

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch: **BUSINESS ADMINISTRATION**

LEGAL ASPECTS OF BUSINESS AND ETHICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following companies must file a statement in lieu of prospectus? a. A private limited company. b. A cooperative society. c. A company that has issued a prospectus. d. A public company that has not issued a prospectus.	K1	CO1
	2	The _____ defines a company's relations with the outside world. a. Prospectus. b. Memorandum of association. c. Articles of association. d. Statement in lieu of prospectus	K2	CO1
2	3	An agreement made without consideration is a. Valid. b. Illegal. c. Voidable. d. Void.	K1	CO2
	4	In case of breach of a warranty the buyer can a. Repudiate the contract b. Claim damages only c. Return the goods d. Refuse to pay the price	K2	CO2
3	5	The goods identified and agreed upon at the time a contract of sale is made are called a. Ordinary goods b. Specified c. Opportunity d. None of the above	K1	CO3
	6	A condition is a stipulation to the main purpose of the contract, the breach of which gives rise to a right to treat the contract as repudiated. a. Not essential b. Not collateral c. Essential d. Collateral	K2	CO3
4	7	An organization's appropriate tone at the top promoting ethical conduct is an example of a. Ethics sensitivity. b. Ethics incentives. c. Ethical behavior. d. Consequentialist.	K1	CO4
	8	Which moral philosophy seeks the greatest good for the greatest number of people? a. Utilitarianism b. Consequentialism c. Egoism d. Ethical formalism	K2	CO4
5	9	The dismissal of the employee, who violates law of contractual arrangements stated, by the employer is classified as a. Descriptive termination b. Distributive termination c. Wrongful discharge d. Wrongful termination	K1	CO5
	10	The four types of social responsibility include: a. Legal, philanthropic, economic, and ethical b. Ethical, moral, social, and economic c. Philanthropic, justice, economic, and ethical d. Legal, moral, ethical, and economic	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Narrate the different steps in the formation of a company.	K3	CO1
		(OR)		
	11.b.	Explain the rights and duties of the Board of Directors towards the company.		
2	12.a.	Describe the legal rules regarding a valid acceptance as per Indian Contract Act.	K4	CO2
		(OR)		
	12.b.	Classify various modes of discharging contract.		
3	13.a.	Analyze why transfer of property in goods is so important in a contract of sale of goods.	K4	CO3
		(OR)		
	13.b.	Distinguish condition and warranty in sales contract.		
4	14.a.	Evaluate the need and importance of ethics in business.	K5	CO4
		(OR)		
	14.b.	Enumerate the steps in confronting ethical dilemma.		
5	15.a.	Evaluate the relevance of Ethics in Marketing.	K6	CO5
		(OR)		
	15.b.	Discuss the principles of corporate governance.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discover the classification of companies under the Companies Act 1956.	K4	CO1
2	17	Explain various ways in which a contract may be discharged by operation of law.	K5	CO2
3	18	Examine when an unpaid seller can exercise his right of lieu on the goods and when this right is terminated.	K5	CO3
4	19	Elaborate the key principles of ethics and its implications in the modern business world.	K6	CO4
5	20	Do you feel a regulatory body is essential to control unethical practices in Advertising? Discuss with example. .	K6	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION

E - BUSINESS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which of the following is an example of a business-to-consumer (B2C) e-business model?
 - (i) Amazon selling to individual customers
 - (ii) Dell selling to businesses
 - (iii) eBay facilitating consumer-to-consumer sales
 - (iv) PayPal providing payment services to businesses
- 2 What is the primary goal of an e-business strategy?
 - (i) To increase website traffic
 - (ii) To improve customer satisfaction
 - (iii) To increase online sales and revenue
 - (iv) To reduce operational costs
- 3 Find the primary component of e-business infrastructure and identify its scale
 - (i) Hardware
 - (ii) Software
 - (iii) Network and telecommunications
 - (iv) All of the above
- 4 Mention the challenges of e-procurement and identify the most significant one
 - (i) Technical issues
 - (ii) Security concerns
 - (iii) Supplier resistance
 - (iv) Lack of standardization
- 5 What is the role of content marketing in web marketing?
 - (i) To promote products directly
 - (ii) To build brand awareness
 - (iii) To educate and engage customers
 - (iv) To achieve sales directly

