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Kadaganchi, Aland Road,
Kalaburagi Dist-585367
Website: www.cuk.ac.in



School	BUSINESS STUDIES
Department	BUSINESS STUDIES
Program	BBA
Semester	VI
Course Code	UBBTD60303

END SEMESTER EXAMINATIONS, APRIL/MAY- 2025

Course:COMPENSATION MANAGEMENT	Max.Marks: 45	Duration: 120minutes	Credits: 03
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INSTRUCTIONS:

1. 2 marks answers should be between 50 - 80 words
2. 4 marks answers should be between 200-250 words,
3. 5 marks answers should be between 300-400 words

Section-I

I. Write a short note on any 8 of the following: Each carries 2 marks 8*2=16marks

1. Pay commissions.
2. Base pay.
3. Overtime pay
4. Internal pay equity.
5. Paternity benefit.
6. Pay commissions.
7. Job valuation.
8. Minimum wages.
9. Non monetary compensation.
10. Pay structure variations.

Section-II

II. Answer the below questions with internal choice. Each carries 4 marks 4*6=24marks

- 11a. Discuss the growing importance of compensation management in recent business scenario.
11b. What factors impact compensation? Discuss

Or

- 11c. Write a note on compensating flexible work force.
11d. Discuss the importance of pay equity in compensation management.





- 12a. How can the HR manager strengthen pay for performance link?
12b. Discuss the components of international compensation with suitable examples.

Or

- 12c. Discuss the common biases in appraising employee performance.
12d. What are the limitations of merit pay? Discuss with suitable examples.

- 13a. How is bonus calculated as per Payment of Bonus Act 1965? Discuss with an example.
13b. What is the importance of competency based pay?

Or

- 13c. Discuss Hasley premium incentive plan with an illustration.
13d. Discuss companywide incentive programs.

Section-III

III. Answer any one of the below questions. Answer carries five marks 1*5=05marks

14a. Accurate, relevant, and timely compensation survey results help tremendously when benchmarking organization's compensation structure. However, for many companies and nonprofit organizations, it can be difficult to know how to kick start the process of finding relevant and up-to-date compensation information or conducting these surveys themselves. Discuss the effective wage and salary surveys.

Or

14b. Understanding the components of the salary breakup are essential for both employers and employees to grasp the full scope of the compensation package. What are the break up components of CTC that help an employee understand their in-hand salary?

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School	Business Studies
Department	Business Studies
Program	BBA
Semester	VI
Course Code	UBBTD60305

END SEMESTER EXAMINATIONS APRIL 2025

Course: Investment Analysis and Portfolio Management	Max. Marks: 45	Duration: 2 Hours	Credits: 3
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INSTRUCTIONS:

1. This Question Paper contains two sections.
2. Maximum word limits (Theory Questions): (2m – 50 - 80 words); (4m – 200 to 250 words); (5m – 300 -400 words).

Section – I

Answer any eight from the following questions

(8 X 2 = 16)

1. Define Investment. State any two objectives of Investment.
2. Write any four characteristics of equity shares.
3. What is capital market? Write any two capital market instruments.
4. Define issue size and offer price in public issues.
5. What is earning per share? Write the formula.
6. What are underpriced and overpriced securities.
7. Define doji candle stick. State any two features of it.
8. What is Hammer candle stick. State any two characteristics of it.
9. Define covariance and optimal portfolio.
10. Write the formula for portfolio risk and return for two securities in a portfolio.

Section – II

11. (a) Explain the characteristics of Investment. (4)
11. (b) Calculate the expected return and standard deviation from the following information. (4)

Probability	Returns
0.20	19
0.10	21
0.30	24
0.25	18
0.15	21



OR

11. (c) Distinguish between investment and speculation. (4)

11. (d) Calculate the alpha and beta for the ITC stock from the following information. (4)

Month	ONGC Returns (%)	BSE Index Returns (%)
1	32.83	20.15
2	23.13	17.47
3	21.45	10.44
4	5.25	-0.97
5	2.93	0.76
6	20.00	5.11
7	26.57	15.19
8	-6.67	1.58
9	-18.92	-14.64
10	-4.31	-7.35
11	0.00	-5.33
12	9.43	7.41

12. (a) Explain the process of issuing initial public offerings. (4)

12. (b) Define Treasury Bills. Explain the features of T-Bills in India. (4)

OR

12. (c) Explain the role of the stock exchange in contributing to the growth of the economy. (4)

12. (d) Discuss the participants in the financial market. (4)

13. (a) Explain how financial ratios can be used to make better investment decisions. (4)

