

Total No. of Questions : 3]

SEAT No. :

PD-1388

[Total No. of Pages : 3

[6440]-501

S.Y.B.B.A.

**301 : PRINCIPLES OF HUMAN RESOURCE
MANAGEMENT
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple choice questions:

[5]

- i) Direction is one of the _____ function of HRM.
 - a) Operative
 - b) Managerial
 - c) Technical
 - d) Analytical
- ii) Process of Human Resource planning consists of _____ step.
 - a) Forecasting
 - b) Development implementation
 - c) Both (a) & (b)
 - d) None of above
- iii) _____ is /are the stages in career.
 - a) Exploration
 - b) Establishment
 - c) Tate career
 - d) All of above

P.T.O.

iv) _____ is a process of acquiring, allocating and utilizing human resources at global level to achieve stated objectives.

- a) IHRM
- b) EHRM
- c) SHRM
- d) DHRM

v) HRM manager has to play _____ role.

- a) Counselor
- b) Administrator
- c) Legal Advisor
- d) All of above

B) Match the pairs:

[5]

- | A | B |
|---|--------------------------|
| i) Co-ordination | a) Operative function |
| ii) Compensation | b) Restrict hiring |
| iii) Demand of employees less than supply | c) Dynamic in nature |
| iv) Demand of employees more than supply | d) Managerial function |
| v) Career | e) Encourage Recruitment |

C) Answer in one sentence :

[5]

- a) Define Job description.
- b) State first 2 steps in human Resource planning.
- c) What do you mean by career anchors?
- d) Define IHRM.
- e) What is electronic HRM?

D) Fill in the Blanks:

[5]

- a) HRM previously referred as _____.
- b) _____ is a statement of human qualifications necessary to do the job.
- c) The amount of enthusiasm and seriousness an employee has while performing his work is known as _____.
- d) _____ means having a wide range of individuals in an organisation.
- e) Human Resource planning is also known as _____.

Q2) Attempt any 3 questions out of 5 :

[30]

- a) Define the term HRM. State and explain objectives of HRM.
- b) What are the factors influencing the estimation of HRP.
- c) Define the term career planning. Explain various stages of career planning.
- d) What are the causes of low employee morale? Discuss the measures to improve morale of employees.
- e) State and explain functions of HRM.

Q3) Write short notes (Any 4) :

[20]

- a) Principles of HRM.
- b) Advantages of Job satisfaction.
- c) EHRM.
- d) Benefits of work from home.
- e) Barriers of HRP.
- f) Outsourcing.



Total No. of Questions : 3]

SEAT No. :

PD-1389

[Total No. of Pages : 3

[6440]-502

S.Y. B.B.A

302 : SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (CBCS) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*

Q1) Compulsory Question : (Objective Type Questions)

[20]

A) Multiple Choice Questions:

[10 × 1 = 10]

- i) What is the primary objective of supply chain management?
 - a) Maximizing shareholder wealth
 - b) Minimizing transportation costs
 - c) Enhancing customer satisfaction
 - d) Increasing inventory levels
- ii) What is the main goal of a global supply chain management strategy?
 - a) Reducing lead times
 - b) Minimizing carbon footprint
 - c) Maximizing domestic sales
 - d) Expanding market reach
- iii) Which concept emphasizes the idea of optimizing the entire chain of activities that firms perform to deliver a product or service to the market?
 - a) Supply Chain Management
 - b) Value Chain
 - c) Distribution Channel
 - d) Logistics
- iv) What is the primary purpose of manufacturing scheduling?
 - a) Maximizing raw material utilization
 - b) Minimizing labor costs
 - c) Optimizing production activities over time
 - d) Maximizing finished goods inventory

P.T.O.

- v) Which factors is NOT typically considered in material handling system design decisions?
 - a) Cost-effectiveness
 - b) Safety
 - c) Environmental impact
 - d) Employee preferences
- vi) What is a key strategy in effective warehousing and storekeeping?
 - a) Maximizing inventory turnover
 - b) Minimizing transportation costs
 - c) Increasing order processing time
 - d) Expanding warehouse footprint
- vii) Which technology is commonly used in SCM for tracking and managing inventory in real-time?
 - a) Satellite imaging
 - b) RFID (Radio Frequency Identification)
 - c) Morse code
 - d) Carrier pigeons
- viii) Which term describes the integration of all aspects of logistics activities across multiple functions and organizations to maximize efficiency and effectiveness?
 - a) Logistics synergy
 - b) Integrated logistics management
 - c) Supply chain synchronization
 - d) Multi-model transportation
- ix) Which technology is commonly used for tracking and tracing products in retail SCM?
 - a) GPS tracking
 - b) Barcoding
 - c) Morse code
 - d) Semaphore signals
- x) What is the relationship management with suppliers, customers, and employees aimed at achieving in SCM?
 - a) Decreasing collaboration
 - b) Increasing conflicts
 - c) Enhancing trust and cooperation
 - d) Reducing transparency

- b) **Answer in one sentence:** **[5 × 1 = 5]**
- i) What is Customer Relationship Management?
 - ii) What is Workflow automation?
 - iii) State any two functions of storekeeping?
 - iv) Define Value Chain
 - v) What is Integrated Logistics Management?

- c) **Match the pair** **[5 × 1 = 5]**
- | Group A | Group B |
|---|--|
| i) Green SCM | (a) Optimizing space utilization |
| ii) Key function of Human Resource in SCM | (b) Enhancing operational efficiency |
| iii) Role of distributors in SCM | (c) Environmental sustainability |
| iv) Primary goal of logistics management | (d) Effective workforce planning |
| v) Objective of space management | (e) To provide warehousing and transportation services |

- Q2) Long answer questions (Any three)** **[3 × 10 = 30]**
- a) What is Supply Chain Management? Explain the objectives and functions of SCM.
 - b) Discuss the important factors of efficient warehouse management.
 - c) Explain the objectives and importance of the Material handling system.
 - d) Explain the role of distributors in the Supply Chain in detail.
 - e) What is Logistics management? Discuss the components of logistics management.

- Q3) Write short notes on (any four)** **[4 × 5 = 20]**
- a) Green Supply Chain Management.
 - b) Role of Human resource in supply Chain.
 - c) Bull-Whip Effect.
 - d) Importance of Warehousing.
 - e) Problems of Retail Supply Chain Management.
 - f) Issues in Supplier Relationship Management.



Total No. of Questions : 3]

SEAT No. :

PD1390

[Total No. of Pages : 2

[6440]-503

S.Y.B.B.A.

**303 : GLOBAL COMPETENCIES AND
PERSONALITY DEVELOPMENT
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All the questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Choose the correct Answer. [5]

- a) A globally competent individual will have which of the following viewpoints?
 - i) I embrace the differences in various cultures
 - ii) There is no way of thinking except what I have learned
 - iii) My social beliefs are the only right social beliefs
 - iv) Why don't others speak English?
- b) Style of leadership
 - i) Divisional
 - ii) Democratic
 - iii) Delegating
 - iv) Descriptive
- c) What does S in SWOT Analysis means
 - i) Special
 - ii) Specific
 - iii) Strength
 - iv) Silent
- d) A_____speaker looks into the eyes of the audience.
 - i) Confident
 - ii) Impolite
 - iii) Impatient
 - iv) Rude
- e) Why is becoming globally competent important in today's world?
 - i) Because companies are getting larger
 - ii) Because America is known as a melting pot
 - iii) Today's world is becoming more globally connected
 - iv) It's important to teach others about the home culture

P.T.O.

B) Match the pairs: [5]

- | Group A | Group B |
|----------------------|--|
| a) Positive Attitude | i) Image that we have of oneself |
| b) Self-Esteem | ii) Social Cognition Theory |
| c) Sigmund Freud | iii) Persons overall sense of self-worth |
| d) Self-Concept | iv) Psychoanalytical Theory |
| e) Albert Bandura | v) Characteristic of Good Personality |

C) True or False: [4]

- a) Self-Concept is different from Self-Esteem
- b) SWOC is an acronym where each letter stands for a word.
- c) Goals should not be measurable.
- d) An autocratic leader gives orders and does not expect subordinates to obey his orders.

Q2) Short Answer. (Any 3) [3×8=24]

- a) State and explain the tips to build self-confidence.
- b) State and explain the characteristics of Goal.
- c) What do you mean by Team Building? How to build effective team?
- d) What are the benefits of work flexibility?

Q3) Long Answer Questions. (Any 2) [2×16=32]

- a) Define personality development. Explain Nature of personality.
- b) Explain Freud's three elements of Personality.
- c) What is Self Esteem and discuss the factors affecting Self-Esteem.
- d) What are the elements of Self Introduction? Explain the tips for effective Self Introduction.



Total No. of Questions : 3]

SEAT No. :

PD-1391

[Total No. of Pages : 2

[6440]-504

S.Y.B.B.A.

**304 : FUNDAMENTALS OF RURAL DEVELOPMENT
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Objective type of questions.

[20]

A) Fill in the Blanks

[5]

(Microfinance, John Davis, Need for Poor, Rural, DRDA)

- i) In _____ areas, agriculture & allied activities are predominant.
- ii) The term Agribusiness is coined by _____.
- iii) _____ is the supply of loans, savings, insurance & other basic financial services to the poor.
- iv) NGOs with Charitable Orientation focus on _____.
- v) _____ is the principal organ at the district level to manage & oversee the implementation of different anti-poverty programmes of the Ministry of Rural Development.

B) Match the pairs.

[5]

PAIR-A

PAIR-B

- | | |
|---------------------------|-------------------------------------|
| i) Growth Center Approach | a) Rural Area |
| ii) Agriculture Activity | b) Approaches of Rural Development. |
| iii) SHG | c) Provision of healthcare |
| iv) CARE | d) 12-20 Members. |
| v) Service Oriented NGO | e) International NGO. |

P.T.O.

- C) True or False: [5]
- i) The term Agribusiness is coined by John Davis.
 - ii) Agricultural Entrepreneurship is predominantly related to the marketing & production of various agricultural products.
 - iii) OXFAM & CARE are international NGOs.
 - iv) NGOs with Charitable Orientation focus on local participation.
 - v) Mahatma Gandhi had viewed development of Rural areas through eradication of Wealth.
- D) Answer in one sentences: [5]
- i) Define Rural area.
 - ii) Enlist 2 wings of DRDA.
 - iii) Enlist types of NGO's.
 - iv) Define Entrepreneurship.
 - v) ICT stand for.

Q2) Answer the following questions. (Attempt any 3 out of 5) [30]

- a) What is Agricultural Entrepreneurship? Explain its importance.
- b) Explain the role & functions of DRDA.
- c) Explain the various approaches to Rural Development.
- d) What do you mean by a NGO. Explain the contribution of NGO's in rural development.
- e) Differentiate between rural areas and urban areas.

Q3) Short notes (Attempt any 4 out of 6) [20]

- a) Application of ICT in rural areas
- b) NAM
- c) Micro financing
- d) Small Help Group
- e) Gandhian Approach
- f) Impact of ICT on Rural Areas



Total No. of Questions : 5]

SEAT No. :

PD-1392

[Total No. of Pages : 3

[6440] - 505

S.Y. B.B.A.

**305 A: CONSUMER BEHAVIOUR AND SALES MANAGEMENT
(2019 Pattern) (Semester - III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Q1) Fill in the blanks :

[5]

- 1) Which of the following is a type of mass promotion?
 - a) Advertisements
 - b) Store environments
 - c) Sales pitches
 - d) Salesmanship
- 2) Marketing strategy begins with _____
 - a) Market segmentation
 - b) Targeting
 - c) Outcomes assessment
 - d) Objective setting
 - e) Conducting a market analysis.
- 3) What is the first step in market segmentation?
 - a) Describe each group
 - b) Group customers with similar needs sets
 - c) Identify needs
 - d) Select an attractive segment to serve
 - e) Set objectives for segmenting

P.T.O.

- 4) The product, price, communications, distribution, and services provided to the target market is referred to as the _____
- a) Need set
 - b) Marketing mix
 - c) Marketing set
 - d) Decision set
 - e) Value proposition
- 5) Consumer purchases are influenced strongly by cultural, social, personal, and _____
- a) Psychographic characteristics.
 - b) Psychological characteristics.
 - c) Psychometric characteristics.
 - d) Supply and demand characteristics.

Q2) True and False :

[5]

- 1) A subculture is a group of people with shared value systems based on common life experiences and situations.
- 2) Purchase decision is NOT one of the five stages of the buyer decision process.
- 3) Psychographics is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
- 4) Tracking consumers' online activity and delivering specific banner ads based on that activity is known as behavioral targeting.
- 5) The buying process can be triggered by an internal stimulus, when one of the person's normal needs-hunger, thirst, sex-rises to a level high enough to become a drive.

Q3) Match the Following :

[5]

- | | |
|-----------------|----------------------|
| 1) Apollo Tyres | a) Price |
| 2) Advertising | b) Place |
| 3) Value | c) Product |
| 4) Consumerism | d) Promotion |
| 5) Distribution | e) Consumer Movement |

Q4) Short answer questions (Attempt any 3) :

[15]

- 1) What are the types of Buying Motives?
- 2) What are the types of Consumer Decisions?
- 3) What are the Functions of a Sales organization?
- 4) What do you mean by Value added Selling?

Q5) Long answer questions (Attempt any 2 out of 4) :

[20]

- 1) What is attitude? What are the characteristics of attitude?
- 2) What are the objectives of Sales management?
- 3) What are the different types of Consumer decisions?
- 4) What are the ethical issues in Sales management?



Total No. of Questions : 4]

SEAT No. :

PD-1393

[Total No. of Pages : 3

[6440] - 506

S.Y. B.B.A.

305 B: MANAGEMENT ACCOUNTING

(2019 Pattern) (Semester - III) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.**
- 2) Figures to the right indicate full marks.**

Q1) a) Fill in the blanks : [5]

- i) Comparative statement can be made for only _____ years at a time.
- ii) In common size Balance sheet, the _____ total is taken as 100.
- iii) Debt to Equity ratio = Long term debt / _____
- iv) Full form of EPS is _____
- v) Gross profit Ratio = gross profit/ _____

b) Write short notes (any 2) : [10]

- i) Distiguish between financial & management accounting.
- ii) Objectives of management accounting.
- iii) Cash Budget.

Q2) Give format of Balance Sheet as per companies Act 2013 [15]

OR

P.T.O.

Trading & P & L A/C & Balance sheet of KBL Enterprises of year is 31st March 2022 [15]

P & L A/C

Particulars	Amount Rs.	Particulars	Amount Rs.
To Opening stock	6,5000	By sales	6,02,000
To Purchases	5,40,000	By closing stock	2,60,000
To carriage Inward	12,500		
To gross profit c/d	2,45,000		
	8,62,000		8,62,000
To operating expenses	95,000	By Gross profit b/d	2,45000
To non operating expenses	75,000	By non operating income	75,000
To net profit c/d	1,50,000		
	3,20,000		3,20,000

Balance Sheet

Liabilities	Amount Rs.	Assets	Amount Rs.
Equity	1,50,000	Plant & Machinery	70,000
Gen. Reserve	25,000	Land & Building	1,20,000
P & L A/C	45,000	Marketable securities	5,000
Creditors	40,000	Debtors	85,000
Bills payable	35,000	Cash & Bank	12,500
O/S Expenses	5,000	Prepaid Expenses	7,500
	3,00,000		3,00,000

Calculate :

- Current Ratio
- Operating Ratio
- Gross profit ratio
- Return on capital employed

Q3) The following records are obtained from RPW Ltd **[10]**

Sales (4000 units @ 25 Rs each) : Rs, 1,00,000, Variable costs: Rs.72,000
Fixed costs Rs 16,800. Calculate

- P/V Ratio, Break even sales, Margin of safety
- What additional units should be sold to obtain same profit if selling price is reduced to Rs.20

Q4) Prepare cash budget for PRW Pvt Ltd for 6 months march to August 2021.**[10]**

Months	Sales	Selling Expenses	Purchases	Wages	Factory Expenses	Admin Expenses
January	170000	7000	80000	15000	10000	5000
February	160000	7500	84000	16000	11000	5500
March	182000	6500	83000	16800	8000	4500
April	155000	6800	83000	12000	10500	4750
May	165000	7400	76000	18000	12000	5400
June	200000	7000	68000	16000	9600	5700
July	180000	6000	70000	17000	8000	5000
August	220000	5500	56000	16500	9600	5500

- a) Opening cash balance on 1st march 2021 was Rs 20,000
- b) Period of credit allowed to customers & suppliers - 1month
- c) Log in payment of factory, admin & selling expenses is 1month
- d) Machinery purchased in cash Rs.30,000 in March.
- e) Building purchased in April for Rs.150000 payable in 2 equal installment in May & July.
- f) 5% Commission on sales payable 2 months after sales
- g,) Delay in payment of wages 1month

OR

State the functional classification of ratios with at least two examples.



Total No. of Questions : 3

SEAT No. :

PD-1394

[Total No. of Pages : 2]

[6440] - 507

S.Y. B.B.A.

**305 C: ORGANIZATIONAL BEHAVIOUR
(2019 Pattern) (Semester - III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions : [5]

- 1) _____ is devoted to understanding the behaviour of individuals and groups in an organization.
 - a) Learning
 - b) Motivation
 - c) Human Conduct
 - d) Organisatioanl Behaviour
- 2) _____ is a set if forces that energise, direct and sustain behaviour.
 - a) Motivation
 - b) Expectancy
 - c) Socialisation
 - d) Empowerment
- 3) Group _____ refers to the” Forces Operating ingroups”.
 - a) Norm
 - b) Cohesion
 - c) Structure
 - d) Dynamics
- 4) Reasons for resistance to change are _____.
 - a) Economic
 - b) Personal
 - c) Social
 - d) All of above
- 5) _____ refers to overall changes in the fundantental objectives or goals of the organization.
 - a) Structural change
 - b) Incremental Change
 - c) Strategic Change
 - d) Process Oriented Change

P.T.O.