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a How does e-business impact employment and job markets?
OR
b Compare e-business and e-commerce.
- 7 a Outline the steps involved in developing an e-business strategy.
OR
b Narrate the role of social media in e-business strategy.
- 8 a What are the essential elements to consider when preparing for broader EDI standards in e-commerce?
OR
b Explain the role of digital marketing in addressing e-business challenges.

Cont...

- 9 a Show the relationship between e-procurement and supply chain management.
OR
b Classify the different types of e-procurement systems.
- 10 a Prepare a checklist for creating effective web content.
OR
b Explain the role of transparency in e-business ethics.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Assume you are an e-business entrepreneur and develop a business plan.
OR
b Highlight the benefits of e-business for small and medium-sized enterprises (SMEs).
- 12 a Elucidate the impact of cultural differences on e-business relationships.
OR
b Analyse the impact of strategic positioning on e-business success.
- 13 a Infer the challenges of implementing e-business technological infrastructure.
OR
b Highlight the benefits of integrating e-business strategy across all levels.
- 14 a Justify the importance of procurement models in achieving organizational objectives.
OR
b Point out the benefits of web portals for virtual communities.
- 15 a Compare and contrast the effectiveness of different online advertising channels.
OR
b Trace the evolution of CRM from traditional to technology-enabled approaches.

Z-Z-Z

END

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BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION

INDUSTRIAL LAW

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Find out the employee share of provident fund contribution is
 - (i) 10%
 - (ii) 11%
 - (iii) 12%
 - (iv) 15%
2. Which of the following is not a part of the scope of Industrial Relations?
 - (i) Labour relations
 - (ii) Employer –Employee relations
 - (iii) Manager-Employer relations
 - (iv) Group relations
3. As per the payment of wages Act, 1936 no wage period shall exceed ____
 - (i) One month
 - (ii) Fourteen Days
 - (iii) Two months
 - (iv) Three Month
4. Which of the following legislation name has been recently changed?
 - (i) Employee's State Insurance Act
 - (ii) Women's Compensation Act
 - (iii) Maternity Benefit Act
 - (iv) Gratuity Act
5. Under the payment of Gratuity Act 1972 the maximum gratuity payable is
 - (i) 12 lakhs
 - (ii) 11 lakhs
 - (iii) 10 lakhs
 - (iv) 5 lakhs

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. List out the objectives of Factories Act, 1948.
OR
b. Discuss the major provisions relating to health embodied in the Factories Act.
7. a. Write a brief note on Industrial Dispute.
OR
b. Explain the various forms of collective bargaining.
8. a. State the rules for payment of Wages.
OR
b. Narrate the objectives of payment of wages Act.
9. a. Bring out the powers of ESI Corporation.
OR
b. Write a brief note on Workmen's Compensation Act.
10. a. Classify the Employee's Provident Fund Scheme.
OR
b. Discuss the circumstances that warrant payment and forfeiture of gratuity.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a List and explain the special provisions, laid down in factories Act relating to adult female workers.

OR

- b Enumerate the provisions of Factories Act 1948 relating to annual leave with wages.

- 12 a Discuss the object and main features of the Industrial Disputes Act 1947.

OR

- b Describe the duties and liabilities of Trade Union.

- 13 a Enumerate the deductions authorized under the payment of wages Act.

OR

- b Discuss the provisions relating to annual leave with wages for women.

- 14 a Analyze the application and scope of the ESI Act.

OR

- b Explain the rules relating to payment of compensation to the workmen.