13. (b) Describe the various characteristics of an industry that an analyst must consider while doing industry analysis. (4)

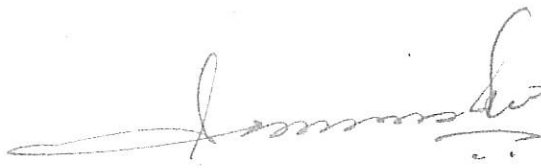
OR

13. (c) Explain any two bullish candle stick patterns in technical analysis. (4)

13. (d) Discuss any one mathematical indicator for investment decisions. (4)

14. (a) Explain the concept of efficient frontier and indifference curve in the context of portfolio selection. (5)





14. (b) Consider a portfolio of six securities with the following characteristics. (5)

Security	Proportion of Investment	Alpha	Beta	Return (%)	Residual Variance (%)
1	0.10	-0.28	0.91	23	23
2	0.15	0.76	0.87	19	60
3	0.20	2.52	1.17	21	52
4	0.10	-0.16	0.97	26	86
5	0.25	1.55	1.07	28	67
6	0.20	0.47	0.86	32	82

Assuming the return on the market index to be 15% and the standard deviation of returns on the market index to be 18%. Calculate the portfolio risk and portfolio return under a single index model.



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School	BUSINESS STUDIES
Department	BUSINESS STUDIES
Program	BBA
Semester	VI
Course Code	UBBTC60305

END SEMESTER EXAMINATIONS, APRIL/MAY-2025

Course: STRATEGIC MANAGEMENT	Max. Marks: 60	Duration: 180 minutes	Credits: 04
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INSTRUCTIONS:

1. Short Answer (50 - 80 words) - 10 to be answered
2. Write neatly and clearly
3. Mention question numbers clearly outside the margin

Section-I

I. Write a short note on any 10 of the following: Each carries 2 marks 10*2=20marks

1. Business strategy.
2. SWOT
3. Barriers to entry.
4. Bankruptcy/liquidation.
5. Vertical integration.
6. Industry analysis.
7. Strategic alliance.
8. Conglomerate diversification.
9. Strategy implementation.
10. Balanced score card.
11. Strategic Leadership.
12. Bargaining power of suppliers.

Section-II

II. Answer the below questions with internal choice. Each answer carries 4 marks 4*10=40 marks

13(a) List the environmental factors that can affect an organizations' strategy.

13(b) What are the challenges to strategic management?

Or

13(c) Why are vision and mission statements important? Discuss with suitable examples.

13(d) What is Vishwanization? Discuss the matrix with suitable example.



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14(a) According to Porter, what factors determine the level of competitive intensity in a industry?

14(b) Write a note on IFE matrix.

Or

14(c) What are the issues in alliances with foreign companies?

14(d) Briefly describe the need of environmental scanning?

15(a) Business units have a choice of three generic strategies. Explain these strategies.

15(b) "Joint Ventures are emerging as the best tool for reaching new markets". - Comment.

Or

15(c). What are the different types of growth strategies? Discuss

15(d) What are some ways to implement a retrenchment strategy without creating a lot of resentment and conflict with labor unions?

16(a) Write about the differences between SWOT Analysis and TOWS Matrix

16(b) How to formulate a strategy at corporate level?

Or

16(c). Describe the detailed features of corporate directional strategies with example.

16(d) Describe the process of constructing SPACE matrix to determine an organization's strategic position.

17(a) Explain the role of corporate governance in the process of strategic management.

17(b) Discuss the link of functional strategies with business level strategies.

Or

17(c) Describe the steps in strategic evaluation and control process.

17(d) In what ways can corporation culture be its internal strengths or weakness.

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School	Business Studies
Department	Business Studies
Program	BBA
Semester	VI
Course Code	UBBTC60306

END SEMESTER EXAMINATIONS APRIL 2025

Course: International Business	Max. Marks: 45	Duration: 2 Hours	Credits: 3
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INSTRUCTIONS:

1. This Question Paper contains two sections.
2. Maximum word limits (Theory Questions): (2m – 50 - 80 words); (4m – 200 to 250 words); (5m – 300 -400 words).

Section – I

Answer any eight from the following questions

(8 X 2 = 16)

1. Define International Business.
2. What is a regio-centric approach? Give an example.
3. What is a hostile takeover? Give an example.
4. Define indirect exporting. State any two features of it.
5. Write any two benefits of globalization for MNCs.
6. What are filed investments? Give an example.
7. State any two differences between domestic and international marketing.
8. Define intra-market segmentation.
9. What is trade deficit? State any two reasons for it.
10. Write any two transactions included in BOP capital account.