B) Match the Pairs :**[5]**

Group A	Group B
1) Theory X & Theory Y	A) Leadership style
2) Two Factor Theory	B) Actual knowledge
3) Free Rein	C) Emotional feeling towards an object
4) Affective Component of attitude	D) Herzberg
5) Cognitive Component of attitude	E) McGregor

Q2) Answer the following (Any 2) :**[20]**

- 1) Define the OB. Discuss various Models of OB.
- 2) What are the types of Motivation? Explain Maslow's Need Hierarchy Theory.
- 3) What do you mean by Group? Explain the stages of Group Development.
- 4) Discuss the forces of change in the organization?

Q3) Write Short Notes on (Any 4) :**[20]**

- 1) Levels in organization culture.
- 2) Styles of Leadership.
- 3) Types of Personality
- 4) Nature of OB
- 5) Causes of organizational conflict
- 6) Types of Group.



Total No. of Questions : 4]

SEAT No. :

PD1395

[Total No. of Pages : 2

[6440]-508

S.Y. B.B.A.

D - 305 : FUNDAMENTALS OF SERVICES MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions : [5]

- a) Services cannot be stored. This describes the _____.
 - i) Intangibility
 - ii) Variability
 - iii) Perishability
 - iv) None of these
- b) SSTS refers to _____.
 - i) Service Standards Testing
 - ii) Self Service Technologies
 - iii) Standard Service Technologies
 - iv) None of the above
- c) The services that a customer expects are caused as _____ service package.
 - i) Expected
 - ii) Augmented
 - iii) Primary
 - iv) Secondary
- d) Extended marketing mix includes people, physical evidence & _____.
 - i) Process
 - ii) Promotion
 - iii) Product
 - iv) Price
- e) Which of the following is not an element of physical evidence?
 - i) Employee dress
 - ii) Employee training
 - iii) Equipment
 - iv) Facility Design

P.T.O.

B) Match the pairs : [5]

- | A | B |
|-------------------------|---|
| a) Process mix | (i) Linking profit to customer satisfaction |
| b) Services cape | (ii) No human interaction |
| c) Electronic channels | (iii) Measure of service quality |
| d) Reliability | (iv) Flow of activites |
| e) Service profit chain | (v) Physical facility where service is produced |

Q2) Answer any one out of 2 long answers questions : [10]

- a) Explain the importance growth & development of service sector in India.
- b) Explain the objectives of Sales Promotion in detail.

Q3) Answer any one out of 2 long answers questions : [10]

- a) Explain in detail how macro & micro environment affects services.
- b) Elaborate the impact of globalisation on services.

Q4) Short notes (any 4 out of 6) : [20]

- a) Six market model
- b) Promotion mix
- c) Benefits of service blue print
- d) Service market analysis
- e) Product life cycle
- f) Difference between product & service



Total No. of Questions : 3]

SEAT No. :

PD1396

[6440]-509

[Total No. of Pages : 3

S.Y. B.B.A.

**E - 305 : AGRICULTURE AND INDIAN ECONOMY
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions :

[5]

- a) Which sector is the backbone of India Economy?
 - i) Service sector
 - ii) Financial sector
 - iii) Tourism sector
 - iv) Agriculture sector
- b) Green revolution related to -
 - i) Water
 - ii) Agriculture
 - iii) Space
 - iv) None of these
- c) NABARD was established in the year -
 - i) 12th July 1982
 - ii) 1st Jan. 1985
 - iii) 4th Jan. 1980
 - iv) 25th Feb. 1979
- d) Sowing of which crop is done from April to July and harvesting is done from September to December.
 - i) Rabi
 - ii) Kharif
 - iii) Both (i) & (ii)
 - iv) None of these
- e) Why Agri-preneurship in India is important?
 - i) Generating employment opportunities for rural youth.
 - ii) Control migration from rural to urban areas.
 - iii) Increase national income in Indian economy.
 - iv) All of the above

P.T.O.

B) True and False : [5]

- a) There is growing demand for agricultural inputs like feed and fodder, inorganic fertilizers, bio-fertilizers.
- b) Agriculture and agro-products contributes nearly one third of the GDP and accounts for 64% of the work force.
- c) E-Nam is the big electronic market platform about agricultural product.
- d) Only 10% of the population living in rural areas is dependent on agriculture for livelihood.
- e) India maximum exportes country in the world for agricultural products.

C) Match the following : [5]

- a) India's largest tea producing state i) Jute
- b) _____ is the Golden fibre of India ii) Assam
- c) This is a program introduced by iii) Jhumming
the government that has resulted
in increase production of
food grain
- d) The slash and bum agriculture iv) Kisan call centre
is known as _____
- e) Farmers need to call toll free v) Green Revolution
no. 1800-180-1551 to seek
expert advice to related agricultural
_____ activities is known as

Q2) Short Answers (Attempt any 3 out of 4) :

[15]

- a) Functions of NABARD
- b) Problems of Indian agriculture system
- c) Explain Green Revolution
- d) Role of agriculture in Indian Economy

Q3) Long Answer (Attempt any 2 out of 3) :

[20]

- a) Explain interdependence between agriculture and Industry sector.
- b) Explain the challenges and strategies of Agricultural credit.
- c) Describe recent trends in agricultural growth in India.



Total No. of Questions : 5]

PD1397

SEAT No. :

[Total No. of Pages : 2

[6440]-510

S.Y.B.B.A.

**306-A: RETAIL MANAGEMENT
(2019 CBCS Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Fill in the blanks. [5]

- a) _____refers to unorganized retail stores in India.
- b) _____refers to huge multi store retail stores located in cities.
- c) _____refers to stop over stores.
- d) _____refers to online purchasing.
- e) _____is an example of organized retailing.

Q2) Match the Following. [5]

- | | |
|--------------------------|---------------------------|
| a) In-Store Dynamics | i) Merchandising |
| b) Strategic Positioning | ii) Customer Segmentation |
| c) Display of Goods | iii) Layout and Plans |
| d) Augmented Reality | iv) Retail Strategy |
| e) Horlicks for Women | v) Future of Retailing |

Q3) Answer Any 1 out of 2 questions. [10]

- a) Define Retailing. Explain the structure of Retail Industry in India.
- b) Explain the Retail Life Cycle in brief.

P.T.O.

Q4) Answer Any 1 out of 2 questions. [15]

- a) Explain the Product and Branding Strategies used in retailing sector by organizations.
- b) Explain the recent trends of retailing which are shaping the future of Retail Industry.

Q5) Write any 3 short notes out of 5. [15]

- a) Omni Channel Retailing.
- b) Retail Merchandising.
- c) Product Positioning.
- d) Store Design.
- e) Any 2 types of Retailers.



Total No. of Questions : 3]

SEAT No. :

PD-2055

[Total No. of Pages : 2

[6440]-511

S.Y. B.B.A

306 B : BANKING & FINANCE

(2019 Pattern) (CBCS) (Semester - III) (paper - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

1) A) Multiple Choice Questions (Any 4) : [4]

- i) Demand deposits include _____
 - a) Fixed deposits
 - b) Recurring deposits
 - c) Time deposits
 - d) Saving and current accounts.
- ii) UPI - Google Apps operate _____
 - a) Only on Sundays
 - b) Only on Bank Working days
 - c) Only on Mobile phones
 - d) Only in the bank premises.
- iii) In _____ account, the bank pays lowest rate of interest or zero interest.
 - a) Fixed deposit
 - b) Recurring deposit
 - c) Saving deposit
 - d) Current deposit
- iv) Little drops of water add to a big ocean refers to _____
 - a) Fixed deposit
 - b) Time deposit
 - c) Recurring deposit
 - d) Current account
- v) RBI as an organization _____
 - a) Regulates the working of banking sector
 - b) Regulates the working of insurance sector
 - c) Regulates the working of educational institutions
 - d) Regulates the systems related to foreign trade.

P.T.O.

B) Match the pairs : [4]

i)	BHIM and GPay	a)	Regulates stock market
ii)	SEBI	b)	Focuses on banking in rural areas
iii)	RRB	c)	UPI Money transfer
iv)	Primary function	d)	Gives Loans

C) True of False (Any 4) : [4]

- a) Debit card works on the concept of Pay later.
- b) RTGS has no limit for the money transfer.
- c) The three presidential banks were merged in 1921 into Imperial bank of India.
- d) Agency function of banking includes providing loans to the society.
- e) Lending of money is the main source of profit for the banks.
- f) Fixed deposit accounts have the feature of anytime withdrawal.

2) Long answer questions (Any 2 out of 4) : [20]

- a) Explain the structure of Indian Banking system.
- b) Define Bank? Explain the Primary and Secondary functions of a commercial bank?
- c) Explain the importance of Technology in today's modern Banking?
- d) Explain the objectives and functions of SEBI?

3) Short notes (Any 3 out of 5) : [18]

- a) NEFT and RTGS.
- b) Role of RBI.
- c) Functions of ATM.
- d) Evolution of Banking in India.
- e) Advantages and Disadvantages of mobile banking.



Total No. of Questions : 4]

SEAT No. :

PD1398

[Total No. of Pages : 2

[6440]-512

S.Y.B.B.A.

C 306 : LEGAL ASPECTS IN HRM

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple choice questions.

[5]

- a) A safe workplace is a_____of an employee.
- | | |
|-----------|----------|
| i) Right | ii) Duty |
| iii) Both | iv) None |
- b) HR policies include_____.
- | | |
|-----------------|----------------------|
| i) Leave | ii) Attendance |
| iii) Discipline | iv) All of the above |
- c) Workmens compensation Act was framed in_____.
- | | |
|-----------|----------|
| i) 1920 | ii) 1923 |
| iii) 1940 | iv) 1947 |
- d) Contribution for gravity is paid by_____.
- | | |
|-------------|--------------|
| i) Employee | ii) Employer |
| iii) Both | iv) None |
- e) Salary can be differenciated on the basis of_____.
- | | |
|---------------|----------|
| i) Gender | ii) Race |
| iii) Religion | iv) None |

P.T.O.

- B) Match the following. [5]
- | | |
|--------------------------------|--|
| a) Living wage | i) Seasonal establishment |
| b) Social security legislation | ii) Type of wage |
| c) Protective legislation | iii) Protection of organisational property |
| d) Employee duty | iv) The gravity Act |
| e) Average 7 day wages | v) The sexual harrasment at workplace Act 2013 |

Q2) Answer (any one) of the two long answer questions.

[10]

- a) Explain the meaning of the term HR policy & the different types of policies in HRM.
- b) Explain various factors affecting determination of wages.

Q3) Answer (any one) of the two long answer questions.

[10]

- a) Explain the term gravity as per payment of gravity act. Also explain eligibility for payment of gravity.
- b) Explain the role & functions of internal complaints committee established under the sexual harrasment of women at workplace 2013 Act.

Q4) Short notes. (any four)

[20]

- a) Employee duties.
- b) Role of labour legislation.
- c) Objectives of wage & salary administration.
- d) Scope of payment of gravity Act.
- e) Scope of workmen's compensation Act.
- f) Acts termed as sexual harrasment at workplace.



Total No. of Questions : 4]

SEAT No. :

PD2912

[Total No. of Pages : 2

[6440]-513

S.Y.B.B.A.

**D-306: PRINCIPLES & FUNCTIONS OF SERVICES
MANAGEMENT
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) In the hospitality industry, which is a key part of the service value chain?
 - i) Product design
 - ii) Guest check-in and feedback process
 - iii) Production and warehousing
 - iv) Import and export licensing
- b) The Service Value Chain focuses on:
 - i) Manufacturing activities
 - ii) Internal logistics only
 - iii) Activities that add value to the customer's service experience
 - iv) Legal and financial auditing
- c) Which of the following is NOT a part of the 4C's of customer service mix?
 - i) Communication
 - ii) Courtesy
 - iii) Credibility
 - iv) Capital
- d) Which of the following is a major factor influencing customer satisfaction?
 - i) Market share
 - ii) Service quality
 - iii) Profit margins
 - iv) Legal policies
- e) Which of the following is a strategy to manage high demand in services?
 - i) Service delay
 - ii) Peak load pricing
 - iii) Reducing staff
 - iv) Ignoring demand fluctuations

P.T.O.

B) Match the following. [5]

Group - A

Group - B

- | | |
|---------------------------------------|---|
| a) Customer Complaint Handling | i) Queue design, priority service, technology use |
| b) Service Recovery | ii) Guest reservation, check-in, stay experience, feedback handling |
| c) Patterns of Demand | iii) Steps taken to resolve service failure and regain customer trust |
| d) Waiting Line Strategies | iv) Fluctuations, seasonal, daily, hourly |
| e) Service Value Chain in Hospitality | v) Key tool in identifying gaps and improving service |

Q2) Long answer questions (Any one) [10]

- a) Explain the concept of customer expectations and discuss various strategies organizations can use to manage these expectations effectively.
- b) Identify and explain the major challenges faced by the KPO/BPO sector.

Q3) Long answer questions (Any one) [10]

- a) Discuss the concept of service recovery and analyze the strategies organizations can adopt to recover from service failures effectively.
- b) Define service value and explain its benefits for both customers and service providers.

Q4) Write short notes on (any four): [20]

- a) Effects of TQM implementation in service industries.
- b) Service performance failure.
- c) Significance of the Service Value Chain.
- d) Outsourcing.
- e) Factors influencing customer satisfaction.
- f) Customer delight.



Total No. of Questions : 3]

SEAT No. :

PD1399

[Total No. of Pages : 3

[6440]-514

S.Y.B.B.A.

**E-306: RURAL DEVELOPMENT - PRINCIPLES & PRACTICE
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) According to the _____ “Rural development must be clearly designed to increase production.
 - i) World Bank
 - ii) NABARD
 - iii) IMF
 - iv) Rural Development Bank
- b) Integrated Rural Development Program (IRDP) was first- introduced in _____.
 - i) 1978-79
 - ii) 1973-74
 - iii) 1979-80
 - iv) None of these
- c) The Ministry of Rural Development consist of
 - i) Department of Rural Development
 - ii) Department of Land Resources
 - iii) Both (i) & (ii)
 - iv) None of these
- d) The objectives relevant to Local Level Planning are:-
 - i) Equitable distribution of the benefits of development
 - ii) Effective participation in decision Making especially by the poor
 - iii) Increase in productivity and growth output
 - iv) All of these
- e) The pace and Level of rural development is determined by a number of factor that could be
 - i) Social
 - ii) Cultural
 - iii) Technological
 - iv) All of these

P.T.O.

- B) True and False. [5]
- a) Rural development concerned with increased agricultural production for urban and international markets.
 - b) Poverty of natural resources does not however, include a high level of economic development.
 - c) The objectives of Swarnjayanti Gram Swarozgar Yojana (SGSY) is to bring the assisted poor families.
 - d) NRRD stands for National Rural Roads Development Agriculture.
 - e) The highest tier of Panchayat raj is Panchayat Samiti.

- C) Match the following. [5]
- | | |
|--|---|
| a) Arya (ARYA) Means | i) Information and Communication Technologies |
| b) ICT stands for | ii) Attracting and Retaining youth in Agriculture |
| c) _____ is a big electronic market-platform about agricultural products | iii) June - 2000 |
| d) Farmers need to call toll free no. 1800-180-1551 to seek expert advice to related agricultural Activities is known as | iv) E - Nam |
| e) E - Choupal Launched | v) Kisan - Call - Centre |

- Q2) Short Answer. (Attempt any 3 out of 4) [15]
- a) Define basic need approach in Rural Development.
 - b) What is DRDA? Explain.
 - c) Explain advantages of Globalization.
 - d) Describe the features of Rural Economy.

Q3) Long Answer. (Attempt any 2 out of 3)

[20]

- a) Explain the Need and Goals of Rural Development Policy?
- b) Explain the role of Agricultural and Non-agricultural sector in rural development.
- c) Differentiate between Rural and Urban development.
- d) Describe the impact of Globalization on Rural Development.



Total No. of Questions : 3]

SEAT No. :

PD1400

[Total No. of Pages : 2

[6440]-601

S.Y.B.B.A.

**401 : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) _____ entrepreneurs are those who immediately copy the new inventions made by the innovative entrepreneurs.
 - i) Innovative
 - ii) Imitating
 - iii) Fabian
 - iv) Drone
- b) _____ involves buying and selling of goods.
 - i) Business
 - ii) Trade
 - iii) Commerce
 - iv) Industry
- c) _____ is the technical name for the service sector of the economy.
 - i) Primary
 - ii) Secondary
 - iii) Tertiary
 - iv) Quaternary
- d) _____ is unstructured and free form way of problem solving in which participants produce many innovative ideas to a pressing problem.
 - i) Divergent thinking
 - ii) Convergent thinking
 - iii) Lateral thinking
 - iv) Positive thinking
- e) _____ was the former chairman of Wipro Limited.
 - i) Narayan Murthy
 - ii) Upasana Taku
 - iii) Azim Premji
 - iv) Sabina Chopra

P.T.O.

