

2022

**B.B.A. VI Semester Examination**

**CBS-VI/6 (R)**

**215452**

**FINANCIAL SERVICES**

**Course No. : UBBATE - 621**

**Time Allowed : 2½ Hours**

**Maximum Marks : 80**

**SECTION - 1**

**Section - 1 : This section consists of 5 questions of 3 marks each. All questions are compulsory. (5×3=15)**

1. State three significant features of RRB.
2. State the meaning of futures market.
3. Define national stock exchange.
4. Differentiate between open ended and closed ended mutual funds.
5. Define online trading.



## SECTION - 2

Section - 2: This section consists of 5 questions of 7 marks each. All questions are compulsory. ( $5 \times 7 = 35$ )

1. Define financial system. Also briefly discuss about the treasury bills.
2. Briefly discussed about the components of Capital Market.
3. Differentiate between regional and national stock exchanges.
4. Write a self-explanatory note on mutual funds.
5. Discuss the role of mutual fund in retail investment.

## SECTION - 3

Section - 3: This section consists of 4 questions of 15 marks each. Attempt any two questions. ( $2 \times 15 = 30$ )

1. Write a detail note on instruments traded in the financial markets.
2. Differentiate between money and capital markets.
3. Describe the functions of regional stock exchange.
4. Discuss the objectives, significance and advantages of mutual funds.



Total No. of Questions – 14]

[Total No. of Printed Pages – 3

CBS-VIs/6(R&P)

215432

B. B.A. 6<sup>th</sup> Semester (CBCS)

( Business Policy & Strategic Management)

COURSE NO. UBBATC – 601

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. Explain the meaning of strategic Intent.
2. Differentiate between corporate and business level strategy.
3. Discuss the characteristics of business environment.
4. Highlight any two major challenges that are faced by the organizations during strategic implementation.
5. Differentiate between strategy and tactics.

### Section – B

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

[Turn Over

22/20  
2

200  
30  
170

6. Discuss the various approaches that can be followed for strategic decision making.
7. What should be the characteristics of the ideal mission statement?
8. Elaborate on the Porter's generic strategies with the help of relevant examples. *Handwritten note: Porter's generic strategies*
9. Why strategic evaluation and control is important?
10. Highlight the factors that need to be considered while evaluating various strategic alternatives.

### Section – C

*Note: Attempt any two questions. Answer to each question should be in about 500-600 words. Each question carries 15 marks.*

11. Explain the concept of strategy and also explain the levels at which the strategy operates. Explain in detail the strategic management process.

12. Discuss the major components of business environment that impact the organizations. Also detail out the techniques for environmental analysis.
13. What are the various corporate level strategies? Explain with the help of examples.
14. Elaborate various important issues in strategy implementation.





Total No. of Questions-14]

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**B.B.A. VI Semester Examination**

**CBS-VI/6(R)**

**215482**

**RURAL MARKETING**

**Course No. : UBBATE-612**

**Time Allowed : 2½ Hours**

**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 segmentation in rural context.
3. Discuss the relevance of online retailing in rural markets.
4. Explain agricultural marketing.
5. What is Rural innovation? Give an example to explain the concept.

**PART - II**

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

1. Discuss the rural marketing research process.
2. Write a detailed note on the pricing strategies in the rural marketing context.
3. Discuss the challenges in rural communication.)

4. Write a detailed note on marketing of social campaigns to rural consumers.
5. What specific recommendations would you have for a marketer of cellular services, seeking to promote his services in the rural market?

### PART - III

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

1. Explain the social and cultural factors influencing consumer buying behaviour in the rural markets.
  2. Explain the customer response behavior (people-oriented approach) to market segmentation of rural markets.
  3. Discuss how modern retailing is impacting rural India with suitable examples. Explain some of the rural specific promotion methods.
  4. Discuss the various factors taken into consideration for setting the price for rural products and services.
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