

Total No. of Questions : 3]

SEAT No. :

PD1457

[Total No. of Pages : 2

[6442]-501

S.Y.B.B.A. (I.B.)

**301 : ELEMENTS OF HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (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 Question. [5]

- a) _____ are the resources that provide utility value to all other resources.
 - i) Men
 - ii) Material
 - iii) Money
 - iv) Machinery
- b) Recruitment is a _____ process as compared to selection
 - i) Long
 - ii) Very easy
 - iii) Lengthy
 - iv) Short
- c) Atask analysis record form contains all of the following information except _____
 - i) Employee name
 - ii) Task list
 - iii) Required skill set
 - iv) Quality of Performance
- d) When did interest in knowledge management increases?
 - i) Mid 1960's
 - ii) Mid 1970's
 - iii) Mid 1980's
 - iv) Mid 1990's
- e) Which of the following is recommended for training session to maximize learning?
 - i) A full day
 - ii) A half day
 - iii) One hours
 - iv) Three hours

B) Match the pairs. [5]

- | Group A | Group B |
|----------------------------------|-----------------------------|
| a) Human relation era | i) Time consuming process |
| b) Selection Process | ii) Continoues process |
| c) TQM | iii) 1930s-1950's |
| d) Traditional Recruiting Method | iv) Negative activity |
| e) Human Resources Management | v) Total Quality Management |

P.T.O.

- C) Answer in one sentence. [5]
- a) Define Human Resources management.
 - b) Write 2 Objectives of Human Resources Planning.
 - c) What do you mean by Training?
 - d) Write 2 Advantages of Job Rotation.
 - e) What do you mean by Selection.
- D) Fill in the blanks. [5]
- a) Human resource is _____
 - b) Employee referral is an _____ recruitment method.
 - c) _____ is less expensive than selection.
 - d) _____ is a planned programme which is designed to improve performance, impart skills, abilities, and attitude.
 - e) The first step in training programme is to _____

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

- a) What is Human Resources Management? Write the Functions of HRM.
- b) What is Human Resources Planning? Write the Process of Human Resources planning.
- c) What is Training? Write the objectives of Training.
- d) What are the Advantages and Disadvantages of Global Workforce.
- e) Write the procedure for Selection.

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

- a) Role of HR Manager.
- b) Distinguish between Recruitment and Selection.
- c) Merits of Promotion.
- d) Total Quality Management.
- e) Principles of Human Resources Management.
- f) Importance of Human Resources Planning.



Total No. of Questions : 3]

SEAT No. :

PD1458

[Total No. of Pages : 3

[6442]-502

S.Y. B.B.A. (IB)

**302 : GLOBAL COMPETENCIES AND PERSONALITY
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) A) Multiple Choice Questions : **[10]**

- a) According to Trait theory, there are three levels
 - i) Primary, secondary, tertiary
 - ii) Cognitive, emotional. physiological
 - iii) id, ego, superego
 - iv) Cardinal, central, secondary
- b) Which of the following is NOT a factor that contributes to self-esteem?
 - i) Personal achievements ii) Social relationships
 - iii) Physical appearance iv) Income level
- c) Which one of the following are the physical symptoms of anxiety?
 - i) Racing heart ii) Sweaty palms
 - iii) Flushed cheeks iv) All of the above
- d) A _____ speaker looks into the eyes of the audience.
 - i) confident ii) impatient
 - iii) rude iv) impolite

P.T.O.