- B) Match the following. [5]
- | A | B |
|--------------------------------|------------------------------|
| a) Card sort | i) Mydaala.com |
| b) Depth Interviewing | ii) Reluctant to change |
| c) Drone Entrepreneur | iii) Source of Finance |
| d) Mortgage of personal assets | iv) Convergent thinking tool |
| e) Anisha Singh | v) Market Survey |
- C) Answer in one sentence. [5]
- Who is the founder of HCL?
 - Who is an angel investor?
 - What is a sick unit?
 - Define Intrapreneur.
 - What is Cyclical unemployment?
- D) Fill in the blanks. [5]
- The 'P' in PEST analysis refers to _____
 - Entrepreneurship is a _____ process.
 - _____ is the founder at Zaakpay.
 - _____ helps the entrepreneurs to understand the market information unknown to them.
 - _____ funding invests in young and early stage growth companies.
- Q2) Long Answer (Attempt any 3) [3×10=30]**
- Explain the term 'Entrepreneur' & also explain the qualities and functions of entrepreneurs.
 - Explain tools of divergent thinking mode.
 - Explain industrial sickness and measures to overcome industrial sickness.
 - Discuss the entrepreneurial Biography of Ratan Tata.
 - Explain the functions of KVIC.
- Q3) Write Short notes on (Attempt any 4) [4×5=20]**
- Objectives of MSME
 - SWOT analysis
 - Non-institutional sources of finance
 - Angel Funding
 - Entrepreneurial sketch of Anisha Singh
 - Differentiate between entrepreneur and manager.



Total No. of Questions : 7]

SEAT No. :

PD1401

[6440]-602

[Total No. of Pages : 3

S.Y. B.B.A.

**402 - GC : PRODUCTIONS AND OPERATIONS MANAGEMENT
(2019 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 and Q.No. 7 are compulsory.*
- 2) *Attempt any three from Q.No. 2 to Q.No. 6.*
- 3) *Figures to the right indicate full marks.*

Q1) Compulsory Question :

A) Multiple Choice Questions :

[5]

- a) The primary responsibility of manufacturing activity is to produce.
 - i) service
 - ii) sales
 - iii) product
 - iv) value
- b) On _____ path determination to be followed from department to department and machine to machine till raw material get its final shape.
 - i) scheduling
 - ii) routing
 - iii) dispatching
 - iv) follow-up
- c) Ergonomics derives from the word - which means science of work and a person relationship to that work.
 - i) Latin
 - ii) Greek
 - iii) French
 - iv) Western
- d) CAM stands for _____.
 - i) Computer Automated Manufacturing
 - ii) Computer Aided Manufacturing
 - iii) Computer Anti Manufacturing
 - iv) Computer Applied Manufacturing
- e) Work Order, Time Cards and Inspection Tickets are the forms used in _____.
 - i) Scheduling
 - ii) Dispatching
 - iii) Follow-up
 - iv) Routing

P.T.O.

- B) Fill in the Blanks : [5]
- a) _____ is the process of which goods and services are operated.
 - b) The concept of Routing and Scheduling can be elaborated with the case of _____ and _____.
 - c) _____ is the relationship between the amount of outputs and inputs needed to produce a product.
 - d) _____ tickets are used for authorising over the movement of the material from shops and from operation to operation.
 - e) _____ is the scientific discipline concerned with the understanding of interaction among human.
- C) Match the Pairs : [5]
- | | |
|-----------------------|--|
| a) Quality Control | i) Reduction in Variable Cost |
| b) Dispatching | ii) Science of Work |
| c) Time Cards | iii) Release of Orders and Instructions for starting of Production |
| d) Ergonomics | iv) Wage Payment |
| e) Manufacturing Cost | v) Optimize & Streamline the Production Chain |
- D) Answer in one sentence : [5]
- a) Types of Schedules.
 - b) Define Plant Design.
 - c) Forms of Dispatching.
 - d) What is Quality Control?
 - e) Define Automation.

Q2) Define Production Management. Explain the objectives of Production and Operation Management. **[10]**

Q3) What do you mean by Production Planning and Control? State its principles and objectives. **[10]**

Q4) Define Maintenance Management. Explain types of Maintenance Management. **[10]**

Q5) Define Ergonomics. Explain the Bio-Mechanical factors and safety equipment device. **[10]**

Q6) Define Production Design. Explain the meaning, objectives and product policy techniques of product development. **[10]**

Q7) Write short notes (Any 4 out of 6) : **[20]**

- a) Functions of Production Planning and control.
- b) Types of Production System.
- c) Plant Layout.
- d) Importance of Ergonomics.
- e) Factors affecting production control.
- f) Objectives of Production Control.



Total No. of Questions : 3]

SEAT No. :

PD2913

[Total No. of Pages : 3

[6440]-603

S.Y.B.B.A.

**403 : DECISION MAKING AND RISK MANAGEMENT
(CBCS 2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Compulsory Questions: (Objective Type Questions) [20]

A) Multiple choice Questions: [5]

- a) The Rational Model of decision-making assumes that decision-makers are:
 - i) Emotionally driven
 - ii) Fully informed and logical
 - iii) Biased and intuitive
 - iv) Influenced by social norms
- b) Which model emphasizes reflection on past experiences to make current decisions?
 - i) OODA Loop Model
 - ii) Retrospective decision model
 - iii) Ladder of Inference
 - iv) Bounded Rationality model
- c) Which type of decision is made repeatedly and often has established procedures?
 - i) Non-programmed decisions
 - ii) Strategic decisions
 - iii) Programmed decisions
 - iv) Crisis decisions
- d) What is the main drawback of groupthink in decision making?
 - i) It encourages too many creative ideas
 - ii) It leads to over-analysis of data
 - iii) It suppresses dissenting opinions and critical thinking
 - iv) It increases time taken to reach consensus
- e) How does Emotional Intelligence (EQ) support decision-making in risk management?
 - i) By focusing solely on logic and data
 - ii) By improving interpersonal awareness and stress management
 - iii) By reducing the time taken to make decisions
 - iv) By enforcing rules and discipline

P.T.O.

B) Match the pairs: [5]

Group A	Group B
a) Dark side of leadership	i) Integrated element of risk analysis
b) Conflict	ii) Implicit favorite
c) Risk Communication	iii) Toxic Leadership
d) Diversity	iv) Disagreement
e) Retrospective model	v) Shared Value

C) Answer in one sentence: [5]

- a) Define Decision
- b) What is the ladder of inference?
- c) What is Groupthink?
- d) What is a Project?
- e) Define Leadership

D) Fill in the blanks: [5]

- a) _____ is the ability to secure desirable actions from a group of followers voluntarily.
- b) In Herzberg's Two Factor Theory, _____ factors are rates with the work environment.
- c) _____ refer to principles, standards or qualities that an individual or a group hold in high regard.
- d) _____ serves as a management tool to communicate the organisation's vision designed by the top management to its employees.
- e) _____ risk assessment is defined as the process of identifying and prioritizing risks for further assessment.

Q2) Long answer questions (Any three)

[30]

- a) What do you mean by creative decision making process? Explain the various steps involved in this process.
- b) Explain the OODA Loop Model in detail.
- c) Explain the causes & effects of group thinking.
- d) What is Followership? Explain the characteristics of good followers.
- e) What is Team Composition? Discuss the factors to be considered for Team Composition.

Q3) Write short notes on (any four).

[20]

- a) Organisational values
- b) Decision Making Process
- c) Bounded rationality
- d) Key elements of EQ
- e) Wisdom of Crowds
- f) Misuse of power



Total No. of Questions : 3]

SEAT No. :

PD1402

[Total No. of Pages : 3

[6440]-604

S.Y.B.B.A.

GC 404 : INTERNATIONAL BUSINESS MANAGEMENT

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Choose the correct answer from the option given below. [5]

- a) Joint Venture, Merger & Acquisition is _____ investment.
 - i) Green Field
 - ii) Brown Field
 - iii) Big-Ticket
 - iv) None of the above
- b) _____ offers the short term loans to the member countries to correct its temporary balance of payment disequilibrium.
 - i) IDA
 - ii) IBRD
 - iii) IFC
 - iv) IMF
- c) The Market where one currency is traded for another is called _____.
 - i) Foreign Exchange Market
 - ii) World Exchange Market
 - iii) Inter-Bank Transaction Market
 - iv) All of the above
- d) _____ is a summery record of all economic and financial transactions between a nation and rest of the world, within a specific period.
 - i) Balance of Trade
 - ii) Balance of Payment
 - iii) Equilibrium Balance of Payment
 - iv) Double Entry Book Keeping System

P.T.O.

- e) _____ Provides Financial Assistance to Exporters and Importers.
- i) Chamber of Commerce
 - ii) Export Promotion Council
 - iii) EXIM Bank
 - iv) Ministry of Commerce & Industry

B) Match the pairs. [5]

Group A

Group B

- | | |
|---|--------------------|
| a) Theory of Absolute Cost Advantage | i) David Ricardo |
| b) Theory of Factor Endowment | ii) Jhon M. Keynes |
| c) The Competitive Advantage of Nation | iii) Adam Smith |
| d) Founding Father of World Bank | iv) Michael Porter |
| e) Theory of Comparative Cost Advantage | v) Heckscher-Ohlin |

C) Fill in the blanks. [5]

- a) The term _____ often means increase movement of goods, services, technology, capital and labour from one country to another.
- b) World Bank is located at _____.
- c) The multilateral institution that aims to eliminate poverty is _____.
- d) A Foreign country where the foreign direct investment is made called as _____ country.
- e) The member states of NAFTA are _____, _____ & _____.

D) Answer in one statement. [5]

- a) Define BOP.
- b) What is Global Outsourcing?
- c) What is MNC's?
- d) What do you mean by Home Country?
- e) What is FDI?

Q2) Answer any three of the following.

[3×10=30]

- a) Explain in detail the proposed Diamond model by Michael Porter.
- b) State the concept Foreign Exchange Rates. Discuss the types of exchange rates.
- c) Explain in detail the objectives and functions of World Bank.
- d) Discuss in detail the document required for International Trade.
- e) Explain in detail the objectives and functions of World Trade Organisation.

Q3) Write short note on any four.

[4×5=20]

- a) Advantages of Globalisation.
- b) Characteristics of MNC's.
- c) IMF.
- d) Reasons of formulating Regional Economic Groups.
- e) Export Promotion Scheme.
- f) Spot, Forward & Future Rates.



Total No. of Questions : 4]

SEAT No. :

PD1403

[6440]-605

[Total No. of Pages : 2

S.Y. B.B.A.

**405 - A : ADVERTISING AND PROMOTION MANAGEMENT
(2019 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are Compulsory*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple-Choice Questions : [5]

- a) _____ means measuring the advertising effect as the degree to which it is successful in achieving its objectives.
 - i) Advertising Agency
 - ii) Advertising effectiveness
 - iii) Advertising Budget
 - iv) Advertising Department
- b) _____ is best fit for new launches, new products and new makers.
 - i) Blog advertising
 - ii) Social Media Advertising
 - iii) Affiliate Marketing
 - iv) Social Engine Marketing
- c) _____ Carry the company's name & Logo.
 - i) Coupons
 - ii) Gifts
 - iii) Catalogues
 - iv) Free samples
- d) _____ Can be defined as the 'Frame' of the advertisement.
 - i) Caption
 - ii) Border
 - iii) Decoration
 - iv) Mascot
- e) _____ is one integral part of the total marketing and advertising plan.
 - i) Media Research
 - ii) Media Mix
 - iii) Media Profile
 - iv) Media Planning

P.T.O.

B) Match the pairs : [5]

Group-A

- a) Advertising
- b) Portfolio Tests
- c) Online advertising
- d) Caption
- e) POP

Group-B

- i) Digital advertising
- ii) Displays
- iii) Subtitle
- iv) Recall
- v) Paid form

Q2) a) Describe the various components of Advertising layout. [10]

OR

b) State the various factors affecting sales promotion Growth. [10]

Q3) a) Explain the importance and functions of Media Research. [10]

OR

b) State the objectives of measuring Advertising Effectiveness. [10]

Q4) Write short notes on: (any 4) : [20]

- a) Cross promotion
- b) A.I.D.A. formula
- c) Surrogate Promotion
- d) Bait & Switch Advertising Issues
- e) Copy creation
- f) Social Media Advertising

Total No. of Questions : 4]

SEAT No. :

PD-2914

[Total No. of Pages : 4

[6440]-606

S.Y. B.B.A

405(B) : BUSINESS TAXATION
(2019 Pattern) (CBCS) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of simple calculator is allowed.*

Q1) A) Multiple Choice Questions: (Attempt Any FIVE) [5]

- i) Income Tax is _____ tax on income.
 - a) Monthly
 - b) Annual
 - c) Weekly
 - d) Quarterly
- ii) The taxable income shall be rounded off to the nearest multiple of _____ rupees.
 - a) Ten
 - b) Hundred
 - c) Thousand
 - d) Ten Thousand
- iii) Pune Municipal Corporation is a _____.
 - a) Trust
 - b) HUF
 - c) Company
 - d) Local Authority
- iv) Interest on Loan taken for purchase of electric vehicle is deductible under section _____.
 - a) 80 E
 - b) 80 EE
 - c) 80 EEA
 - d) 80 EEB
- v) ITR-4 is also known as _____.
 - a) SAHAJ
 - b) SULABH
 - c) SUKAR
 - d) SUGAM
- vi) Children education allowance is limited to _____ per month per child up to a maximum of two children.
 - a) Rs. 50
 - b) Rs. 100
 - c) Rs. 200
 - d) Rs. 300

P.T.O.

- vii) Income from subletting is _____
 - a) Income from Salary
 - b) Income from House property
 - c) Income from Capital Gain
 - d) Income from Other Sources.

B) Write Short Notes (Any Two) [10]

- i) Assessee
- ii) Gross Total Income
- iii) Agricultural Income
- iv) Deduction u/s 80 G

Q2) a) Write any ten Incomes exempted u/s 10. [10]

OR

b) Explain in detail different types of person under Income Tax Act. [10]

Q3) a) Mr. Manoharlal is a Senior Clerk at K and K Ltd. Pune. He has submitted the following particulars of his Income for the F.Y. 2024-25. [15]

- i) Basic Salary Rs. 35,000 per month.
- ii) Dearness Allowance Rs. 10,000 per month (Considered for retirement benefits)
- iii) Hostel Expenditure Allowance for two children at Rs. 800 p.m per child.
- iv) City Compensatory Allowance Rs. 3,000 per month.
- v) Tiffin Allowance Rs. 2,000 per month.
- vi) He was given a free laptop worth Rs. 40,000.
- vii) House Rent Allowance Rs. 14,000 per month. (Rent paid by him Rs. 15,000 per month)
- viii) Free Motor Car (1800 cc) with driver for both official and personal use.
- ix) Employers Contribution to RPF @ 14% of Salary (Basic + DA).
- x) Interest Credited to RPF @ 13% Rs. 39,000 (Annual)
- xi) Professional Tax Rs. 2,500 paid by the employer.

Mr. Manoharlal has not exercised the option under new taxation regime u/s 115 BAC. Compute his Income from Salary for the AY 2025-26.

OR

b) Mr. Sachin Gaikwad has given the following particulars of his Income and savings for the Previous Year ending on 31-03-2025. **[15]**

- i) Gross Salary Rs. 7,00,000.
- ii) Income from business Rs. 3,00,000
- iii) Interest on Government Securities Rs. 40,000
- iv) Income from House Property Rs. 2,00,000
- v) Interest on Bank deposits Rs. 35,000
- vi) He paid professional tax Rs. 2,500
- vii) He paid Rs. 20,000 for LIC Premium and deposited in PPF Rs. 40,000
- viii) He has invested Rs. 10,000 in National Savings Certificates and made Fixed Deposits for 5 Years in Punjab National Bank Rs. 40,000.
- ix) He has paid Health Premium for himself Rs. 20,000.
- x) He has donated Rs. 40,000 to Government for promotion of Family Planning.

Calculate Net Taxable Income and tax Liability for AY 2025-26 under:

- I) Old Tax Regime
- II) New Tax Regime

Q4) a) From the following information given by Mr. Pravin, find out the Income from the house property for the AY 2025-26 (Under Old tax Regime)

Municipal Valuation Rs. 6,60,000; Fair Rent Rs. 6,70,000; Standard Rent Rs. 5,90,000. Property has been let out at Rs. 50,000 P.M. The property remains vacant for two months. One month rent could not be recovered from tenant during previous year. Municipal taxes @ 10% are paid by Mr. Pravin. Fire Insurance paid Rs. 10,000. Interest on Loan taken for the construction of property of Rs. 2,20,000. **[10]**

OR

- b) Mr. Shubhankar owned two houses. For the Financial Year 2024-25, details relating to the properties are given below. **[10]**

Particulars	House A (Rs)	House B (Rs)
Fair Rent	4,65,000	3,30,000
Municipal Valuation	4,35,000	3,65,000
Standard Rent	4,00,000	3,90,000
Municipal Taxes	40,000 (Due)	30,000 (Paid)
Annual Rent	4,80,000	3,60,000
Land Revenue (Paid)	2,500	4,000
Ground Rent	3,200	12,000
Interest on Loan	—————	1,14,000
Nature of Occupation	Let out for business	Let out for residence

You are required to compute Income from House Property for the AY 2025-26. (Under Old tax Regime)



Total No. of Questions : 4]

SEAT No. :

PD1404

[6440]-607

[Total No. of Pages : 2

S.Y. B.B.A.

**405 - C : HUMAN RESOURCE MANAGEMENT FUNCTIONS &
PRACTICES**

(2019 Pattern) (CBCS) (Semester-IV) (HRM - Specialisation)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are Compulsory*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple-Choice Questions : [5]

- a) Human Resource department are _____.
 - i) Line Department
 - ii) Authority Department
 - iii) Service Department
 - iv) Functional Department
- b) Which of the following option is a component of remuneration?
 - i) Fringe Benefits
 - ii) Commitment
 - iii) External Equity
 - iv) Motivation
- c) Good HRM practices are instrumental which helps to achieve _____.
 - i) Human resources
 - ii) Departmental objectives and enhance productivity.
 - iii) Capitalization
 - iv) Research
- d) OD Process is cyclical & ends when _____.
 - i) Plan is Implemented
 - ii) Data is collected
 - iii) Problem is identified
 - iv) Desired development result is obtained.
- e) JMC stands for _____.
 - i) Junior Management Committee
 - ii) Junior Management council
 - iii) Joint Management committee
 - iv) Joint Management Council

P.T.O.

