
10. Discuss briefly the role of mutual funds in retail investment

### 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. Write a detailed note on participants and instruments traded in the financial markets.
12. What do you mean by money market? Explain the functions of money market in India.
13. Discuss the functional specialization of members of stock exchange.
14. "Investing in securities through Mutual Funds is a better choice than direct investment". Examine the statement.





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## B.B.A. VI - Semester Examination

CBS-VIs/4

28139

### BUSINESS POLICY & STRATEGIC MANAGEMENT

Course No. : UBBATC-601

Time Allowed : 2½ Hours

Maximum Marks : 80

Note: Question paper has three sections A, B and C.

Section - A : All questions are compulsory. Each question carries 3 marks. (5×3=15)

Section - B : All questions are compulsory. Each question carries 7 marks. (5×7=35)

Section - C : Attempt any 2 questions. Each question carries 15 marks. (2×15=30)

#### Section - A

Note: All questions are compulsory. (5×3=15)

1. What are the benefits of having a Vision in an organization?
2. What is retrenchment strategy?
3. What is the difference between strategy and tactics?
4. Discuss various challenges to strategic implementation.
5. Discuss the nature of strategic evaluation and control.



(2)

**Section - B**

(5×7=35)

**Note:** All questions are compulsory.

6. Explain the relevance of developing the contingency strategies.
7. Discuss the nature and approaches to strategic decisions.
8. What are the different types of strategic control?
9. Discuss the Porters Five Forces Model.
10. What are different components of internal and external environment?

**Section - C**

(2×15=30)

**Note:** Attempt any **two** questions.

11. Discuss the concept of strategy. What are the different phases of strategic Management Process?
  12. Elaborate on different techniques of environmental analysis.
  13. Explain the various business level strategies with the help of suitable examples.
  14. What are functional level strategies? How they are different from business level and corporate level strategies? Also discuss various techniques of strategic evaluation and control.
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