- e) In order to be successful in a career search it is imperative that you
 - i) hire a professional to create your resume
 - ii) read the entire text
 - iii) have an online portfolio
 - iv) know yourself
- f) Which of the following is an example of an external locus of control?
 - i) Believing that one's actions directly influence outcomes
 - ii) Feeling that luck plays a significant role in success
 - iii) Taking personal responsibility for one's actions
 - iv) Having a strong sense of self-efficacy
- g) Which of the following is NOT a factor that influences personality development?
 - i) Genetics
 - ii) Environment
 - iii) Education
 - iv) Luck
- h) When you are fresh and well groomed, it creates a _____ impression.
 - i) motivating
 - ii) negative
 - iii) positive
 - iv) short lived
- i) Waving is what type of communication?
 - i) Gestures
 - ii) Sign language
 - iii) Body Position
 - iv) Body language
- j) Which of the following tests measure self-confidence, motivation, emotional balance etc.?
 - i) Intelligence test
 - ii) Preference test
 - iii) Personality test
 - iv) Interest test

B) Answer in one sentence :

[5]

- a) What is Self Confidence?
- b) What is goal setting ?
- c) Define Stress.
- d) What is MBTI test?
- e) What are Values?

C) Match the pairs :

[5]

Group A

Group B

- | | |
|------------------|--|
| a) Self-esteem | i) One's belief in their ability to accomplish tasks |
| b) Self-efficacy | ii) How one perceives their own worth and value |
| c) Self-image | iii) The overall perception and evaluation of oneself |
| d) Self-identity | iv) The collection of beliefs, values, and characteristics that define an individual |
| e) Self-worth | v) How one sees themselves physically and socially |

Q2) Long answer question (Any three) :

[3×10=30]

- a) Define Personality and explain the factors that shape personality.
- b) Explain the Johari window in detail.
- c) What is self-Image? How to develop positive self-Image?
- d) Explain the importance of a team and how to be a team player.
- e) What is Self Assessment? Explain the importance and types of Self Assessment.

Q3) Write short notes on (any four) :

[4×5=20]

- a) Managing Work Stress
- b) Body Language
- c) SWOT Analysis
- d) Art of Listening
- e) Importance of Time management
- f) Critical Thinking



Total No. of Questions : 3]

SEAT No. :

PD1459

[Total No. of Pages : 3

[6442]-503

S.Y.B.B.A. (IB)

**IB-303 : INTERNATIONAL ECONOMICS
(CBCS 2019 Pattern) (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) Choose the correct option. [5]

- a) A primary reason why nations conduct international trade is because:
 - i) Some nations prefer to produce one thing while others produce another
 - ii) Resources are not equally distributed to all trading nations
 - iii) Trade enhances opportunities to accumulate profits
 - iv) Interest rates are not identical in all trading nations
- b) In the classical model of Ricardo, the direction of trade is determined by:
 - i) Absolute advantage
 - ii) Comparative advantage
 - iii) Physical advantage
 - iv) Intellectual advantage
- c) According to the factor endowment model of Heckscher and Ohlin, countries heavily endowed with land will:
 - i) Devote excessive amounts of resources to agricultural production
 - ii) Devote insufficient amounts of resources to agricultural production
 - iii) Export products that are land-intensive
 - iv) Import products that are land-intensive
- d) A tax of 20 cents per unit of imported cheese would be an example of a (an):
 - i) Compound tariff
 - ii) Effective tariff
 - iii) Ad valorem tariff
 - iv) Specific tariff
- e) Ad valorem tariffs are collected as
 - i) fixed amounts of money per unit traded
 - ii) a percentage of the price of the product
 - iii) a percentage of the quantity of imports
 - iv) all of the above

P.T.O.

- B) Match the pairs: [5]
- | | |
|--|--------------------------|
| a) International Finance Corporation (IFC) | i) European Union |
| b) Multilateral Trade agreements | ii) World Bank |
| c) Promote international monetary co-operation | iii) Non-tariff Barriers |
| d) Regional Free Trade Agreements | iv) WTO |
| e) Import Licensing | v) IMF |
- C) State if the following statements are True or False [5]
- a) The Heckscher-Ohlin theory explains comparative advantage as the result of differences in countries relative abundance of various resources
 - b) Ad valorem tariffs are collected as a percentage of the price of the product
 - c) A free trade agreement is a pact between two or more nations to reduce barriers to tariffs
 - d) The exchange rate is the rate which is exchanged against gold standard
 - e) Inter-regional trade refers to trade between regions within a country
- D) Define the following term/Answer in one sentence [5]
- a) Balance of payments
 - b) Income terms of trade
 - c) MNE
 - d) Purchasing Power parity
 - e) Bretton Woods System

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

- a) Elaborate on the factors influencing the terms of trade of a country.
- b) What is International Monetary System? Discuss its evolution.
- c) Define Balance of Payments. Explain the components of BOP.
- d) What is meant by free Trade? Discuss its advantages and disadvantages
- e) Discuss the H-O model of international trade with example.