B) Match the pairs : [5]

Group A

- a) Managerial Grid
- b) Short term Skill development exercise
- c) Increase in responsibilities & rank but there is no salary increment or other financial benefits
- d) First organised scheme for workers participation after Independence
- e) Capacity to influence behaviour of others

Group B

- i) Works Committee
- ii) Power
- iii) Knowledge transfer
- iv) Dry Promotion.
- v) Training

Q2) Attempt any One from following : [10]

- a) What is Performance Appraisal? Explain Process of Performance Appraisal.
- b) Define the term Employee Compensation. Discuss the Methods of Employee Compensation.

Q3) Attempt any One from following : [10]

- a) What is Workers participation in Management? Explain Forms of Workers Participation in Management (WPM).
- b) What is meant by Organizational Development? Explain the Process of Organizational Development.

Q4) Write Short Notes on: (Any 4 out of 6) : [20]

- a) Recruitment and Selection
- b) Human Resource Accounting
- c) Types of Promotion.
- d) Importance of Training.
- e) Sources of Power
- f) Organizational Development Programme



Total No. of Questions : 4]

SEAT No. :

PD1405

[6440]-608

[Total No. of Pages : 2

S.Y. B.B.A.

**405 - D : BANKING AND INSURANCE MANAGEMENT
(2019 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple choice questions : [5]

- a) Electronic CRM concerns all forms of managing relationships with customers through the use of _____.
 - i) manual methods
 - ii) machines
 - iii) traditional methods
 - iv) information technology
- b) _____ payment systems eliminate the need for cash or cheque payments.
 - i) Debit
 - ii) Credit
 - iii) Currency
 - iv) Online
- c) A digital signature is a mathematical technique used to validate the authenticity and integrity of a _____ document.
 - i) digital
 - ii) crypto
 - iii) secondary
 - iv) source
- d) The primary purpose of _____ is to provide protection against future risk, accidents and uncertainty.
 - i) banks
 - ii) insurance
 - iii) development systems
 - iv) information
- e) _____ is the practice of attracting and acquiring new customers.
 - i) Selling
 - ii) Distribution
 - iii) Bank marketing
 - iv) Insurance

P.T.O.

B) Match the pairs : [5]

A

- a) Retail banking
- b) KYC
- c) ATM
- d) E-banking
- e) NABARD

B

- i) Internet Banking
- ii) Providing credit for the development of agriculture
- iii) Know Your Customer
- iv) Consumer banking
- v) automated teller machine

Q2) Long Answer questions (Attempt any 1 out of 2) : [10]

- a) What is CRM? Explain the need of Customer Relationship Management in Indian Banking sector
- b) Explain Electronic Payment System and its types in detail

Q3) Long Answer questions (Attempt any 1 out of 2) : [10]

- a) What are Mutual Funds? Explain the types of mutual funds
- b) What are the different types of complaints included in Ombudsman Scheme?

Q4) Short notes (Attempt any 4 out of 5) : [20]

- a) Types of Insurance
- b) Online KYC
- c) Importance of Call Centers
- d) Unit based plans
- e) Digital Signature



Total No. of Questions : 4]

SEAT No. :

PD1406

[6440]-609

[Total No. of Pages : 2

S.Y. B.B.A.

DSE - 405 - E - ABM : RURAL MARKETING : CONCEPTS AND PRACTICES

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory*
- 2) Figures to the right indicate full marks.*

Q1) A) Choose the correct answer from the following alternatives : [5]

- a) Following is NOT a Feature of a Rural Market:
 - i) Low Standards of Living
 - ii) Traditional Outlook
 - iii) Seasonal Demand
 - iv) High Literacy rate
- b) _____ is one of a distribution models in Rural Marketing.
 - i) Rural Haats
 - ii) in-flight Sales
 - iii) Factory Outlets
 - iv) Hypermarket
- c) Overall efficiency in rural marketing is required to pass on benefits to:
 - i) Retailers
 - ii) Wholesalers
 - iii) Consumers
 - iv) Marketers
- d) Promotion in the rural context has to be:
 - i) Endorsed by celebrities
 - ii) Educational
 - iii) Precise
 - iv) Recreational
- e) A _____ is a concept to promote digital innovations to rural communities enabling economic livelihoods, individual wellbeing, and social cohesion.
 - i) Digital village
 - ii) NREGA
 - iii) Jan Dhan Yojana
 - iv) Ayushman Scheme

P.T.O.

B) Match the following with correct answer : [5]

- | | |
|-------------------------------------|---|
| a) Ayushman Scheme | i) Agricultural Exports |
| b) Unfair Warranties and Guaranties | ii) Problem Faced by Rural Consumers |
| c) Commodity Board | iii) Healthcare initiative |
| d) Connectivity | iv) Ministry of Commerce |
| e) APEDA | v) Problem of Rural Marketing in Distribution |

Q2) Answer any one of the following : [10]

- a) Differentiate Between Rural Market & Urban Market
- b) Explain in details the Challenges and Future of Rural Marketing.

Q3) Answer any one of the following : [10]

- a) Explain any three Distribution Models in Rural Markets in India
- b) Explain the Role of Social Media in rural marketing.

Q4) Write short notes on any FOUR of the following : [20]

- a) Microfinance and Credit Services
- b) Mela as a Distribution Model
- c) Self Help Groups (SHG)
- d) Organic Products Market
- e) Role of online Marketers in Rural Areas
- f) Contribution of Commodity Board



Total No. of Questions : 4]

SEAT No. :

PD1407

[Total No. of Pages : 2

[6440]-610

S.Y. B.B.A.

406 A/A416 : DIGITAL MARKETING

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Compulsory Question: (objective type questions) [10]

A) Multiple choice Questions: [5]

- a) Which term describes marketing efforts that involve reaching out to potential customers directly?
 - i) Inbound marketing
 - ii) Outbound marketing
 - iii) Offline marketing
 - iv) Social media marketing
- b) What is the process of converting website visitors into potential leads called?
 - i) Customer retention
 - ii) Traffic conversion
 - iii) Lead generation
 - iv) Customer abandonment
- c) Which of the following is NOT a tool commonly used in digital marketing.
 - i) Google Analytics
 - ii) Social media management platforms
 - iii) Television commercials
 - iv) Email marketing software
- d) What does WWW stand for in the context of the internet?
 - i) World Wide Wires
 - ii) World Wide Web
 - iii) Wired Web Work
 - iv) Wild West Web
- e) What is the primary focus of SEO optimization for websites?
 - i) Decreasing Website visibility
 - ii) Ignoring search engine rankings
 - iii) Increasing website traffic organically
 - iv) Disabling website features

P.T.O.

B) Match the pairs. [5]

- | Group A | Group B |
|--|--|
| a) Smartphone | i) Google search engine |
| b) Social media | ii) Search engine optimization (SEO) |
| c) Process of bringing targeted traffic | iii) Being easily found or seen online |
| d) Visibility | iv) Facebook |
| e) Primary platform for Google Adwords Advertising | v) Digital device |

Q2) Long answer questions (Any one) [10]

- a) Explain the various ways to increase visibility in digital marketing.

OR

- b) What is social media marketing? Explain its advantages and disadvantages.

Q3) Long answer questions (Any one) [10]

- a) Discuss the tools of digital marketing in detail.

OR

- b) What is content marketing? Explain the types of content marketing.

Q4) Write short notes on (Any four) [20]

- a) Youtube marketing.
- b) Blogging.
- c) Website optimization.
- d) WWW.
- e) Conversion Rate.
- f) Importance of engagement.



Total No. of Questions : 4]

SEAT No. :

PD1408

[Total No. of Pages : 2

[6440]-611

S.Y. B.B.A.

**B 406 : FINANCIAL SERVICES
(2019 CBCS Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple choice Questions: [5]

- a) Which of the following is not a public sector unit?
 - i) Reserve Bank of India (RBI)
 - ii) Security Exchange Board of India (SEBI)
 - iii) State Bank of India (SBI)
 - iv) Industrial Development Bank of India (IDBI)
- b) The securities & Exchange Board of India has allowed celebrities to endorse_____.
 - i) Mutual Fund
 - ii) Insurance
 - iii) Stock & Share
 - iv) Divident
- c) Debenture holder are_____.
 - i) Debtor of the company
 - ii) Creditor's of the company
 - iii) External user's
 - iv) Owner of the company
- d) When a company is liquidated the debenture holder have a sight for_____.
 - i) Principal amount
 - ii) Interest
 - iii) Both (i) & (ii)
 - iv) None of the above
- e) It is a market for short term fund's which deal's in monetary asset's whose period of maturity is up to one year.
 - i) Primary market
 - ii) Secondary market
 - iii) Capital market
 - iv) Money market

P.T.O.

- f) Zero Coupon Bond is called as a_____.
- | | |
|---------------------|------------------------|
| i) Commercial Paper | ii) Securities & Stock |
| iii) Treasury Bill | iv) Mutual Fund |

B) Match the pairs. [5]

- | | |
|---------------------|---------------------------------|
| a) Commercial paper | i) Trading & Financial security |
| b) Money Market | ii) Short term fund |
| c) Financial market | iii) New issue market |
| d) Primary market | iv) Unsecured promisory Note |
| e) Treasury Bill | v) Zero Coupon Bond |

Q2) Attempt (any one) from the following: [10]

- a) What is a financial market? Briefly explain different types of financial intermediaries in the financial system.

OR

- b) Explain capital market and differentiate between primary market and secondary market with example.

Q3) Attempt (any one) from the following: [10]

- a) What is mutual fund? Explain different types of mutual fund.

OR

- b) Differentiate Between Bond and Debenture with example.

Q4) Write short notes on (Any 4): [20]

- Venture Capital.
- Zero Coupon Bond.
- National Stock Exchange.
- Sensex and Nifty.
- Commercial Paper.



Total No. of Questions : 4

SEAT No. :

PD-1409

[Total No. of Pages : 3

[6440] - 612

S.Y. B.B.A.

**406 C: EMPLOYEE RECRUITMENT & RECORD MANAGEMENT
(2019 Pattern) (Semester - IV) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions : [5]

- 1) What is the primary purpose of employee recruitment?
 - a) To train existing employees
 - b) To select the most suitable candidates for job vacancies
 - c) To provide social activities for current employees
 - d) To assess employee performance
- 2) Which stage of the recruitment process involves assessing applications and resumes?
 - a) Onboarding
 - b) Interviewing
 - c) Screening
 - d) Orientation
- 3) What does the term “talent acquisition” typically refer to in the context of employee recruitment?
 - a) Identifying potential candidates for future job openings
 - b) Conducting employee performance evaluations
 - c) Providing training and development opportunities for current employees
 - d) Conducting exit interviews

P.T.O.

- 4) On the _____ it is possible to get immediate feedback.
 - a) E-mail
 - b) Letter
 - c) Fax
 - d) Telephone
- 5) Which of the following is NOT a common recruitment channel?
 - a) Job fairs
 - b) Employee referrals
 - c) Social media platforms
 - d) Organizational culture assessments

- a) E-mail b) Letter
- c) Fax d) Telephone

- 5) Which of the following is NOT a common recruitment channel?
- a) Job fairs
 - b) Employee referrals
 - c) Social media platforms
 - d) Organizational culture assessments

- a) Job fairs
- b) Employee referrals
- c) Social media platforms
- d) Organizational culture assessments

B) Match the following :

[5]

Part A	Part B
1) Reference Checks	A) Documentation of an employee's compensation
2) Assessment Centers	B) Contains documentation related to an employee
3) Health and Safety Records	C) Conducting a series of exercises and tests to evaluate candidates KSA
4) Payroll Records	D) Contacting previous employers or references
5) Personnel File	E) Information related to employees accidents, medical reports etc.

Q2) Answer the following questions (Any 1 out of 2) :

[10]

- 1) Define the manpower planning. Explain the factors affecting manpower planning.
- 2) Define recruitment. Explain the methods of recruitment.

Q3) Answer the following questions (Any 1 out of 2) :

[10]

- 1) Define employee record; Explain essentials of a good record.
- 2) Explain the various types of employee record;

Q4) Write short notes. (Any 4 out of 6) :

[20]

- a) Barriess to manpower planning
- b) Difference between recruitment and talent acquisition
- c) Barriers to communication
- d) B -Recruitment
- e) Disadvantages of recruitment
- f) Manpower forecasting



Total No. of Questions : 4]

SEAT No. :

PD-3932

[Total No. of Pages : 2

[6440]-613

S.Y. B.B.A.

**D406 : SOCIAL SERVICES AND NGO MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions : [5]

- i) Social workers practice under all of the following auspices EXCEPT.
 - a) Public
 - b) Not-for-profit
 - c) For-profit
 - d) Media
- ii) _____ is the father of sociology.
 - a) August Comte
 - b) Durkheim
 - c) Spencer
 - d) Cooley
- iii) Which of the following is not the techniques of social case work?
 - a) Interview
 - b) Observation
 - c) Counselling
 - d) Lobbying
- iv) The success of group work does NOT depend on?
 - a) Achievement of goals
 - b) Understanding and agreement on major problems
 - c) Handling of behavioral problems
 - d) Ignoring individual problems
- v) The Central Social Welfare Board was established in the year -
 - a) 1953
 - b) 1963
 - c) 1973
 - d) 1983

P.T.O.

B) Match the Pair :

[5]

Group A	Group B
a) First NGO in India	i) 1917
b) NGO	ii) Scholarship for Higher Education
c) Inclusive Education for the Disabled	iii) Education
d) Method of community Governmental Organisation	iv) Non- Organisation
e) CSR	v) 2009-10

Q2) Long Answer Question (Attempt 1 out of 2) :

[10]

- a) Define Social work. Write down the objective & Functions of Social Work?
- b) Explain the concept of CSR management. Write down its purpose & need of CSR.

Q3) Long Answer Question (Attempt 1 out of 2) :

[10]

- a) Explain the concepts of NGO. Write down the characteristics & functions of NGO's?
- b) What are different Schemes offered by Government for NGOs in India?

Q4) Short notes (Attempt 4 out of 6) :

[20]

- a) Distinctions between needs and wants
- b) Principles of Group work
- c) Difference between NGO & Trust
- d) Importance of Communication Skills
- e) NGO registrations in India
- f) Qualities of EQ



Total No. of Questions : 4

SEAT No. :

PD-1410

[Total No. of Pages : 2]

[6440] - 614

S.Y. B.B.A.

406 E: BANKING OPERATIONS & FINANCE

(2019 Pattern) (Semester - IV) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the blanks : [5]

- i) _____ is known as marginal cost of capital.
- ii) Money lenders and Zamindars are known as _____ sources of agriculture finance.
- iii) _____ is the apex banking institution for providing finance for agriculture and rural development.
- iv) Time value of money is basically depends on _____
- v) Ninjacart is _____ startup in India.

B) Match the pair : [5]

- | | |
|---|-----------------------------------|
| i) NABARD | a) 3 rd November 1967 |
| ii) Pradhan Mantri Fasal Bima Yojna (PMFBY) | b) 1925 |
| iii) IFFCO | c) 18 th February 2016 |
| iv) Kisan Credit Card scheme | d) 12 th July 1982 |
| v) Co-operative societies Act | e) August 1998 |

P.T.O.

Q2) Long answer (Attempt any 1 out of 2) :

[10]

- a) What is agriculture technology? Explain the need and importance of agriculture technology.
- b) Explain in detail the importance and scope of agriculture finance.

Q3) Long answer (Attempt any 1 out of 2) :

[10]

- a) What do you understand by capital budgeting? Explain types of capital budgeting decisions.
- b) Explain in detail the role of NABARD in agricultural finance.

Q4) Short Answer. (Attempt any 4 out of 6) :

[20]

- a) Describe the types of finance for agri-business
- b) Time value of money – Explain
- c) Write a note on traditional source of finance.
- d) Primary agriculture societies- Explain.
- e) Land Development Bank
- f) Kisan Credit Card- Describe



Total No. of Questions : 3]

SEAT No. :

PD-1411

[Total No. of Pages : 3

[6440] - 701

T.Y. B.B.A.

**501: RESEARCH METHODOLOGY
(2019 Pattern) (Semester - V) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*

Q1) A) Multiple Choice Questions: (any 5) : [5]

- i) In the research process, first step of research is _____
 - a) Sample designing
 - b) Review of Literature
 - c) Problem Identification
 - d) Data collection
- ii) The main objective of _____ study is to acquire knowledge
 - a) Exploratory
 - b) Descriptive
 - c) Diagnostic
 - d) Descriptive and Diagnostic
- iii) _____ is the simplest measurement scale, where number symbols are assigned in order to label.
 - a) Interval scale
 - b) Ratio scale
 - c) Nominal scale
 - d) Order scale
- iv) A formal document that presents the research objectives, design of achieving these objectives, and the expected outcomes/deliverables of the study is called...
 - a) Research design
 - b) Research proposal
 - c) Research hypothesis
 - d) Research report

P.T.O.

D) Fill in the blanks: (any 5) :

[5]

- i) Random sampling is also called _____
- ii) Final stage in the Research Process is _____
- iii) In case of _____ sampling, each and every unit has a known and equal chance of selection.
- iv) _____ research answers the questions-what, where, how, when, how much, how often.
- v) Utilization of Central Government reports is the source of _____
- vi) _____ is the act of copying another person's idea or work as one's own idea or work.

Q2) Long Answer Questions (any 3 out of 5) :

[30]

- i) What is Research? Explain the steps involved in research process.
- ii) What is Sampling? Explain the various types of Sampling.
- iii) What is Secondary Data? Explain the different methods of Collection of Secondary data.
- iv) Define Research Report? Explain the layout of a research report.
- v) Explain the needs and techniques of Data interpretation.