Section – II

11. (a) Explain the stages of internationalization. (4)
11. (b) Discuss in detail the advantages of the polycentric approach. (4)

OR

11. (c) Discuss the competitive advantages of international business. (4)
11. (d) Explain the product life cycle theory. (4)

12. (a) Explain the advantages of FDI from the MNC's point of view. (4)
12. (b) Discuss the modes of entry (exporting, licensing, franchising, and contract manufacturing) in international business. (4)

OR

12. (c) Explain the types of mergers (horizontal, vertical, and conglomerate) with an example for each. (4)
12. (d) Discuss the strategic benefits of strategic alliances. (4)



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13. (a) Explain the technological and financial globalization and its impact on the economy. (4)
13. (b) Discuss the global marketing mix (product & segmentation) strategy with an example. (4)

OR

13. (c) Explain the international marketing strategies of MNCs to take a competitive advantage over the competitors. (4)
13. (d) Discuss the significant characteristics of the EPRG scheme. (4)

14. (a) Explain the components of the Balance of Payments and also list the items in each of the components. (5)

OR

14. (b) Discuss the various reasons for disequilibrium in the Balance of Payments. (5)



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School	Business Studies
Department	Business Studies
Program	BBA
Semester	VI
Course Code	UBBTC60307

END SEMESTER EXAMINATIONS APRIL 2025

Course: Event Management	Max. Marks: 45	Duration: 2 Hours	Credits: 3
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INSTRUCTIONS:

1. This Question Paper contains two sections.
2. Maximum word limits (Theory Questions): (2m – 50 - 80 words); (4m – 200 to 250 words); (5m – 300 - 400 words).

Section – I

Answer any eight from the following questions

(8 X 2 = 16)

1. Define corporate events. Give an example.
2. State any two objectives of event management.
3. State any two differences between goals and objectives.
4. Define creativity and innovation.
5. What is event marketing.
6. State Seven P's in marketing.
7. Why staffing is crucial in event management discussed.
8. What is pre-planning in event management?
9. What is event report. State two benefits of it.
10. Define sustainable event management.

Section – II

11. (a) Explain the key principles of event management. (4)
11. (b) Discuss any four types of events with an example. (4)

OR

11. (c) Discuss risk mitigation strategies in event management. (4)
11. (d) Explain the budgeting and financial planning in event management. (4)

12. (a) Explain the role of the 4 P's in event marketing. How do these elements influence the success of an event? (4)
12. (b) Describe the role of social media platforms in digital marketing. Give examples of effective strategies. (4)

OR

12. (c) Describe the various promotional strategies used in event marketing. (4)
12. (d) What is event sponsorship? Explain how it benefits both the sponsor and the event organizer. (4)



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13. (a) Explain the planning process for Lok Mantan's 4th edition of the event held in 2024. (4)

13. (b) Discuss the “vision” of the Lok Mantan 2024 event. (4)

OR

13. (c) Explain the marketing and promotional strategies of the Lok Mantan Event 2024. (4)

13. (d) What are the various logistics included in the Lok Mantan event discussed? (4)

14. (a) What are the key indicators used to measure the success of an event? Explain with examples. (5)

OR

14. (b) Explain the significance of reporting and documentation in the event evaluation process. (5)



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School	BUSINESS STUDIES
Department	BUSINESS STUDEIS
Program	BBA
Semester	VI
Course Code	UBBTC60308

END SEMESTER EXAMINATIONS, APRIL 2025

Course: Business Laws	Max. Marks: 45	Duration: 120 Min	Credits: 03
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INSTRUCTIONS:

1. All questions are compulsory, draw diagrams where ever necessary.
2. Q. No. 1 to 10 short answers in 50 - 80 words.
3. Q. No. 11 to 13 medium answers in 200-250 words.
4. Q. No. 14 long/analytical/integrative answer in 300-400 words.

I Answer any eight questions of the following.

[8 × 2 = 16]

- 1) Define contract.
- 2) What is unilateral contract?
- 3) List out the characteristics of unpaid seller.
- 4) What can be protected under Copyright?
- 5) Define bill of exchange.
- 6) What is restrictive crossing?
- 7) What is memorandum of association?
- 8) What is share capital?
- 9) What is radioactive pollution?
- 10) Write a note on IT Act 2000 and its amendments.



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II Answer all questions of the following.

