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CENTER FOR DISTANCE EDUCATION AND VIRTUAL LEARNING

FIRST SEMESTER BBA EXAMINATION, JANUARY 2020

BUSINESS TRENDS

Time: 03 Hours

Maximum Marks: 70

SECTION-A

1. Answer any EIGHT of the following questions.

8X2=16

- What are the two risks of innovation?
- What are the two characteristics of leadership?
- Give the meaning of Innovation.
- What is Business Process Reengineering?
- List any two types of leadership styles.
- What are the two causes of corporate failure?
- What are the basic symptoms of Corporate Failure?
- What are the stages of Lifecycle?
- What do you mean by Outsourcing?
- What are the types of Outsourcing?
- What are the functions of a Leader?

SECTION-B

2. Answer any SIX of the following questions.

6X4=24

- Explain Bottom of Pyramid.
- Explain in detail the types of Vendors.
- What is the importance of Innovation in marketing?
- What are the common reasons for Product Failures?
- What are the benefits of Innovation?
- What are the important functions of a Leader?
- What are the risk factors behind corporate Failure?
- What are the Five Business models of BPO Industry?

SECTION-C

3. Answer any THREE of the following questions.

3X10=30

- Give the meaning of Leadership. What are the types of Leadership?
- What are the reasons for outsourcing? Mention the limitations of Outsourcing.
- What do you mean by E-commerce? Explain the different types of E-commerce.
- Briefly explain the types of Innovation strategies.
- Briefly explain the Theories on Leadership.