Q3) Short notes (any 4 out of 6) :

[20]

- i) Ethics in Report Writing.
- ii) Precaution in Interpretation.
- iii) Testing of Hypothesis.
- iv) Methods of Data Analysis
- v) Structure of Research Paper
- vi) Benefits of Tabulation



Total No. of Questions : 3]

SEAT No. :

PD-1412

[Total No. of Pages : 3

[6440]-702

T.Y.B.B.A.

**502 : DATA BASE ADMINISTRATION AND DATA MINING
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer all questions.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple choice questions :

[5]

- i) Which of the following is a primary function of DBMS?
 - a) Sorting and retrieving data
 - b) Formatting documents
 - c) Managing the operating system
 - d) None of above
- ii) ACID properties are related to which aspects of database?
 - a) Security
 - b) Transaction management
 - c) Data warehousing
 - d) Cloud computing
- iii) Which of the following best describes data warehousing?
 - a) Real time data processing
 - b) Collection and storage of large volumes of data analysis.
 - c) A software tool for database design
 - d) A physical storage device

P.T.O.

- iv) Predictive Analytics is used for _____
 - a) Summarizing past data
 - b) Identifying future trends based on historical data
 - c) Cleaning database records
 - d) Managing user permissions

- v) Cloud computing provides which of the following benefits?
 - a) Higher cost and complex infrastructure
 - b) Scalability and on-demand computing resources
 - c) Requires physical storage devices at every location
 - d) Cannot be used for database storage

B) Match the pairs: [5]

- | Group A | Group B |
|-----------------------------|---|
| i) DBMS | a) Used for storing and Managing Data |
| ii) Data Mining | b) Helps in extracting patterns from data |
| iii) Transaction Management | c) Ensures data integrity and security |
| iv) ACID properties | d) Atomicity, Consistency, Isolation Duration |
| v) Cloud computing | e) Provides Flexible, scalable storage solutions. |

C) Answer in one sentence : [5]

- a) Define DBMS.
- b) What is role of a database administrator?
- c) What do you mean by Data warehousing?
- d) Name any two types of Data Analytics.
- e) What is the significance of ACID properties in data base management?

- D) Fill in the Blanks: [5]
- a) _____ ensures that a transaction is either fully completed or not executed at all.
 - b) The purpose of data warehouse is storage and analyse _____.
 - c) _____ is process of extracting useful patterns from large datasets.
 - d) In cloud computing, users can access resources _____.
 - e) _____ Analytics is used to suggest the best course of Action based on data.

Q2) Solve any (three) 3 out of 5 : [3 × 10 = 30]

- a) Explain advantages and disadvantages of database system.
- b) Describe the concept of data ware housing and its applications.
- c) What are the database models? Explain the categories of database models.
- d) Explain the cloud computing in details and its impact on database management.
- e) Discuss the different types of data analytics and their business relevance.

Q3) Solve any 4 out of 6 : [4 × 5 = 20]

- a) Purpose of database administration.
- b) Application of data mining.
- c) Concept of transaction Management.
- d) Limitations of cloud computing.
- e) Business Relevance of Data Analytics.
- f) OLAP.



Total No. of Questions : 3]

SEAT No. :

PD-1413

[Total No. of Pages : 3

[6440]-703

T.Y. B.B.A

503 : BUSINESS ETHICS

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Attempt each of the following:

A) Multiple Choice Questions:

[5 × 1 = 5]

- i) Identify the organizational stakeholders?
 - a) Providers of finance
 - b) Government
 - c) Customers
 - d) Community
 - e) Employees
 - f) All of the above
- ii) If you believe in making decisions, which is good for most of the people, which school of thought you believe in?
 - a) Utilitarianism
 - b) Teleology
 - c) Deontology
 - d) Egoism
- iii) Which statement is/are true?
 - a) Ethics is not synonymous to religious morality or moral theology
 - b) Ethics is the principle that guide the human behavior
 - c) The terms 'ethics' and 'morality' are not synonymous terms
 - d) All of the above
- iv) Codes of conduct and codes of ethics:
 - a) Are formal statements that describe what an organization expects of its employees?
 - b) Become necessary only after a company has been in legal trouble
 - c) Are designed for top executives and managers, not regular employees
 - d) Rarely become an effective component of the ethics and compliance program

P.T.O.

- v) Argument in favor of Social Responsibility
 - a) Justification for existence and growth
 - b) Long term Investment of the firm
 - c) Lack of Social Skill
 - d) Both a and b

B) Match the pair **[5 × 1 = 5]**

i) Nature of Business Ethics	(a) Harmful Products
ii) Business Malpractices	(b) Agricultural products (Grading and Marketing) Act, 1937
iii) Global Ethical Issue	(c) Have Integrity
iv) Legal protection to Consumers	(d) Absolutism vs. Relativism
v) Ethical Behavior	(e) Not against profit making

C) Answer in one sentence **[5 × 1 = 5]**

- a) Define Business Ethics
- b) Define the Term Tie-in sales
- c) Define the Term Safety Standards
- d) Illustrate the relationship between Corporate Social Responsibility and Business Ethics.
- e) Define the Term Hoarding and Black Marketing

D) Fill in the blanks **[5 × 1 = 5]**

- a) Ethics and morals relate to “right” and ____ conduct.
- b) “Corporate or organizational ethics” refers to the generally accepted standards that guide _____ in business and other organizational context.
- c) Care for others; be _____
- d) Always be Accountable ; Good leaders lead by _____
- e) Registering your _____ is the fastest and the most effective way to guarantee a legal exclusivity for the use of your name or logo etc.

Q2) Solve any 3 out 5: (Long Answer)

[3 × 10 = 30]

- a) Discuss about Nature and Importance of Business Ethics.
- b) Explain the Role and Responsibility of Organizations towards government and society
- c) Discuss about Collective Bargaining and the Role of Management in implementing Ethics.
- d) Explain the Argument against Corporate Social Responsibility.
- e) Discuss the Government protection policies against illegal business practices.

Q3) Solve any 4 out 6: (Short Answer)

[4 × 5 = 20]

- a) Differentiate between Moral and Ethics
- b) Explain the factors influencing on Business Ethics
- c) Describe Advantages of Patents
- d) Illustrate : Whistle-blower Act
- e) Causes of Unethical Behavior
- f) Describe the importance of Environmental Ethics and Human values.



Total No. of Questions : 3]

SEAT No. :

PD-1414

[Total No. of Pages : 2

[6440]-705

T.Y. B.B.A

A 505 : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions:

- 1) *All Questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

1) A) Multiple Choice Questions (MCQs) : [5]

- i) What does PESTLE analysis stand for?
 - a) Political, Economic, Social, Technological, Legal, Environmental
 - b) Product, Economic, Sales, Technology, Leadership, Environmental
 - c) Publicity, Environment, Sales, Technology, Legal, Economic
 - d) Political, Economic, Sales, Technological, Leadership, Environmental
- ii) Which of the following is NOT a part of the micro-environment in marketing?
 - a) Suppliers
 - b) Competitors
 - c) Cultural factors
 - d) Customers
- iii) SWOT analysis helps in identifying:
 - a) Strengths, Weaknesses, Opportunities, Threats
 - b) Sales, Workforce, Objectives, Targets
 - c) Strategies, Wins, Objectives, Tasks
 - d) Scope, Workload, Opportunities, Threats
- iv) Market segmentation involves:
 - a) Targeting one specific segment of the market
 - b) Combining multiple market segments
 - c) Identifying distinct groups of buyers with different needs and wants
 - d) Ignoring the diversity in the market

P.T.O.

- v) Which of the following is NOT a marketing strategy?
- | | |
|----------------------------|-----------------------|
| a) Product differentiation | b) Cost leadership |
| c) Product proliferation | d) Market penetration |

B) Match the following :

[5]

List A

List B

- | | |
|--------------------------|---|
| i) SWOT analysis. | a) Identifying distinct groups of buyers with different needs and wants. |
| ii) Market segmentation | b) Assessing strengths, weaknesses, opportunities, and threats of a business. |
| iii) Marketing mix | c) Price, product, promotion, place. |
| iv) Competitive analysis | d) Evaluating competitors strengths, weaknesses, strategies, and market positioning |
| v) Marketing research | e) Gathering and analysing data about consumers, competitors, and the market environment. |

2) Short answer type questions (Any 4) :

[4 × 5 = 20]

- Explain the importance of conducting a PESTLE analysis in marketing.
- How does the cultural environment influence consumer behaviour?
- Discuss the significance of competitive analysis in formulating marketing strategies.
- What are the key components of the marketing mix? Briefly explain each.
- How can companies use market segmentation to enhance their marketing efforts?

3) Long Answer Type Questions (Any 2) :

[2 × 10 = 20]

- Describe the impact of technological advancements on the marketing environment.
- Explain the steps involved in conducting a SWOT analysis for a business. Provide examples.
- Discuss the challenges faced by businesses in adapting to changes in the political environment.
- How can businesses leverage social media as part of their marketing strategies? Provide practical insights.
- Analyse the role of environmental sustainability in shaping modern marketing strategies.



Total No. of Questions : 4]

SEAT No. :

PD-1415

[Total No. of Pages : 3

[6440]-706

T.Y. B .B.A.

**505 B : Analysis of Financial Statements
(CBCS) (2019 Pattern) (Semester - V)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of simple calculator is allowed.*

Q1) Fill in the blanks :

[5]

- a) The full form of EPS is _____
- b) Copyrights and Patents are _____ assets.
- c) In long term borrowings, loans are classified as _____ and _____
- d) In common size profitability statement, all items are converted as a percentage of _____
- e) Trade receivables are also called as _____

Q2) Write Short notes on (Any 3) :

[15]

- a) Cash Flow Statement
- b) Trend Analysis
- c) Common Size Statement
- d) Comparative Statements
- e) Sources and Application of Funds

OR

What is Ratio analysis? Discuss the different kinds of ratios with examples.

P.T.O.

Q3) From the following balance sheet calculate the following ratios for Sequence Ltd. : **[15]**

- a) Current Ratio
- b) Quick Ratio
- c) Debtors Turnover Ratio
- d) Debt to Equity Ratio

Balance sheet as on 31st March 2023

Liabilities	Amount Rs.	Assets	Amount Rs.
Equity	70,000	Fixed Assets	70,000
Reserves	10,000	Cash	5,000
Term Loan	20,000	Bills Receivable	10,000
Bank overdraft	20,000	Debtors	15,000
Bills Payable	10,000	Stock	60,000
Creditors	30,000		
Total	1,60,000	Total	1,60,000

Additional Information : Net Credit Sales is Rs. 1,50,000

Q4) From the following information prepare, **[15]**

- a) Statement showing changes in Working Capital,
- b) Adjusted P&L a/c
- c) Funds Flow Statement
- d) Necessary ledger accounts for M/s Srujan Enterprises

Liabilities	31-3-2022	31-3-2023	Assets	31-3-2022	31-3-2023
Equity	6,00,000	8,00,000	Goodwill	2,00,000	1,60,000
8% Preference shares	3,00,000	2,00,000	Land & building	4,00,000	3,40,000
General Reserve	80,000	1,40,000	Plant & Machinery	1,60,000	4,00,000
Profit & Loss A/c	60,000	96,000	Investments	40,000	60,000
Creditors	50,000	1,00,000	Stock	1,54,000	2,18,000
Bills Payable	1,00,000	94,000	Debtors	2,80,000	3,40,000
Outstanding expenses	0	4,000	Bills Receivable	40,000	60,000
Provision for tax	80,000	1,00,000	Cash & bank	50,000	38,000
Proposed dividend	84,000	1,00,000	Preliminary Expenses	30,000	18,000
Total	13,54,000	16,34,000	Total	13,54,000	16,34,000

Additional Information :

- a) During the year Preference shares were redeemed at 10% premium
- b) Income tax paid Rs. 95,000
- c) A machine having written down value Rs. 24,000 was sold for Rs. 20,000
- d) An interim dividend was paid amounting to Rs. 50,000
- e) A part of land was sold for Rs. 40,000
- f) Depreciation on Plant and Machinery was Rs. 24,000

OR

Following is the Balance sheets of Pravin Pvt. Ltd for year ended 2022 and 2023.

Labilities	2022	2023	Assets	2022	2023
Equity Shares	5,20,000	7,50,000	Goodwill	60,000	40,000
General Reserve	1,80,000	1,90,000	Building	6,00,000	8,00,000
Profit & Loss A/c	75,000	1,30,000	Machinery	2,00,000	2,80,000
Debentures	4,00,000	4,00,000	Investments	0	60,000
Creditors	1,20,000	1,65,000	Stock	1,75,000	2,20,000
Bills Payable	20,000	35,000	Debtors	2,25,000	2,00,000
Outstanding expenses	5,000	0	Bills receivable	45,000	50,000
			Cash & Bank Balance	15,000	20,000
Total	13,20,000	16,70,000	Total	13,20,000	16,70,000

Additional Information:

- a) During the year machinery worth Rs.44,000 (WDV Rs. 24,000) was sold for Rs. 16,000
 - b) Goodwill written off amounted to Rs. 20,000
 - c) All fixed assets are to be charged with a depreciation at 10% p.a.
- Prepare Cash Flow Statement and necessary working notes.



Total No. of Questions : 3]

SEAT No. :

PD-1416

[Total No. of Pages : 2

[6440]-707

T.Y. B.B.A.

**C 505 : Cross-Cultural HR & Industrial Relations
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the blanks with the most appropriate alternative (Any Five) : [5]

- i) As per Section 9, a woman is entitled for ____ weeks leave in case of miscarriage.
 - a) 6
 - b) 9
 - c) 1
 - d) 12
- ii) _____ is the weapon in the hands of management.
 - a) Strike
 - b) Layoff
 - c) Lockout
 - d) None of these
- iii) In the Marxist approach, concern with wage-related disputes is _____.
 - a) Primary
 - b) Secondary
 - c) Tertiary
 - d) Not considered
- iv) _____ can be considered as a driving force of action toward a desired goal.
 - a) Attitude
 - b) Skills
 - c) Attributes
 - d) Motivation
- v) _____ is a synthesis of management styles, values and communications style.
 - a) Corporate Culture
 - b) Life skills
 - c) Cross Culture
 - d) College Culture
- vi) _____ is an essential part of an effective business strategy.
 - a) Negotiation
 - b) Relationship
 - c) Communcation
 - d) None of these

P.T.O.

B) Match the pairs : [5]

- | | |
|--|---------------------|
| i) Industrial Dispute Act | a) 1948 |
| ii) Labour Leader of Modern India | b) Dale Yoder |
| iii) Factories Act | c) Henri Mintizberg |
| iv) Industrial Relations | d) Gandhiji |
| v) Interpersonal, Information and decisional Role of manager | e) 1947 |

Q2) Answer the following (Any 3) : [30]

- a) Explain the important social cultural factors which impact the operations of MNC.
- b) What is cross cultural leadership? Explain theories of cross-cultural leadership.
- c) Explain various approaches to Industrial Relations.
- d) Explain the provision regarding health under Factories Act.

Q3) Write short notes on (Any 2) : [10]

- a) Aspects of Culture.
- b) Skills of Global Manager.
- c) Objectives of industrial relations.
- d) Lockout.



Total No. of Questions : 4]

SEAT No. :

PD-1417

[Total No. of Pages : 2

[6440]-708

T.Y. B.B.A.

**D 505SM : HEALTH CARE MANAGEMENT
(2019 Pattern) (Semester - V) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to right indicate full marks.*

Q1) A) Multiple choice questions [5]

- i) Healthcare management is also referred to as _____.
 - a) efficient services
 - b) healthcare administration
 - c) logic development
 - d) civic planning
- ii) _____ is very important for good health.
 - a) stress
 - b) tension
 - c) cooling
 - d) fitness
- iii) _____ is the process where healthcare provides effectively and efficiently administer everything.
 - a) Hospital Management
 - b) Yoga experts
 - c) Planning
 - d) Communication
- iv) Patients visiting the hospitals _____ can book online appointments with ease.
 - a) lobby
 - b) card
 - c) website
 - d) Note
- v) _____ and companionship does not need to be prescribed by a doctor.
 - a) Other care
 - b) Personal care
 - c) Home healthcare
 - d) Check up

P.T.O.

- B) Match the following : [5]
- | | |
|-----------------------------|-------------------------------|
| i) Good Hospital Management | a) Emotional wellness |
| ii) HMS | b) Electronic Medical Record |
| iii) Home Health care | c) anytime accessibility |
| iv) Illness prevention | d) Hospital Management system |
| v) EMR | e) Home health aid services |

Q2) Write long answers (Any 1 out of 2) [10]

- a) Explain the concept of Health Care Management? Explain the importance of Health care management.
- b) Explain Digital marketing of health care services.

Q3) Write long answers (Any 1 out of 2) [10]

- a) Explain in detail the problems faced by health industry.
- b) What is Information System? Explain the structure of MIS specific to the hospital.

Q4) Write short notes (any 4 out of 6) [20]

- a) Wellness and fitness
- b) HR management in healthcare services
- c) Types of healthcare services
- d) Changing scenario of hospital management
- e) Information and data
- f) IT applications in healthcare Management



Total No. of Questions : 4]

SEAT No. :

PD1418

[6440]-709

[Total No. of Pages : 2

T.Y.B.B.A.

E 505 : WAREHOUSE MANAGEMENT

(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.***
- 2) Figures to the right indicate full marks.***

Q1) A) Choose the right answer from the following alternative. [5]

- a) _____ is a large warehouse that allows businesses to rent space to store products.
 - i) Bonded warehouse
 - ii) Public warehouse
 - iii) Local warehouse
 - iv) Branded warehouse
- b) Warehouse _____ vary based on the facility and services provided.
 - i) Condition
 - ii) Location
 - iii) Costs
 - iv) Quality
- c) _____ utilises modern technology and automation to optimise warehouse processes and workflows.
 - i) Digital warehousing
 - ii) Dumb warehousing
 - iii) Local warehousing
 - iv) Dock warehousing
- d) Which of the following are functions of warehouse?
 - i) Inventory storage
 - ii) Consolidation
 - iii) Sorting center
 - iv) All of the above
- e) A barcode reader is an optical scanner that can read printed _____.
 - i) texts
 - ii) pictures
 - iii) barcodes
 - iv) prints

P.T.O.