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

- a) Foreign Direct Investment
- b) International Labour Mobility
- c) Welfare comparisons at International Level
- d) Absolute Advantage Theory
- e) International trade flows
- f) Importance of International Economics



Total No. of Questions : 3]

SEAT No. :

[Total No. of Pages : 3

PD1460

[6442]-504

S.Y.B.B.A. (IB)

304 : PRODUCTION & OPERATIONS MANAGEMENT

(2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5×1=5]

- i) Advantage of Mass production is:
 - a) Quality
 - b) Shorter cycle time
 - c) Quantity
 - d) All of the above
- ii) Product layout is also called _____ layout.
 - a) Process
 - b) Combined
 - c) Functional
 - d) Line
- iii) Which of the following is Not an activity of physical distribution?
 - a) Transportation
 - b) Factory inventory
 - c) Warehousing
 - d) Material handling
- iv) New Product Development ends with _____ phase.
 - a) Commercialization
 - b) Ideation
 - c) Research
 - d) Prototyping
- v) Centralized and Decentralized are types of _____.
 - a) Routing
 - b) Scheduling
 - c) Follow - up
 - d) Dispatching

P.T.O.

B) Match the pairs.

[5×1=5]

Group A

Group B

- | | |
|---------------------------|-----------------|
| a) Solid waste | i) Oil& grease |
| b) 3 R's | ii) Work orders |
| c) Preventive Maintenance | iii) Metal |
| d) Dispatching | iv) Flow charts |
| e) Routing | v) Recycle |

C) Answer in 1 sentence.

[5×1=5]

- i) What is TPM?
- ii) What is inventory?
- iii) What is Automation?
- iv) What is full abbreviation of JIT?
- v) Name any 3 types of plant layouts.

D) Fill in the blanks:

[5×1=5]

- i) _____ is the transformation of inputs into outputs.
- ii) The regular upkeep of the machines and related systems is called _____.
- iii) _____ has no economic value or only the value of its basic material content recoverable through recycling
- iv) _____ a method of making work orders for production.
- v) If the flow of production is not continuous, it is_____.

Q2) Attempt any 3 out of 5.

[3×10=30]

- a) What is Material Handling? Write any 10 principles of material handling.
- b) Explain the functions of a Production Manager.
- c) Explain the types of Maintenance.
- d) Explain about types of Automation.
- e) Explain factors affecting plant location decision.

Q3) Write short notes (Any 4 out of 6)

[4×5=20]

- a) Job Production
- b) Product layout
- c) Routing
- d) Production Control
- e) Master Production Schedule
- f) Objectives of Production and Operations.



Total No. of Questions : 6]

SEAT No. :

PD1461

[Total No. of Pages : 4

[6442]-505

S.Y. B.B.A. (IB)

A305 : FRENCH-I

(2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Q.1. Complétez le dialogue suivant (UN au choix)

[10]

A. M. Thomas Ferreira arrive au standard de la société 'Total'. Il veut rencontrer M. Masson, le directeur. M. Masson n'est pas là. Il parle à la standardiste. Complétez le dialogue.

M. Ferreira : Bonjour monsieur. Je voudrais parler à M. Masson, s'il vous plaît.
Le réceptionniste : _____ ?
M. Ferreira : M. Masson.
Le réceptionniste : _____ ?
M. Ferreira : Eh bien, c'est pour notre dossier, « Démépro ».
Le réceptionniste : _____ ?
M. Ferreira : Ok. Voici mon numéro de téléphone. J'attends son appel. C'est urgent.
Le réceptionniste : _____ .
M. Ferreira : Merci bien.
Le réceptionniste : _____ . Au revoir.

