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19BBA1NOD04

**CENTER FOR DISTANCE AND ONLINE EDUCATION**  
**FIRST SEMESTER BBA EXAMINATION, MARCH 2024**

**BUSINESS TRENDS**

(FOR ADMISSION BATCH JULY-2022 ONLY)

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

**SECTION- A**

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

Sr.N.	Questions	CO
1.	Outline difficulties faced in BOP market service.	1
2.	Explain the framework of an organization.	1
3.	Describe the CEO's motivational responsibilities.	2
4.	Name two widely accepted leadership models.	2
5.	List two strategies to recover from corporate failure.	3
6.	Mention common pitfalls in global marketing initiatives.	3
7.	Outline the significance of BPO in business.	4
8.	Define the concept of the Reengineering Process.	4
9.	Identify goods targeted at the bottom of the pyramid in India.	5
10.	List examples of products designed for BOP consumers in India.	5

**SECTION – B**

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

Sr. No.	Questions	CO
1.	Discuss the reasons behind the need for modern business practices.	1
2.	Describe the essential characteristics of an effective business leader.	2
3.	Discuss the importance of emotional intelligence in corporate leadership.	2
4.	Outline the key tasks involved in managerial roles.	3
5.	Express your opinion on the significance of e-commerce in the current era.	3
6.	Provide an example illustrating the impact of a well-executed business strategy.	4
7.	Explain the security measures implemented for safeguarding online transactions.	4
8.	Explain the appeal of targeting the bottom of the pyramid for businesses.	5

**SECTION – C**

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

Sr.No.	Questions	CO
1.	Discuss the impact of classical management thinkers on the field.	1
2.	Explore the intersection of motivation and employee engagement.	2
3.	Analyze the potential risks associated with outsourcing.	3
4.	Discuss examples of successful leaders and their unique styles.	4
5.	Describe the steps involved in decision-making with practical examples.	5

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