B) Match the following. [5]

Column A	Column B
a) Storage	i) Local Area network
b) Public warehouse	ii) Primary function of a warehouse
c) WMS	iii) Total Quality Management
d) LAN	iv) Government licensing
e) TQM	v) Warehouse Management System

Q2) Solve the following long answer (Any1 out of 2). [10]

- a) Explain in detail the need and function of warehousing management.
- b) What is a warehouse? Explain in detail the characteristics of an ideal warehouse?

Q3) Solve the following long answer (Any1 out of 2). [10]

- a) Explain in detail different types of warehouses.
- b) Explain in detail the various technology aids in warehouse management.

Q4) Short notes (any 4 out of 6). [20]

- a) Retailing and warehousing.
- b) Benefits of warehousing.
- c) (TQM) Total Quality Management.
- d) Types of customers in warehousing.
- e) Warehouse Safety Management.
- f) Warehouse and Dispatch Management.



Total No. of Questions : 3]

SEAT No. :

PD-1419

[Total No. of Pages : 3

[6440]-710

T.Y. B.B.A.

**A 506 : LEGAL ASPECTS IN MARKETING
MANAGEMENT
(2019 Pattern) (CBCS) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks*

Q1) Compulsory Question: (Objective Type Questions)

[10]

- i) What is the primary purpose of laws governing doorstep selling/home delivery?
 - a) To promote competition in the market
 - b) To ensure consumer protection and fair trade practices
 - c) To increase advertising revenue
 - d) To regulate corporate taxation
- ii) What is the main focus of tele sales and direct mail sales concepts?
 - a) Selling products only through physical stores
 - b) Utilizing television and radio advertisements
 - c) Selling directly to customers via telephone or mail
 - d) Distributing products through online marketplaces
- iii) What is the purpose of laws for broadcasting advertisements?
 - a) To limit the number of advertisements aired
 - b) To ensure that advertisements meet certain standards
 - c) To increase advertising revenue for broadcasters
 - d) To promote competition among advertising agencies

P.T.O.

- iv) What claims may lead to a misleading advertisement charge?
 - a) Claims related to product benefits that cannot be substantiated
 - b) Claims about the popularity of the product
 - c) Claims about the company's history
 - d) Claims about the CEO's personal achievements

- v) What is the main purpose of pricing-related laws?
 - a) To increase profit margins for businesses
 - b) To regulate competition in the market
 - c) To ensure fair pricing practices and protect consumer rights
 - d) To encourage price discrimination

- vi) What is the primary goal of Customer Relationship Management (CRM)?
 - a) Maximizing profit
 - b) Acquiring new customers
 - c) Building and maintaining strong relationships with customers
 - d) Increasing market share

- vii) How does CRM benefit businesses?
 - a) By increasing operational costs
 - b) By reducing customer satisfaction
 - c) By improving customer retention and loyalty
 - d) By ignoring customer feedback

- viii) Which of the following is NOT a common online marketing channel?
 - a) Social media marketing
 - b) Email marketing
 - c) Television advertising
 - d) Search Engine Optimization (SEO)

- ix) Which advertising medium is characterized by high flexibility, allowing advertisers to quickly modify and adjust their messages to target specific audiences?
 - a) Television
 - b) Print media
 - c) Outdoor billboards
 - d) Digital advertising

- x) Which of the following is NOT a common advertising objective?
- a) Brand awareness
 - b) Sales promotion
 - c) Employee training
 - d) Customer engagement

Q2) Long answer questions (Any two): [20]

- a) Explain the duties of a Telesales Representative.
- b) What is Advertising? Explain its types.
- c) Explain the advantages and disadvantages of Online Marketing.
- d) Explain the various stages of Doorstep selling

Q3) Write short notes on (any four): [20]

- a) Types of Cookies
- b) Legal Consideration for Data Protection
- c) Competition Act 2002
- d) Laws of Broadcasting Advertisement in India
- e) Claims for misleading advertisement
- f) Importance of Pricing related Laws



Total No. of Questions : 4]

SEAT No. :

PD-1420

[Total No. of Pages : 2

[6440]-711

T.Y.B.B.A.

**B 506 : LEGAL ASPECTS OF FINANCE & SECURITY
LAWS**

(2019 Pattern) (CBCS) (Semester - V)

Time : 2 Hours]

[Max. Marks : 50

Q1) A) Select the correct answer

[5]

- i) With whom does the ownership of Public sector banks rest?
 - a) Jointly with Government of India and share-holders from the public.
 - b) Jointly with Government of India and state Bank of India.
 - c) Jointly with Government of India and Reserve Bank of India.
 - d) Government of India.
- ii) What is the minimum limit of commercial paper, an instrument of money market?
 - a) Rs. 5,00,000
 - b) Rs. 10,00,000
 - c) Rs. 1,00,000
 - d) Rs. 20,00,000
- iii) The minimum number of members are required while you are registering a private company is
 - a) 5
 - b) 7
 - c) 3
 - d) 2

P.T.O.

- iv) Companies are now allotted a _____ in addition to their name.
- PIN
 - TIN
 - CIN
 - DIN
- v) Which of the following is not a credit rating agency?
- CRISIL
 - ICRA
 - NIKKEI
 - CARE

- B) Match the pairs [5]
- | Group A | Group B |
|--------------------|---|
| i) Primary markets | a) IPO |
| ii) BSE | b) Expects the price of share to rise |
| iii) Bull | c) MOA |
| iv) Capital clause | d) One of oldest stock exchange of India |
| v) SEBI | e) Protect the interest of investor in the securities market. |

Q2) Explain the difference between capital markets and money market [10]
OR

Explain employee stock option scheme and employee stock purchase scheme. [10]

Q3) Explain the features of Memorandum of association and Articles of Association. [10]

OR

Explain the procedure and eligibility to register under GST with benefits of GST registration. [10]

Q4) Write short notes (any 4) [20]

- Securities market
- Forward Market Commission of India (FMC)
- Define company and features
- Articles of Association
- GST Network



Total No. of Questions : 4]

SEAT No. :

PD-1421

[Total No. of Pages : 3

[6440]-712

T.Y. B.B.A.

**(C 506) : Cases in Human Resource Management Project & Viva
(2019 Pattern) (CBCS) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Case : 1 - 15 Marks :

Pearl fabrics limited are a garment manufacturing company and employs nearly 2500 workers. The workers are organized under a flagship of a militant union. Last year in spite of competitive market conditions the company earned handsome profits. The personnel manager met and urged the managing director consider substantially higher percentage of bonus in order to better industrial relations. The managing director pointed a number of difficulties. Claims from shareholders for higher dividends, allocation for future expansion, replacing of machinery etc. he also said that labour alone are not responsible for handsome earnings and besides accepting such a steep rise in the percentage of bonus will unnecessary set a wrong precedent. The personnel manager got disturbed and expressed fear about serious unrest amongst workers over the issues.

Questions:

- 1) Critically analyse the case and suggest various actions the management should take?
- 2) Explain the principles of industrial relations pertaining to the case.
- 3) Give suitable title to the case.

Case : 2 - 15 Marks :

A machine operator spilt a large quantity of liquid on the floor around his machine. The supervisor told operator to clean up the spill. The operator refused stating that the specifications for his job did not include clean-up. Not

P.T.O.

having time to check exact wording of the specifications, the supervisor called a service worker - a general helper type of worker assigned to the department, to do cleaning. The service worker was called at 2.25 p.m. which happened to be just before the scheduled afternoon general ten minute rest period shutdown. But he refused to do clean-up because he claimed that his job specification did not include such chores.

On reviewing the three job specifications, it was found that the job specifications of the machine operator stated that the operator was responsible for keeping the machine in clean operating order, but nothing about floor cleaning. The job specification for service worker listed responsibility for assisting operators in various ways such as getting materials and tools, when called for assistance, but nothing was said about the clean-up. Although the sweeper was not present at the time, his job specifications were also checked, it did include all forms of cleaning, but specification stated that the sweepers hours of work commenced after the shift ended.

Questions :

- 1) Analyse this case and suggest suitable title.
- 2) Comments on the theoretical base of job specification in this case.

Case : 3 - 10 Marks :

Vikas Industries is an Engineering goods manufacturing company located near Somatan Phata about 50 Km from Pune, on Pune Mumbai Highway.

Mr. Palkar , an unskilled permanent worker, was asked to work in a press shop on a press machine, without any training of handling such machine. Due to lack of knowledge and training, Mr. Palkar was not at all comfortable and confident while working on the press machine. In such a unsafe condition, he met with an accident and lost his right hand index finger. Mr. Palkar asked management to give compensation as per the workmens compensation Act, 1923. The management refused to give any compensation, as they felt that the accident took place due to negligence on the part of the workman.

Mr. Palkar, through his union took the matter for grievance redressal procedures but failed in getting any compensation from management. He then moved to the court.

Questions :

- 1) Analysis the case & Comment on management action & Mr. Palkar approach.
- 2) Work out the compensation as per the act and advise the management for appropriate action.

Case : 4 - 10 Marks :

A multinational company specialized in food processing has been operating in India for about 3 decades. The company has recently decided to expand its production. It was decided to shift the factory to a new location about 20 km away from its present site. For want of experienced hands some of the workers were transferred to the new site. As the workers transferred to the new site were living on own, the union demanded an increase of Rs. 60 in their salary. But the company offered to give Rs. 25 only to cover the transport cost.

When the plant was being shifted to the new site;negotiation went on uninterrupted between the management and the union on the issues. However both the parties could not come to settlement even after 6 months.

The management was firm on their decisions even though the union indicated some flexibility. The union refused to compromise fully on the issue. They adopted go slow tactics to pressurize the management. The production went down drastically but still the management was firm on their stand. In the mean time, the management charsheeted some of the trade union leaders and suspended them and enquiry was pending.

Questions :

- 1) Analyze the case and elucidate the problems and causes.
- 2) Do you justify the management decision? If yes/no-why?



Total No. of Questions : 3]

SEAT No. :

PD-1422

[Total No. of Pages : 2

[6440]-713

T.Y. B.B.A.

PERMISSION & LEGAL ASPECTS IN SERVICES

D 506 : Legal Aspects in Services

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions :

[6]

- i) Which of the following is not services?
 - a) Insurance
 - b) Mail delivery
 - c) Medical checkup
 - d) None of these
- ii) Charging customers different price for the same services is called.
 - a) Price discrimination
 - b) Supply & demand
 - c) Complementary
 - d) Substitute
- iii) Which one of the following is not an online travel agency?
 - a) yatra.com
 - b) make my trip.com
 - c) myntra.com
 - d) IRCTC.com
- iv) Who is the father of Travel Agency Business?
 - a) Thomas cook
 - b) Jeena & company
 - c) Lee & muirhead
 - d) Cox & Kings
- v) Who is responsible for establishing plans related to emergency communication, employee safety training, fire & guest safety.
 - a) Head of front office
 - b) Head of Financial dept.
 - c) Head of Room services
 - d) Safety & security manager
- vi) The most basic level of any services product is called as
 - a) Augmented
 - b) Expected
 - c) Core
 - d) Potential

P.T.O.

B) Fill in the blanks : **[6]**

- i) _____ is the type of travel agent that deals with all kind of services.
 - a) Full service agency
 - b) Travel agent
 - b) Tour operator
 - d) Ground operator
- ii) WTTC means _____
 - a) World tour & travel council
 - b) World travel & trade council
 - c) World travel & tourism council
 - d) World tourism & trade council
- iii) Travel consist of _____ key elements.
 - a) Transportation
 - b) Lodging
 - c) Pre-Planning services
 - d) All of above
- iv) Services can not be stored, this describes the _____ characteristics of services.
 - a) Variability
 - b) Insperability
 - c) Inconsistancy
 - d) Perishability
- v) The service that customer is expecting is called the _____ service package.
 - a) Augmented
 - b) Primary
 - c) Secondary
 - d) Perceived
- vi) _____ describes the employees skills in serving that client
 - a) Internal marketing
 - b) External marketing
 - b) Relationship marketing
 - d) Interactive marketing

Q2) Short Note (Attempt any Three) : **[3 × 6 = 18]**

- a) Define services & its characteristics.
- b) Services Agreement.
- c) Travel Agency.
- d) Marketing mix for services.

Q3) Long answer (Attempt any Two) : **[2 × 10 = 20]**

- a) Define services. Explain in details nature & role of services marketing.
- b) What is tour package? What are the elements of tour package?
- c) Define tour operator. What are the types of tour operators?
- d) What are the security challenges & solution for the hospitality industry?



Total No. of Questions : 4]

SEAT No. :

PD1423

[Total No. of Pages : 2

[6440]-714

T.Y. B.B.A.

**E 506 : PERMISSIONS & LEGAL ASPECTS IN AGRICULTURE
(2019 Pattern) (CBCS) (Semester -V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) _____soil is available in India.
 - i) Black soil
 - ii) Red soil
 - iii) Clayey soil
 - iv) All of these
- b) _____is the staple food crop of maharashtra.
 - i) Jowar
 - ii) Sugarcane
 - iii) Both (i) & (ii)
 - iv) None of the these
- c) _____is a oil seed crop.
 - i) Rice
 - ii) Wheat
 - iii) Soyabean
 - iv) Clove
- d) _____is a crop predominantly covered in green revolution.
 - i) Wheat
 - ii) Maize
 - iii) Vegetables
 - iv) Fruits
- e) White revolution is with regards to_____.
 - i) Rice
 - ii) Milk
 - iii) Sugar
 - iv) All of these

P.T.O.

B) Match the following [5]

‘A’

‘B’

- | | |
|---------------------|--------------------------|
| a) Sunflower | i) Mahabaleshwar |
| b) Paddy fields | ii) Manure & cow dung |
| c) Fertilizers | iii) Dr. Verghese kurein |
| d) White revolution | iv) Cash crop |
| e) Strawberry | v) Rice |

Q2) Answer the following questions (Attempt any 1 out of 2) [10]

- a) Explain in detail different employment opportunities available in the field of agriculture.
- b) Explain provisions regarding farmers (Empowerment & protection) agreement on price assurance & farm services Act.2020.

Q3) Answer the following questions (Attempt any 1 out of 2). [10]

- a) Explain in detail role & functions of NABARD.
- b) Write in detail about various chemicals used in agriculture.

Q4) Short notes (Attempt any 4 out of 6). [20]

- a) Rights of farmers.
- b) Farm bankruptcy & mediation.
- c) Seeds Act-1966.
- d) Impact of agricultural chemicals on environment.
- e) Co-operative leases & production contracts.



Total No. of Questions : 3]

SEAT No. :

PD1424

[Total No. of Pages : 3

[6440]-801

T.Y. B.B.A.

601 : ESSENTIAL OF E-COMMERCE

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Answers should be precise and to the point.*

Q1) A) Multiple choice questions: [5]

- a) _____ is concerned with the buying and selling information, products and services over computer communication networks.
 - i) Commerce
 - ii) E-commerce
 - iii) E-Business
 - iv) None of these
- b) Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce segment.
 - i) B2B
 - ii) P2P
 - iii) B2C
 - iv) C2B
- c) _____ is a form of currency that only holds value because of government enforcement.
 - i) Crypto Currency
 - ii) Code Currency
 - iii) Transaction Currency
 - iv) FIAT Currency
- d) Compromising confidential information comes under _____.
 - i) Threat
 - ii) Bug
 - iii) Attack
 - iv) Vulnerability
- e) Which of the following is/are the type of SEO?
 - i) White Hat
 - ii) Black Hat
 - iii) Both (i) and (ii)
 - iv) None of the above

P.T.O.

B) Match the pairs. [5]

Column 1	Column 2
a) ATM fraud	i) 24/7 Assistance
b) Chatbots	ii) Whaling
c) Blog	iii) BHIM
d) Phishing	iv) Card Skimming
e) UPI	v) Online Journal

C) Answer in one sentence: [5]

- a) What is mean by EDI?
- b) What is E-branding?
- c) What is mean by Data Theft?
- d) Explain the full form of PPC & AR?
- e) What is mean by Mobile Hacking?

D) Fill in the blanks: [5]

- a) _____ Hacking is the exploitation of vulnerabilities within the software, hardware and communication systems of automobiles.
- b) _____ is an image recognition technology developed by Google.
- c) A primary tool for brain scanning is _____.
- d) _____ is the automation of an organization's procurement processes using web-based applications.
- e) _____ is a global system of interconnected computer network.

Q2) Solve any three long questions (out of 5): **[3×10=30]**

- a) Describe in details various E-Commerce Business models.
- b) What is SEO? Explain the types of SEO.
- c) Which are Modern Digital Payment methods? Explain with examples?
- d) What is phishing? How to protect from phishing?
- e) What is Content Marketing? Explain with its types.

Q3) Short notes questions (4 out of 6) **[4×5=20]**

- a) Extranet
- b) Website Designing
- c) E-Money
- d) IT Act 2000
- e) Social media crimes
- f) Crypto Currencies



Total No. of Questions : 3]

SEAT No. :

PD1425

[Total No. of Pages : 3

[6440]-802

T.Y.B.B.A.

**602 : MANAGEMENT INFORMATION SYSTEM
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Solve the following Objective type questions

[4×5=20]

A) Multiple Choice Questions.

