

Dr. Babasaheb Ambedkar Open University
Term End Examination July-2016

Course	: BBA	Total Marks	: 70
Subject Code	: BBA (Old) - 208	Duration	: 03 hours
Subject	: Business Strategies	Time	:
Date	:		

Section A

Answer the following (any three) (30)

1. Define Business Ethics. Explain competitive pressures on ethical principles.
2. What is marketing research? Explain the types of marketing research with example.
3. What is marketing mix? Explain the 4 P's of it with example.
4. What is SWOT analysis? What are the uses of SWOT analysis in Business?
5. What is social responsibility of Business? What are the factors affecting the social orientation?

Section B

Answer the following (any four) (20)

1. Explain the marketing research process in detail.
2. "There are various strategies for expansion of market"- Explain.
3. Explain the major problems of India's export sector.
4. Explain problems in international marketing communication.
5. How to establish target price and ascertain export feasibility?
6. Explain with example ethics in sales and marketing.

Section C

A. MCQ (2x5) (10)

1. 'Influence' is defined as the ability to _____ someone to something they would not otherwise have done.
a) Intimidate b) Force c) Order d) Persuade
2. Diversification into many unrelated areas is an example of:
a) Risk management b) Good management c) Uncertainty reduction d) Sustainability
3. Three of the most important bodies that regulate world trade are the World Bank, the International Monetary Fund and:
a) NAFTA b) Unicef c) The World Trade Organization d) The European Union
4. Which of the following is **not** a barrier to trade?
a) Quotas b) Exchange rates c) Embargoes d) Exchange controls
5. A microchip producer might be advised to follow which of the following international strategies?
a) A Global strategy b) A Transnational strategy c) A local strategy d) None of these

B. Do as Directed (2x5)

(10)

1. India' foreign trade policy
2. Personal selling
3. Steps of effective communication
4. Steps of new product development
5. Globalization V/s. Localisation

SAMPLE QUESTION PAPER