

**CENTER FOR DISTANCE EDUCATION AND VIRTUAL LEARNING****FIRST SEMESTER BBA EXAMINATION, MARCH 2023****BUSINESS TRENDS****Time: 03 Hours****Maximum Marks: 70**

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**SECTION- A****I. Answer any EIGHT of the following questions:****8x2 = 16**

- What is Reengineering Process?
- What is the role of strategy in Business?
- Explain the role of CEO as Motivator.
- State any two popular Leadership theories.
- State any two modes of overcoming corporate failure.
- Explain any two cause for International Marketing Failure.
- Write a short note on BPO.
- List out some of the challenges of serving BOP markets.
- Why are businesses interested in BOP markets?
- What is product failure?

**SECTION – B****II. Answer any SIX of the following questions:****6x4 = 24**

- Analyse the need of doing business in the present world.
- List the major characteristics of a business man.
- Identify the psychological skill set a business leader should possess and why?
- Explain the Functions of management.
- “E-commerce is the need of the hour.” Comment.
- Explain the concept of organization structure.
- Explain the measures taken to protect the security and safety of e-transactions.
- Why are businesses interested in BOP markets?

**SECTION – C****III. Answer any THREE of the following questions:****3x10=30**

- List the contributions of Fayol towards Management.
- Define Motivations and discuss any two motivation theories in detail.
- Evaluate the need for outsourcing and discuss its limitations.
- Explain the different leadership theories & styles.
- Explain the Process of decision making with neat diagram.

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