OU

B. Mme Pauline Lasalle arrive pour un stage dans un grand hôtel en France.

Complétez le dialogue.

Mme Lasalle : Bonjour, monsieur.
Le réceptionniste : _____ ?
Mme Lasalle : C'est pour un stage dans votre hôtel.
Le réceptionniste : Quelle est votre profession?
Mme Lasalle : _____ .
Le réceptionniste : Quelle est votre nationalité ?
Mme Lasalle : _____ .
Le réceptionniste : Quel est votre nom ?
Mme Lasalle : _____ .
Le réceptionniste : Vous avez une adresse électronique ?
Mme Lasalle : _____ .

P.T.O.

Le réceptionniste : Très bien, madame. Je vous contacte rapidement.

Q.2. Grammar

[10]

A. Choisissez la bonne réponse (2 au choix)

(2)

1. Comment (aller)-vous ?
2. Le directeur (travailler) à Paris
3. Je (devoir) contacter le directeur.

B. Donnez le féminin des mots soulignés (choisissez la bonne réponse): (2 au choix)(2)

1. Le client arrive en retard. (La client/le client)
2. Son fils habite à Tokyo. (Sa fille/ Sa fils)
3. Le directeur est en réunion. (La directeur/ La directrice)

C. Quelle heure est-il ?(Choisissez la bonne réponse) (2 au choix)

(2)

1. 5 h 30 – (il est cinq heures trente/il est dix-sept heures)
2. 16 h – (il est seize heures/il est seize heures vingt)
3. 10 h – (il est dix-neuf heures/il est dix heures)

D. Complétez avec de, du, de la, des (2 au choix)

(2)

1. Il aime lire _____ magazines.
2. Pendant le voyage, il a souvent _____ café.
3. On pose _____ questions sur la famille.

E. Choisissez la bonne réponse (au, à la , aux)(2 au choix)

(2)

1. Il habite _____ États-Unis.
2. Je travaille _____ GDF – Suez.
3. Sa sœur travaille _____ Londres.

Q.3. Vocabulaire

[10]

A. Répondez au questions (3 au choix)

(3)

1. Quelle est votre nationalité ?
2. Comment s'appelle un habitant de l'Allemagne ?
3. Aimez-vous voyager en avion ?
4. Dans quel secteur, Carrefour travaille-t-il ?

B. Reliez les deux colonnes**(4)****A.**

1. Un habitant de l'Espagne
2. EDF
3. Orange
4. Un habitant de la Chine

B.

- a. Télécommunications
- b. Chinois
- c. Électricité
- d. Espagnol

C. Donnez le contraire (3 au choix)**(6)**

1. Il déteste les fruits.
2. Je voyage souvent.
3. On commence tard.
4. Nous pouvons sortir.

Q.4. Compréhension

Bonjour Paul,

Nous devons organiser une réunion avec les délégués. Est-ce que vous êtes libre mardi ?
Autre chose : je aimerais contacter Mme Langlois, la responsable des ventes de la société Socatex, est-ce que vous avez ses coordonnées ?

Merci d'avance

Cordialement

Sandrine

A. Dites vrai ou faux :**(3)**

1. Paul écrit le mél
2. Sandrine veut les coordonnées de Mme Langlois.
3. Sandrine veut organiser une réunion avec les délégués.

B. Chercher le contraire dans le texte : occupé, détester**(2)****Q.5. A. Traduisez en anglais****(4)**

En France, on peut demander l'âge des enfants mais pas l'âge de la personne. On peut poser des questions sur la famille, la nationalité, le travail, les voyages.

B. Traduisez en français (3 au choix)

(6)

1. We want to visit the city.
2. Thanks for calling 08 30 24 94.
3. You have a meeting today.
4. The weather is good in summer.