- 15 a Discuss the object and relevance of the EPF Scheme.

OR

- b Highlight the benefits of maternity Act.

Z-Z-Z

END

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BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION

**MAJOR ELECTIVE COURSE – I: FAMILY BUSINESS
MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Identify the model that best explains the interaction between family, business, and ownership in a family business context
(i) Family Business System Model (ii) Resource-Based View
(iii) Stakeholder Theory (iv) Strategic Management Model
- 2 What is a major governance challenge that family businesses face when dealing with external advisors?
(i) Integration with family values (ii) Conflicting interests
(iii) Compliance with regulations (iv) Decision-making authority
- 3 What trait is crucial for ensuring effective succession planning in family businesses?
(i) Charismatic leadership (ii) Technical expertise
(iii) Emotional resilience (iv) Strategic vision
- 4 Define a stage in the family business life cycle that focuses on expansion and growth
(i) Start-Up Phase (ii) Growth Phase
(iii) Maturity Phase (iv) Decline Phase
- 5 Identify a critical element influencing the future of family businesses
(i) Family cohesion (ii) Market positioning
(iii) Technological innovation (iv) Regulatory compliance

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain how the Family Business System Model helps in understanding family business dynamics?
OR
b Discuss the impact of family values on governance structures in family businesses.
- 7 a Evaluate the role of external advisors in family business governance and their influence on decision-making.
OR
b Discuss the challenges and strategies for effective succession planning in family businesses.
- 8 a Analyze how the Growth Phase of the family business life cycle affects strategic decisions?
OR
b Explain the concept of strategic vision and its importance for the future success of family businesses.

Cont...

- 9 a Discuss the significance of family cohesion in ensuring the sustainability of family businesses.

OR

- b Analyze how market positioning influences the competitive edge of family businesses?

- 10 a Compare the strategies for managing innovation and preserving tradition in family businesses.

OR

- b Summarize the approaches for integrating modern management practices with traditional family values in family businesses.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Evaluate the effectiveness of the Family Business System Model in addressing challenges unique to family-owned enterprises.

OR

- b Discuss how conflicting interests between family members and external advisors can be managed in family businesses?

- 12 a Analyze the role of emotional resilience in ensuring successful succession planning in family businesses.

OR

- b Compare the strategies for managing growth and expansion during the Growth Phase of the family business life cycle.

- 13 a Discuss how strategic vision can be developed and implemented in family businesses to ensure long-term success?

OR

- b Evaluate the impact of technological innovation on the competitiveness and sustainability of family businesses.

- 14 a Examine the influence of family cohesion on long-term business strategy and stability.

OR

- b Compare the approaches to market positioning and competitive strategy in family-owned versus non-family-owned businesses.

- 15 a Assess the challenges and opportunities associated with family business succession planning and their implications for future growth.

OR

- b Analyze how external factors such as market trends and technological advancements affect family business sustainability and strategy?

Z-Z-Z

END

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BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION

MAJOR ELECTIVE COURSE – I: TALENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Identify the primary objective of Talent Management in building a sustainable competitive firm
 - (i) Recruitment
 - (ii) Cost Reduction
 - (iii) Competitive Advantage
 - (iv) Employee Satisfaction
- 2 State the key difference between Talent Acquisition and Recruitment
 - (i) Recruitment focuses on hiring while Talent Acquisition focuses on retention
 - (ii) Recruitment is short-term; Talent Acquisition is long-term
 - (iii) Recruitment deals with skills; Talent Acquisition deals with strategy
 - (iv) Both are the same
- 3 Choose the first step in the talent development process
 - (i) Training programs
 - (ii) Talent assessment
 - (iii) Identifying key positions
 - (iv) Succession planning
- 4 Identify the major factor contributing to voluntary turnover in employees
 - (i) Job withdrawal
 - (ii) Poor salary packages
 - (iii) Unclear career growth
 - (iv) Work overload
- 5 Define a contemporary challenge in Talent Management
 - (i) Managing Digital Talent
 - (ii) Improving employee efficiency
 - (iii) Managing physical office spaces
 - (iv) Employee training cost reduction

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the principles of Talent Management and their importance in closing the talent gap.