[5]

- a) E-commerce involves
 - i) Marketing
 - ii) Advertising
 - iii) Warehousing
 - iv) All of the above
- b) Which is not a basic objective of MIS
 - i) Capturing data
 - ii) Processing data
 - iii) Preparing decision tree
 - iv) Information storage
- c) Which is not a Decision-making tool
 - i) Spiral model
 - ii) Decision Tree
 - iii) Decision Rules
 - iv) Decision Tables
- d) Which is not a part of processing of data
 - i) Sorting
 - ii) Selection of alternative
 - iii) Classifying
 - iv) Summarizing
- e) Information is a resource because_____.
 - i) It is Scarce
 - ii) It has a cost
 - iii) It has alternative uses
 - iv) All of the above

P.T.O.

B) Match the pairs. [5]

Group (A)		Group (B)	
a)	RAD model	i)	An organized set of processes
b)	MIS	ii)	Collecting & interpreting facts
c)	System analysis	iii)	Component based approach
d)	Herbert Simon model	iv)	Research reports
e)	Secondary data	v)	Choice phase

C) Fill in the blanks with correct answer from given options. [5]

- a) _____ fit into the principle of bounded rationality.
(strategic decisions, workable decisions, long-term decisions)
- b) A_____ must have some structure and behaviour designed to achieve an objective.
(System, plan, prototype)
- c) Questionnaires are useful to collect _____ information.
(personal, quantitative, qualitative)
- d) A_____ is basically a scaled-down model or working version of a product.
(prototype, component, system)
- e) The interconnections and interactions between sub-systems are called _____.
(communication, interface, integration)

D) Answer in One sentence [5]

- a) What is a Feedback?
- b) Define E-communication
- c) What is a Primary Data?
- d) What is a Decision?
- e) What is a Questionnaire?

Q2) Solve any three Long answers from the following. [3×10=30]

- a) Explain E-commerce and define different categories of E-Commerce.
- b) Define MIS and explain how it works as an instrument for organizational change.
- c) Explain in detail waterfall model and state its advantages
- d) Explain system and state its elements with suitable diagram.
- e) Explain different types of decisions and describe decision making process in detail.

Q3) Write short Notes. (any4) [4×5=20]

- a) Prototyping model
- b) Herbert Simon model
- c) Open and Closed systems
- d) Business-to-Consumer (B2C)
- e) Requirement Analysis
- f) Attributes of information



Total No. of Questions : 3]

SEAT No. :

PD1426

[6440]-803

[Total No. of Pages : 3

T.Y. B.B.A.

**603 : BUSINESS PROJECT MANAGEMENT
(2019 CBCS Pattern) (Semester-VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions : [5]

- a) Which project management process involves defining and documenting the project's scope, objectives and overall approach?
 - i) Project Planning
 - ii) Project Execution
 - iii) Project Monitoring & Controlling
 - iv) Project Initiation
- b) Which project management tool is used to illustrate the sequence of tasks or activities required to complete a project?
 - i) Gantt chart
 - ii) PERT chart
 - iii) Work Breakdown Structure (WBS)
 - iv) Pareto chart
- c) What does the critical path in a project represent?
 - i) The longest path through a project Network diagram
 - ii) The shortest path through a project Network diagram
 - iii) The path with the most critical tasks
 - iv) The path with the least critical tasks

P.T.O.

- d) Which of the following is NOT typically considered a project management stakeholder?
- i) Project Manager ii) Project Sponsor
 - iii) Competitors iv) Team Members
- e) What does RACI stand for in project management?
- i) Responsible, Accountable, Consulted, Informed
 - ii) Resources, Authority, Constraints, Incentives
 - iii) Risk, Assessment, Control, Implementation
 - iv) Roles, Assignments, Communication, Instructions

B) Match the following : [5]

- | Group A | Group B |
|----------------------------|--|
| a) Project scope | i) Ensuring product or service conformance |
| b) Resource Allocation | ii) Estimation technique |
| c) Stakeholders Analysis | iii) Balancing workforce & equipment needs |
| d) Quality Management Plan | iv) Work Breakdown Structure (WBS) |
| e) PERT | v) Identifying key project Influencers |

C) Answer in one sentence : [5]

- a) What is Program?
- b) What is Risk Management?
- c) What is CPT?
- d) What is Line Organization?
- e) What is closing a Project?

- D) Fill in the blanks : [5]
- a) _____ is a timeline, outlining key milestones for completing the project.
(project objective, project network, project plan, project schedule)
 - b) _____ is an allocation of funds for various project activities and expenses along with mechanisms for tracking and managing expenditures.
(project plan, project cost, project expenditure, project budget)
 - c) Evaluation of project's outcomes & impact after its completion is called as _____.
(Handling over a project, closure of a project, Reviewing the project, payback period of a project)
 - d) _____ is a document outlining the project's boundaries, deliverables.
(Cost Estimation, Cost Budgeting, Vision Statement, Scope Statement)
 - e) _____ is the logical representation of tasks that define the sequence of work on a project.
(CPM, PERT, Gantt chart, Project Network Diagram)

Q2) Long Answer (any 3) : **[3×10=30]**

- a) What is Business Project Management? Explain the Developing Project Management Skills.
- b) What is Business Project Management Plan? Explain the steps involved in developing Business Project Management Plan?
- c) What is managing change? Explain the various steps of change management plan?
- d) What is organisational structure? Write types of formal organisation?
- e) What is project life cycle? Explain its phases?

Q3) Short Answers (Any 4) : **[4×5=20]**

- a) Advantages of Business Project Management.
- b) Setting of a project Database.
- c) Managing a project.
- d) Fishbone Diagram.
- e) SIPOC.
- f) Handling over a project.



Total No. of Questions : 3]

SEAT No. :

PD1427

[Total No. of Pages : 2

[6440]-804

T.Y. B.B.A.

**604: MANAGEMENT OF INNOVATION AND SUSTAINABILITY
(2019 CBCS Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) _____ do not come from the Market; they create new market.
 - i) Design Driven Innovations
 - ii) Consumer needs states driven innovation
 - iii) Creativity and Lateral Thinking
 - iv) Disruptive Innovation
- b) The Word “Innovation” is derived from the Latin verb ‘Innovare’, which means to _____.
 - i) Renew
 - ii) Reuse
 - iii) Recycle
 - iv) Recline
- c) _____ has become an important tool or component in innovation.
 - i) Information Technology
 - ii) Informative Techniques
 - iii) Informative Technology
 - iv) Innovation Technology
- d) _____ is a combination of three aspects: social, economic and environmental.
 - i) Sustainable development
 - ii) Sustainable environment
 - iii) Sustainable culture
 - iv) Sustainable innovation
- e) The Concept behind the green culture is mostly concerned with realizing and obtaining the _____.
 - i) Ecological Balance
 - ii) Earning More Profits
 - iii) More Payment to workers
 - iv) Maximum Sales

P.T.O.

B) Match the Following: [5]

- | A | | B | |
|----|--------------------------------------|------|---|
| a) | Type of Process Innovation | i) | Key Features of Innovative Organisation |
| b) | Autonomy of Individuals | ii) | ERP Systems Requirement |
| c) | Control and Discipline | iii) | Organisational Process Innovation |
| d) | Locational Factors | iv) | Agriculture/Secure food supply |
| e) | Environmental Sustainability include | v) | Commonly Purchased Services |

C) Answer in one Sentence: [5]

- a) What is Product Innovation?
- b) Define Innovation Management.
- c) Define Innovation.
- d) Define green organization culture.
- e) Mention any one need of Sustainability Innovation.

D) Fill in the blanks: [5]

- a) _____ is the process of finding out the possibility of producing a product.
- b) _____ refer to the implementation of new organizational methods.
- c) Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
- d) _____ results due to modest changes in the existing services.
- e) Solar cells, organic food, fair trade products and car sharing are the examples of _____.

Q2) Long Answer Question (Solve any 3 out of 5) [30]

- a) Explain Indicators of Innovation in different sectors.
- b) What is sustainable development? State the need and importance of sustainable development.
- c) Explain Organisational Characteristics that facilitate the Innovation Process.
- d) Explain the various Reasons for the Growth in Service.
- e) Explain about the socio political aspects of sustainable development.

Q3) Write Short Notes: (Solve any 4 out of 6) [20]

- a) Goals of Innovation.
- b) Sustainable Development Goals.
- c) Dilemma of Innovation Management.
- d) Service Innovation.
- e) Aspects of Sustainable Development.
- f) Benefits of Green Organisation.

Total No. of Questions : 4]

SEAT No. :

PD1428

[6440]-805

[Total No. of Pages : 2

T.Y.B.B.A.

MARKETING

**A 605 : International Brand Management
(2019 Pattern) (Semester-VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw diagram wherever necessary.*

Q1) A) Multiple Choice Questions: [5]

- a) _____ refers to a brands objective i.e functional attributes in relation to other brands.
 - i) Brand position
 - ii) Product position
 - iii) Brand relationship
 - iv) Both (i) and (ii)
- b) _____ defines what the brand thinks about the consumer, as per the consumer.
 - i) Brand attitude
 - ii) Brand positioning
 - iii) Brand relationship
 - iv) Brand image
- c) _____ includes two aspects of a brand-its associations and its personality.
 - i) Brand attitude
 - ii) Brand positioning
 - iii) Brand relationship
 - iv) Brand image
- d) Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of _____.
 - i) Descriptive Brand Name
 - ii) Suggestive brand name
 - iii) Free Standing brand name
 - iv) None of the above
- e) Watches sold as a Jewellery is related to _____.
 - i) Titan Raga
 - ii) Tanishq
 - iii) Swatch
 - iv) GoldPlus

P.T.O.

B) Match the following. [5]

Column A	Column B
a) Logo	i) Asian paint
b) Brand recall	ii) Social media
c) Strategic alliance	iii) Name, mark or holistic symbol
d) Digital marketing	iv) Is the degree or likelihood of instantly remembering the name of the brand
e) Brand Name	v) Joint venture

Q2) Answer the following questions (Attempt any 1 out of the 2). [10]

- a) Explain the purpose of branding.
- b) What are the steps to be considered while designing marketing communication programs to build brand equity?

Q3) Answer the following questions (Attempt any 1 out of the 2). [10]

- a) Which are the different Qualitative and Quantitative tools used for measuring brand image?
- b) What are the advantages of Strategic Alliances?

Q4) Write short notes on (Attempt any 4 out of the 6) [20]

- a) Brand Positioning
- b) Effective Communication Strategies
- c) Types of Brand associations
- d) Brand evaluation
- e) Role of brands in a brand Portfolio
- f) Ways to build Good Consumer brand relationship



Total No. of Questions : 4]

SEAT No. :

PD1429

[6440]-806

[Total No. of Pages : 2

T.Y.B.B.A.

**B 605 : Financial Management
(2019 Pattern) (CBCS) (Semester-VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of simple calculator is allowed.*

Q1) Fill in the blanks. [5]

- a) _____ is concerned with optimal procurement as well as usage of finance.
- b) _____ refers to the mix between owners and borrowed funds.
- c) The proportion of debt in the overall capital is also called _____.
- d) Capital budgeting deals with _____ decision.
- e) Retained earnings belongs to _____.

Q2) Write a short notes (Any three). [15]

- a) Lease financing
- b) Ploughing back of profit
- c) Over capitalisation and its causes
- d) Mutually exclusive proposals
- e) Weighted average cost of capital

Q3) Explain any four long term and any three short term sources of finances with their advantages and disadvantages. [15]

OR

What is “capital Budgeting”? Explain any four techniques of capital budgeting with application of concept of discounting technique.

P.T.O.

- Q4) a)** Calculate operating leverage of Ayushman Ltd. and Anita Ltd. from following and comment on it. [5]

Particulars	Ayushman Ltd	Anita Ltd
Sales	Rs.50,00,000	Rs.1,50,00,000
Variable cost	60%	60%
Fixed cost	Rs.12,00,000	Rs.50,00,000

- b) The selected financial data for Ashoka Ltd. Bahubali Ltd. and Chandra gupta Ltd. for the year ended 31st March 2024 were as follows. [10]

(Rs. Lakhs)

Particulars	Ashoka Ltd.	Bahubali Ltd.	Chandragupta Ltd.
Sales ₹	4,500	9,600	24,000
Variable cost (%) of sales	$66\frac{2}{3}\%$	75%	50%
Interest ₹	200	300	1,000
Fixed cost ₹	1200	2,000	10,000
Income tax rate (%)	35%	35%	35%

Compute financial leverage, operating leverage and combine leverage with comments.



Total No. of Questions : 4]

SEAT No. :

PD1430

[6440]-807

[Total No. of Pages : 2

T.Y.B.B.A.

C 605 : GLOBAL HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (CBCS) (Semester-VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice questions. [5]

- a) _____ is the widely accepted technique of recruitment though it mostly provides one-way communication.
 - i) Advertising
 - ii) Communication
 - iii) Marketing
 - iv) None of the above
- b) _____ means the procurement, allocation, utilization and motivation of human resources in the international area.
 - i) HRM
 - ii) KMS
 - iii) IHRM
 - iv) None of these
- c) The scope of international human resource management (IHRM) includes _____.
 - i) Staff Recruitment
 - ii) Staff development
 - iii) Compensation
 - iv) All of the above
- d) Expatriate allowances may include _____.
 - i) Home leave allowance
 - ii) Educational allowances
 - iii) Housing allowance
 - iv) All of the above
- e) _____ are local managers who are hired by MNCs.
 - i) Host Country Nationals
 - ii) Parent Country Nationals
 - iii) Third Country Nationals
 - iv) None of the above

P.T.O.

B) Match the Pair. [5]

Column-A	Column-B
a) Approaches to Global Compensation	i) Involves only one national boundary employees
b) Barriers in global training and Development	ii) Head hunters Cross-National Advertising, E-recruitment
c) Global Recruitment Function	iii) Going Rate and Balance Sheet
d) Domestic HRM	iv) Political and Legal factors
e) Role of technology in GHRM	v) Time zone differences

Q2) Write Long Answers (Attempt any one) [10]

- Explain Global HRM? Discuss importance of Global HRM in international business.
- Explain the staffing policy approaches in International GRM and selecting staff for global assignment.

Q3) Write Long Answers (Attempt any one) [10]

- Discuss Knowledge Management and GHRM. Explain types of Knowledge Management System.
- Explain in detail the evolving role of the HRM function in MNCs.

Q4) Write Short notes (Attempt any 4) [20]

- Objectives of Global Compensation.
- Benefits of Technology in GHRM.
- Selecting staff for Global Assignments.
- Global Labour Market.
- Challenges in an uncertain world.
- E-Barriers in Global Training and Development.

Total No. of Questions : 4]

SEAT No. :

PD1431

[6440]-808

[Total No. of Pages : 2

T.Y.B.B.A.

**D 605 : GLOBAL TOURISM AND HOSPITALITY MANAGEMENT
(2019 Pattern) (Semester-VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice questions. [5]

- a) Which of the following is NOT considered a major trend impacting global tourism and hospitality management?
 - i) Sustainable tourism practices
 - ii) Technological advancements
 - iii) Decreasing globalization
 - iv) Shift towards experiential travel
- b) Which term refers to the practice of offering unique and personalized experiences to travelers seeking authenticity and immersion in local culture?
 - i) Mass tourism
 - ii) Ecotourism
 - iii) Experiential tourism
 - iv) Adventure tourism
- c) Which factor is NOT typically considered when assessing the economic impact of tourism on a destination?
 - i) Revenue generated from tourism activities
 - ii) Employment opportunities created
 - iii) Environmental sustainability
 - iv) Contribution to GDP
- d) In the context of hospitality management, what does RevPAR stand for?
 - i) Revenue Per Available Room
 - ii) Room Enhancement and Value Assessment Report
 - iii) Rate Evaluation and Performance Analysis Report
 - iv) Room Revenue and Profit Assessment

P.T.O.

- e) Tourism is economically significant because it generates _____ and _____.
- i) Happiness and Satisfaction
 - ii) Income and Employment
 - iii) Health and Safety
 - iv) None of these

B) Match the Pair. [5]

Column A	Column B
a) Green tourism	i) European
b) Breakfast variety	ii) Expensive travel mode
c) Road travel	iii) Travel with sustainable ideas
d) Athiti Devo Bhava	iv) Accommodation type
e) Motels	v) Guest is equivalent to God

Q2) Long Answer questions (Attempt any 1 out of 2) [10]

- a) Explain in detail the types and functions of tour operators.
- b) Explain in detail the positive and negative effects of tourism.

Q3) Long Answer questions (Attempt any 1 out of 2) [10]

- a) Explain in detail the major hotel chains in India.
- b) Explain the various categories of hotels.

Q4) Short notes (Attempt any 4 out of 6) [20]

- a) Expectations of the guest
- b) Basic components of tourism
- c) Objectives of ITDC
- d) World tourism and travel council
- e) Incredible India
- f) Safety and hygiene of guest



Total No. of Questions : 4]

SEAT No. :

PD1432

[6440]-809

[Total No. of Pages : 3

T.Y.B.B.A.

**E-605 : AGRICULTURAL EXPORTS
(2019 Pattern) (CBCS) (Semester-VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Multiple Choice questions.

[10]

- a) What is the role of quality standards in agricultural exports?
 - i) They reduce market demand
 - ii) They increase export quotas
 - iii) They ensure compliance with trade regulations
 - iv) They impose restrictions on exports
- b) Which factor does NOT influence agricultural exports?
 - i) Technological advancements
 - ii) Market demand
 - iii) Government policies
 - iv) Domestic production only
- c) What is the primary objective of commercial agriculture?
 - i) To meet the needs of the farmer and family
 - ii) To generate foreign exchange earnings
 - iii) To maximize profit
 - iv) To increase market access
- d) What does the term 'market diversification' refer to in agricultural exports?
 - i) Reducing the variety of exported products
 - ii) Limiting exports to a single product
 - iii) Focusing solely on domestic markets
 - iv) Expanding into multiple international markets

P.T.O.

