

CENTER FOR DISTANCE AND ONLINE EDUCATION
FIRST SEMESTER BBA EXAMINATION, OCTOBER 2023
BUSINESS TRENDS

Time: 03 Hours**Maximum Marks: 70**

SECTION- A

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

- a. What are some of the challenges of serving BOP markets?
- b. What is Organization Structure?
- c. Explain the role of CEO as Motivator.
- d. State any two popular Leadership theories.
- e. State any two modes of overcoming corporate failure.
- f. Explain the term leadership.
- g. Give any two reasons why international marketing efforts have failed.
- h. Write a short note on BPO.
- i. What is Reengineering Process?
- j. List 5 products of BOP in India?

SECTION – B

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

- a. Describe the necessity of conducting business in the modern environment.
- b. Explain the major characteristics of a business man.
- c. What psychological competencies should a corporate leader have, and why?
- d. Explain the Functions of management.
- e. “E-commerce is the need of the hour.” Comment.
- f. What is the role of strategy in Business? Explain with an example.
- g. Give an account of the measures used to maintain the security and safety of online transactions.
- h. Why are BOP marketplaces appealing to businesses?

SECTION – C

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

- a. List the contributions of Fayol towards Management.
- b. Describe the theories of motivation.
- c. Analyze the need for outsourcing and talk about its drawbacks.
- d. Give examples of the many philosophies and styles of leadership.
- e. Explain the process of decision making with neat diagram.