OR

b Discuss the core processes of Talent Management and the responsibilities of a Talent Manager.
- 7 a Describe the current trends in Talent Acquisition.

OR

b Explain the importance of developing a high-performance workforce and its link to Talent Acquisition.
- 8 a Summarize the steps in the talent development process and why it is crucial for organizational growth.

OR

b Analyze how organizations can map their business strategies with talent management strategies.

Cont...

- 9 a Describe the best practices for managing employee retention.
OR
b Analyze how Return on Investment (ROI) influences Talent Retention strategies.
- 10 a Identify ethical and legal considerations in contemporary Talent Management.
OR
b Explain strategies that can help organizations overcome Talent Management challenges in the digital era.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Examine the role of Talent Management in building a sustainable competitive advantage for organizations.
OR
b Analyze strategies organizations can implement to close the talent gap effectively
- 12 a Compare the difference between Talent Acquisition and Recruitment, focusing on current trends in Talent Acquisition.
OR
b Discuss how Talent Acquisition strategies impact the creation of a high-performance workforce.
- 13 a Develop a successful Talent Management Strategy, including the importance of aligning business strategies with talent management.
OR
b Elucidate how succession planning contributes to talent development and long-term organizational success.
- 14 a Analyze the role of managing voluntary turnover in employee retention and describe best practices to reduce turnover.
OR
b Examine how organizations measure the Return on Investment (ROI) in Talent Management.
- 15 a Discuss the contemporary challenges facing Talent Management today and suggest strategies to overcome them.
OR
b Analyze how organizations can implement ethical and legal best practices in Talent Management, especially in the digital era.

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
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**BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)**

Branch – **BUSINESS ADMINISTRATION**

DISCIPLINE SPECIFIC ELECTIVE – I: SERVICES MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 A buyer's perception of value is considered a trade-off between
 - (i) Product value and psychic cost
 - (ii) Total customer value and total customer cost
 - (iii) Image value and energy cost
 - (iv) Service value and monetary cost.
- 2 Services are characterized by all of the following characteristics except for

(i) Intangibility.	(ii) Homogeneity
(iii) Perishability.	(iv) Inseparability
- 3 Which of these statements can be considered as false?
 - (i) Services cannot be touched or seen in the same manner as goods
Consumer judgments about services tend to be more subjective than objective
 - (ii) Comparing prices of competitors is more difficult for service consumers
 - (iii) Customer involvement affects service quality
 - (iv) Services are first produced, then sold, then consumed.
- 4 Of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is:

(i) Intangibility.	(ii) Homogeneity
(iii) Perishability.	(iv) Inseparability
- 5 Which of the following is not generally accepted as being part of the extended marketing mix for services?

(i) Product	(ii) Price
(iii) People	(iv) Practice

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Analyze the scope of services.
OR
b Outline SERVQUAL services.
- 7 a Describe the customer expectation.
OR
b Narrate Perception.

Cont...

8 a. Summarize the levels of service product.
OR

b. Explain pricing for services.

9 a. Outline Physical evidence.

OR

b. Enumerate service design.

10 a. Explain entertainment services.

OR

b. What is financial services?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a. Elucidate the classification of services.

OR

b. Elaborate the growth of the service sector in India.

12 a. Identify the strategy for managing demand.

OR

b. Discuss the service supply relationship.

13 a. Describe the service life cycle.

OR

b. Narrate service delivery.

14 a. Explain relationship marketing.

OR

b. Summarize the challenges for people element.

15 a. Elaborate the hospitality services.

OR

b. Discuss Professional services.

Z-Z-Z

END