- e) What role do trade agreements play in agricultural exports?
 - i) They restrict market access
 - ii) They impose restrictions on exports
 - iii) They facilitate easier market access
 - iv) They increase import tariffs
- f) What is the significance of meeting quality standards in agricultural exports?
 - i) It reduces market demand
 - ii) It increases export quotas
 - iii) It ensures compliance with trade regulations
 - iv) It imposes restrictions on exports
- g) Which of the following factors does NOT influence agricultural exports?
 - i) Climate and environmental factors
 - ii) Political and geopolitical factors
 - iii) Technological advancements only
 - iv) Market demand
- h) What is the primary objective of government support in agricultural exports?
 - i) To decrease market access
 - ii) To discourage international trade
 - iii) To promote competitiveness and market access
 - iv) To increase import tariffs
- i) What role does quality certification play in agricultural exports?
 - i) It increases import tariffs
 - ii) It ensures compliance with trade regulations
 - iii) It reduces market demand
 - iv) It limits export quotas
- j) Which of the following is NOT a component of a marketing plan for agricultural exports?
 - i) Market analysis
 - ii) Product positioning
 - iii) Distribution channels
 - iv) Domestic subsidies

Q2) Long answer questions (Any one) [10]

a) Explain the Factors Influencing Agricultural Exports.

OR

b) Discuss the role of Government in Promoting Agricultural Exports.

Q3) Long answer questions (Any one) [10]

a) Explain the challenges Faced in Agricultural Exports.

OR

b) Explain various forms of agriculture production.

Q4) Write short notes on (any four): [20]

- a) Trade Agreements and Agricultural Exports
- b) Role of agricultural policy in shaping domestic production
- c) Technological advancements in agriculture
- d) Criteria used for foreign market selection
- e) Issues impacting international agricultural trade
- f) Promotional Strategies for Agricultural Exports



Total No. of Questions : 4]

SEAT No. :

PD1433

[Total No. of Pages : 3

[6440]-810

T.Y. B.B.A.

606 A : CASES IN MARKETING MANAGEMENT

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Write short notes: (In 150 words) (attempt any one.) **[5]**

- a) Define case study. Why case studies are important?

OR

- b) Explain different guidelines for analysing case studies?

Q2) Case No. 1. **[15]**

Toothpaste Industry has grown immensely in the Indian scenario. There is a lot of competition in the Industry mainly between two major players colgate & HLL. The companies are coming with new schemes as well as products to lure the customers. The usage of toothpaste has grown because of the lifestyle and the way the individuals are living, i.e. more awareness about health. Colgate is going ahead with almost 60% of the manat share in the industry. The title of the project was study on consumer buying behaviour in the toothpaste Industry.

The questionnaire methodology was adopted and the consumers & the sales officer in companies were contacted in order to have their new on toothpaste. The area of the study was restricted to Gurgaon 100 respondents were contacted. The sales managers in two companies were conducted and their views were known in terms of how they were going in the toothpaste segment. It was found that many firms are in the toothpaste segment.

So, it is a highly competitive segment. It was found that focus as well as cost leadership was being followed by the firms when they were going in the toothpaste segment. The firms are more and more focusing on the promotion and they are spending a lot of money on this front. Customers are also become demanding now-a-days and it is seen that many attributes are important for the success of a particular brand. The firms are going in for new launches. It is found that the discounts are important factor. Another important factor is brand image or brand name. The project provided on opportunity to know about a competitive segment and how consumers behave in that segment. It also provided on insight into the toothpaste industry and the attitude and perception of the consumer in that segment.

P.T.O.

Questions:

- a) How is it important that marketer should know Indian consumer?
- b) What type of effort should be taken by a marketer to increase the toothpaste brand image in customer?
- c) What type of methodology is applied to understand buying behaviour of customer in toothpaste industry & what was its impact to the toothpaste segment?

Q3) Case No.2

[15]

Santosh and Vijay are two enterprising youths. They have passed out from IIT Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian market. Having learnt of the future in conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetations. For Santosh and Vijay fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Bangalore further. the hotel placed orders for supply of 20 kgs everyday. Now mushroom industry is run by small entrepreneurs like Santosh & Vijay. Another big player M/S Ashtavinayak mushroom's equipped with cold storage facility was more interested in the export market. Santosh & Vijay has set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential & is a perishable food.

Questions:

- a) How will you advice Santosh & Vijay as how to increase the consumer awareness about this new food?
- b) What would be your suggestions For distribution channel for mushrooms.
- c) What would be the marketing mix for Indian market.

Q4) Case No. 3

[15]

Fisher-price was one of the subsidiaries of matter the world's largest toy making company. Fisher-price had introduced play labs where the research team observed the manner in which kids played with the toys, such child research centre was the first of its kind in the toy industry. The company decided to introduce kid tronics range which it could have launched five years ago but preferred to wait for the cost to come down to make it durable.

It had historic record of producing durable toys which provided it with a competitive edge in the industry. It dealt in toys for three segments-infont (0-12 months), toddler (12-36 months) and preschool kids (3-5 years). The company faced challenge due to highcost huge investment require in product design & development and other external factors like knock offs competition etc.

It was expected that the market for the electronics toys for kids will. be growing at the rate of 15% per annum. The sales were expected to reach U.S. \$ 146 billion by 2015. It is kid tronics products range was in accordance with the trend in the toy market. It differentiated it self by promoting on entire product range instead of pushing single item in the toy market. It promoted high tech toys as an aid for the educational tools for a child's development.

Questions:

- a) Analyse the potential of electronic toys for kids as consumers.
- b) Discuss marketing strategies followed by fisher price to maintain no.1 position.
- c) Design a research methodology for conducting research for fisher price.



Total No. of Questions : 4]

SEAT No. :

PD1434

[Total No. of Pages : 3

[6440]-811

T.Y. B.B.A.

**B 606 : CASES IN FINANCE+ PROJECT
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Question No. 1 is compulsory.
- 2) Solve any two questions from the remaining.
- 3) Use of calculator is allowed.

Q1) Shriram Enterprises Pvt. Ltd. is considering purchase of new technology machinery for a project to improve the quality of its products. After the scrutiny of proposals two alternative machines have been recommended by technical experts. Investment required in each machine is ₹ 5,00,000
Net Cash Flow after Tax is estimated is as follows: **[20]**

Year	Machine A (₹)	Machine B (₹)
1	1,50,000	2,50,000
2	2,00,000	1,50,000
3	2,50,000	2,00,000
4	1,50,000	3,00,000
5	1,00,000	2,00,000

Company has a target return on capital of 10% and present value of Re.1 @ 10% as follows:

Year	Present Value of Re.1 @ 10%
1	0.909
2	0.826
3	0.751
4	0.683
5	0.621

As a finance manager, evaluate the above projects under the following methods-

- a) Payback Period.
- b) Discounted Payback Period.
- c) Net Present Value @10%
- d) Profitability Index @10%

Also give your opinion to the management about the option which is financially more preferable.

P.T.O.

Q2) From the following information, you are required to estimate the Net Working Capital of Balaji Manufacturing Company. **[15]**

Particulars	Cost per unit (₹)
Raw Material	400
Direct Labour	150
Overheads (excluding depreciation)	300
Total	850

Additional information:

Selling price ₹ 1000 per units

Output 52000 units per annum

Raw materials in stock Average 4 weeks

Work-in-progress Average 2 weeks

(Assume 50% of completion stage with full material consumption)

Stock of Finished Goods Average 4 weeks

Credit allowed by suppliers Average 4 weeks

Credit allowed to debtors Average 8 weeks

Cash at bank expected to be ₹ 50,000

Assume that production is sustained at an even pace during the 52 weeks of the year.

All sales are on credit basis.

State any other assumptions that you might have made while computing.

Q3) Krishna Ltd. has following capital structure as on 31st March 2023. **[15]**

Sources	Amount (₹)
Equity-5000 shares of ₹ 100 each	5,00,000
9% Preference Shares	2,00,000
10% Debentures	3,00,000
	10,00,000

The equity shares of the company are quoted at ₹ 102 and the company is expected to declare a dividend of ₹9 per share for year 2023.

The company has acquired a dividend growth rate of 5% which is expected to be maintained.

- a) Assuming the tax rate applicable to the company is 50%. Calculate the Weighted Average Cost of Capital state your assumptions if any.
- b) Assuming in the above exercise, that the company can raise additional Term loan at 12% for ₹ 5,00,000 to finance an expansion.

Calculate the revised weighted Average cost of capital. The company assessment is that it will be in a position to increase the dividend from ₹ 9 per share to ₹10 per share, but the business risk associated with new financing may bring down the market price from ₹102 to ₹96 per share.

Q4) Radhika Ltd. has following capital structure as on 31st March 2023. **[15]**

ABC Limited has the following capital structure:

Equity share capital (2,00,000 Shares)	₹ 40,00,000
6% Preference Shares	₹ 10,00,000
8% Debentures	₹ 30,00,000

The market price of the company's equity share is ₹ 20. It is expected that company will pay a dividend of ₹2 per share at the end of current year, Which will grow at 7% for ever. The tax rate may be presumed at 50%.

You are required to compute the following:

- a) A Weighted Average Cost of capital based on existing capital structure.
- b) The new Weighted Average Cost of Capital if the company raises an additional ₹20,00,000 debt by issuing 10% debentures. This would result in increasing the expected dividend to ₹3 and leave the growth rate unchanged but the price of equity share will fall to ₹15 per share.



Total No. of Questions : 4]

SEAT No. :

PD1435

[Total No. of Pages : 3

[6440]-812

T.Y. B.B.A.

**606 C HRM : RECENT TRENDS AND HR ACCOUNTING
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) How can organization's measure employee engagement?
 - i) Conducting employee surveys
 - ii) Ignoring employee feedback
 - iii) Offering generic benefits
 - iv) Avoiding communication with employees
- b) Which of the following is not a component of employee engagement?
 - i) Emotional attachment to the organization
 - ii) Commitment to organizational goals
 - iii) Job dissatisfaction
 - iv) Willingness to put in extra effort
- c) What type of data is typically stored in a HRIS?
 - i) Customer information
 - ii) Financial records
 - iii) Employee demographics & performance
 - iv) Sales data
- d) Which of the following is an example of qualitative research in human resources?
 - i) Survey's
 - ii) Observational Studies
 - iii) Financial analysis
 - iv) Regression analysis

P.T.O.

- e) What is human resource audit?
 - i) A process of evaluating the financial performance of the HR department.
 - ii) A process of assessing the effectiveness & efficiency of HR policies and procedures.
 - iii) A process of hiring new employees.
 - iv) A process of conducting employee performance reviews.

- B) Match the following [5]
- | ‘A’ | ‘B’ |
|--------------------------------|-----------------------------------|
| a) Promote employee engagement | i) HR audit approach |
| b) HRIS | ii) On the basis of purpose |
| c) Benchmarking | iii) Fostering open communication |
| d) Compliance audit | iv) Moving from unknown to known |
| e) Exploratory studies | v) Software |

Q2) Answer the following questions (Attempt any 1 out of 2) [10]

- a) Explain the various ways through which organizations can cultivate and nurture employee loyalty?
- b) Explain the various factors influencing employee engagement.

Q3) Answer the following questions (Attempt any 1 out of 2). [10]

- a) What is Human resource audit? Explain the areas of human resource audit.
- b) Explain the benefits of HRIS.

Q4) Short notes (Attempt any 4 out of 6).

[20]

- a) Objectives of Human Resource Accounting.
- b) Disadvantages of HRIS.
- c) Strategies for enhancing employee engagement.
- d) Approaches to personnel research.
- e) Levels of employee engagement.
- f) Monetary method of human resource valuation.



Total No. of Questions : 4]

SEAT No. :

PD1436

[Total No. of Pages : 3

[6440]-813

T.Y. B.B.A.

**D-606: RECENT TRENDS IN SERVICES AND PROJECT
(2019 Pattern) (Semester - VI)**

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Multiple choice questions.

[10]

- a) Which term refers to the incorporation of technology into service delivery processes?
 - i) Technological revolution
 - ii) Service digitization
 - iii) Automation in services
 - iv) Service innovation

- b) What is the primary purpose of self-service technology in service industries?
 - i) To increase labor costs
 - ii) To reduce customer convenience
 - iii) To improve efficiency and customer satisfaction.
 - iv) To decrease service speed

- c) What is the primary goal of automation in service industries?
 - i) To increase human errors
 - ii) To reduce operational efficiency
 - iii) To streamline processes and reduce manual intervention
 - iv) To decrease customer satisfaction

P.T.O.

- d) What is a common challenge faced in adopting new technology in service industries?
 - i) Decreased operational costs
 - ii) Increased customer satisfaction
 - iii) Resistance to change among employees
 - iv) Faster service delivery

- e) Which of the following is a benefit of self-service technology in retail services?
 - i) Longer wait times for customers
 - ii) Reduced labor costs
 - iii) Decreased customer convenience
 - iv) Limited access to product information

- f) What is the primary challenge associated with franchising as a global service strategy?
 - i) Increased brand recognition
 - ii) Lack of control over franchise operations
 - iii) Standardized operations
 - iv) Reduced market reach

- g) Which of the following is a characteristic of global service strategies?
 - i) Restricting service delivery to domestic markets
 - ii) Limiting competition
 - iii) Expanding service offerings to multiple countries
 - iv) Avoiding partnerships with local businesses

- h) What does importing customers involve in global service strategies?
 - i) Exporting services to international markets
 - ii) Attracting foreign customers to domestic markets
 - iii) Collaborating with competitors
 - iv) Focusing on niche markets

- i) What is clustered service in domestic growth strategies?
 - i) Expanding services to multiple countries
 - ii) Concentrating service operations in specific geographic regions
 - iii) Limiting service diversity
 - iv) Ignoring customer preferences

- j) How does globalization impact Indian services?
 - i) By reducing domestic demand
 - ii) By increasing competition and opportunities for growth
 - iii) By isolating Indian service providers
 - iv) By limiting access to international markets

Q2) Long answer question (any one) [10]

- a) Discuss the role of technology in transforming the hospitality sector in India.

OR

- b) Explore the significance of e-commerce and retail services.

Q3) Long answer question (any one) [10]

- a) Examine the challenges and opportunities faced by the healthcare sector in India.

OR

- b) Evaluate the role of IT-enabled services (ITES) in India's service sector.

Q4) Write short notes on (any four) [20]

- a) Healthcare Sector Advancements.
- b) Telecom Industry.
- c) Consultancy Services.
- d) Self-Service in Service Industries.
- e) Global service strategies.
- f) Agriculture services.



Total No. of Questions : 4]

SEAT No. :

PD1437

[Total No. of Pages : 3

[6440]-814

T.Y. B.B.A.

**E-606: TOURISM DEVELOPMENT IN RURAL INDIA
(2019 Pattern) (Semester - VI)**

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Multiple choice questions.

[10]

- a) What is the primary objective of rural tourism in highlighting the village as a primary tourist product?
 - i) To discourage cultural exchange.
 - ii) To increase pollution.
 - iii) To showcase the authentic rural lifestyle, traditions and heritage.
 - iv) To promote urbanization.
- b) What role does rural tourism play in sustainable development?
 - i) It accelerates environmental degradation
 - ii) It promotes unsustainable consumption patterns.
 - iii) It encourages responsible tourism practices and supports conservation efforts.
 - iv) It has no impact on sustainability.
- c) Which factor makes rural tourism unique compared to other forms of tourism?
 - i) Emphasis on urban attractions.
 - ii) Limited economic impact.
 - iii) Preservation of local culture and heritage.
 - iv) Focus on industrial development.

P.T.O.

- d) What is the primary goal of rural tourism is showcasing local art, culture, and heritage.
 - i) To promote industrialization.
 - ii) To preserve and promote local traditions and heritage.
 - iii) To increase pollution.
 - iv) To discourage cultural exchange.

- e) Which of the following is a form of rural tourism that focuses on agricultural experiences?
 - i) Eco-tourism.
 - ii) Cultural tourism.
 - iii) Agro-tourism.
 - iv) Adventure tourism.

- f) What is a key consideration in assessing the feasibility of rural tourism projects?
 - i) Urbanization rate
 - ii) Access to transportation.
 - iii) Availability of high-speed internet
 - iv) Population density.

- g) Which factor is crucial for the execution of successful rural tourism projects?
 - i) High-rise buildings.
 - ii) Lack of infrastructure.
 - iii) Community involvement and support.
 - iv) Industrial pollution.

- h) What aspect is crucial for marketing rural tourism destinations effectively?
 - i) High advertising costs.
 - ii) Limited online presence.
 - iii) Engaging with travel agencies and online booking platforms.
 - iv) Lack of local cultural activities.

- i) What role do professional agencies play in the development of rural tourism in india?
 - i) Hindering progress.
 - ii) Promoting local culture and heritage.
 - iii) Providing infrastructure support and marketing assistance.
 - iv) Ignoring community needs.

- j) In rural tourism development, What is the significance of infrastructure?
 - i) It is irrelevant.
 - ii) It ensures accessibility and enhances visitor experience.
 - iii) It increases pollution.
 - iv) It discourages community involvement.

Q2) Long answer question. (any one) [10]

- a) Explain the impact of rural tourism on the rural community.

OR

- b) What is rural tourism? Explain its nature & scope.

Q3) Long answer question. (any one) [10]

- a) Discuss the role of professional agencies in development of Rural Tourism in India.

OR

- b) Explain the types of Rural Tourism in detail.

Q4) Write short notes on. (any four) [20]

- a) Rural tourism projects.
- b) Components of rural tourism infrastructure.
- c) Marketing of Rural Tourism.
- d) Role of technology and innovation in developing the rural tourism.
- e) Challenges and Issues of Rural Tourism in India.
- f) Costs associated with rural tourism.