[8 × 3 = 24, 5 × 1 = 5]

11. a) Explain classification of contract. (4m)
b) Define coercion. Discuss the causes of coercion. (4m)

OR

- c) What is a remedy? Discuss remedies when a contract is broken. (4m)
d) Elaborate contract of indemnity. (4m)
12. a) Explain essentials of a contract of sale. (4m)
b) Discuss importance of transfer of ownership. (4m)

OR

- c) Define patents. Explain different types of patents. (4m)
d) Write about emerging issues of intellectual property rights. (4m)
13. a) Define negotiable instruments. Explain types of negotiable instruments. (4m)
b) Discuss crossing of cheques. (4m)

OR

- c) Comment on relationship between banker and customer. (4m)
d) Justify competition act objectives. (4m)
14. a) Discuss incorporation of a company. (5m)

OR

- b) Elaborate environmental issues faced in India. (5m)



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School	Business Studies	
Department	Business Studies	
Program	BBA	
Semester	VI	
Course Code	UBBTC60309	

Course Code	Course Name	Number of Credits	Maximum Marks	Duration
UBBTC60309	Business Analytics	02	30	1.5 Hours

END SEMESTER EXAMINATIONS, APR 2025 | REGULAR

SECTION-1: Write short answers for the following questions. ANY 5 (5 Qs X 2 M = 10 Marks)

1. What is unstructured data?
2. What are outliers?
3. Mention any one statistical tool of predictive analytics?
4. Write the formula for calculating variance.
5. What is cell address in M S Excel?
6. Write any one function of marketing analytics.
7. What does median represent in a dataset?

SECTION-2: Write answers to the following questions in 200–250 words each. (Any TWO) (2 Qs X 10 M = 20 Marks)

8. Explain the importance of using graphs and charts in business reports. How do they enhance the communication of data insights?
9. Define descriptive, predictive, and prescriptive analytics with examples.
10. Define IQR. How is it calculated?



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11. Here is the screenshot from a worksheet. Write the excel function to calculate mean, mode, median, standard deviation, first quartile and third quartile.

	A	B
1	A	B
2	Employee	Salary (₹)
3	1	25,000
4	2	28,000
5	3	30,000
6	4	32,000
7	5	31,000
8	6	29,000
9	7	34,000
10	8	36,000
11	9	38,000
12	10	40,000

12. Discuss the various applications of business analytics in facilitating effective business decision-making.



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School	Business Studies
Department	Business Studies
Program	BBA
Semester	VI

END SEMESTER EXAMINATIONS, MONTH MAY, the YEAR 2025.

Course: UBBTD60304		Duration:	
Advertising Management,	Max. Marks: 45	2.00 Hours	Credits:03

INSTRUCTIONS:

1. This question paper contains three sections.
2. Answers for two-mark questions should be between 50–80 words.
3. Answers for four-mark questions should be between 200–250 words.
4. Answers for five-mark questions should be between 300–400 words.

Section: A

Answer any 8 out of 10 questions (2 Marks each) (8 × 2 = 16 Marks)

1. What is meant by 'Marketing Communication'?
2. Name any four types of advertising appeals.
3. State any two ethical concerns in advertising.
4. What is the difference between 'Media Class' and 'Media Vehicle'?
5. Define sales promotion and give an example.
6. What is the 'Cognitive Response Model'?
7. Name any two modern models of marketing communication.
8. What is the significance of the creative brief?
9. Define 'Noise' in the communication process.
10. Mention any two components of a media plan.

Section B

Answer any one SET of the following questions (4 Marks each) – (4 × 2 = 8 Marks)

Explain the growth of Indian advertising in the post-liberalization era (1990 onwards).
Discuss ethical issues in advertising with suitable examples.

Describe different types of advertisements with examples.

Explain the relationship between advertising and the marketing mix.

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12. Answer any one SET of the following questions (4 Marks each) – (4 × 2 = 8 Marks)

- a. Describe the Innovation Adoption Model with an example.
 - b. Explain the Action First and Quick Decision Models.
- OR
- c. Differentiate between Traditional and Modern Response Hierarchy Models.
 - d. Write a note on the importance of the communication process in advertising.

13. Answer any one SET of the following questions (4 Marks each) – (4 × 2 = 8 Marks)

- a. Outline the process of developing a creative strategy.
 - b. Discuss the various appeal and execution styles used in advertising.
- OR
- c. What are the essential tools and frameworks used in creative strategy development?
 - d. Explain how creativity is evaluated in advertising campaigns.

Section C

14. Answer any one of the following questions (5 Marks each) – (5 × 1 = 5 Marks)

- a. Case Study: Design a consumer sales promotion campaign for a new smartphone brand.
- OR
- b. Case Study: Evaluate a contest-based promotion strategy and suggest improvements.