Q. 6. Écrivez un paragraphe

(5)

Nom :	Dufour
Prénom:	Bruce
Nationalité:	Français
Pays de résidence:	L'Espagne
Situation de famille:	Marié
Nombred'enfants:	2 garçons
Secteurd'activitéprofessionnelle:	Responsable marketing chez MAPRO

OU

Nom :	Valérie
Prénom:	Perez
Nationalité:	Brésilienne
Pays de résidence:	La Belgique.
Situation de famille:	Célibataire
Secteurd'activitéprofessionnelle:	Chef des ressources humaines



Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages : 3

PD1462

[6442]-506

S.Y. B.B.A. (IB)

305 - B : GERMAN - I

(2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Frage 1: Beantworten Sie die folgenden Fragen! (Nur 3)

03

- i. Wo spricht man Deutsch?
- ii. Wie viele Personen sind in Ihrer Familie?
- iii. Was essen Sie gern?
- iv. Welche Sprachen sprechen Sie?

Frage 2: Übersetzen Sie ins Englisch!

03

Ich stehe um 5.45 Uhr auf und jogge um 6 Uhr. Ich frühstücke um 6.45 Uhr. Ich arbeite von 9 Uhr bis 12.30 Uhr und auch von 13 Uhr bis 19 Uhr. Ich habe viele Termine. Ich telefoniere oft. Ich gehe um 23 Uhr schlafen. Ich lebe gesund.

Frage 3: Wortschatz

A. Schreibe die Zahlen ins Wörter ! (Nur 2)

02

145, 90, 23

B. Ergänzen Sie die Vokale! (Nur 2)

02

- i. Sp_n_sch
- ii. T_sch
- iii. Vie_z_hn

C. Ergänzen Sie das richtige Wort! (Nur 3)

03

- i. Mein Hobby ist _____. Ich lese gern Comics.
- ii. Das beste Brot gibt es in der _____ in meiner Straße.
- iii. Morgen gehe ich in den _____ und jogge für eine Stunde.
- iv. Um wie viel _____ beginnt der Film?

D. Welches Wort passt nicht!

03

- i. Stadt – Ort – Polizei – Land
- ii. Cola – Cappuccino – Kaffee – Tee
- iii. fahren – heute – gestern – vorgestern

Frage 4: Grammatik :

A. Ergänzen Sie die Verben in richtigen Formen! (Nur 3)

03

(hören, essen, schreiben, machen)

- i. „Mama, ich _____ meine Hausaufgaben jetzt.“

P.T.O.

ii. „_____ ihr eine E-Mail an eure Oma?“

iii. Karin _____ gern Pop-Musik.

iv. „Was _____ du zum Frühstück?“

B. Ergänzen Sie die Personalpronomen! (Nur 3)

03

i. _____ wohne nicht in Bremen. Mein Bruder wohnt dort.

ii. Die Katzen spielen im Garten. _____ mögen den Baum.

iii. „Wo ist meine Sonnenbrille? _____ ist neu.“

iv. _____ heißen Monika und Moritz. Unsere Mutter heißt Denise.

C. Ergänzen Sie den Artikel

(bestimmt/unbestimmt/Nominativ/Akkusativ) (Nur 3)

03

i. _____ Mutter sucht ihren Schlüssel.

ii. _____ Mann kommt aus dem großen Haus und läuft weg.

iii. Uwe bringt _____ Salat mit.

iv. _____ nette Frau hat mir die Blumen gegeben.

D. Ergänzen Sie die Possessivartikel! (Nur 3)

03

i. _____ Schwester arbeitet als Frauenärztin. Ich bin Kinderärztin.

ii. Ist das _____ Hund, Frau Schneider?

iii. Wir lernen Deutsch gern. _____ Lehrer ist sehr nett.

iv. Janosch wohnt in Dresden. _____ Schwester wohnt in Berlin.

E. Ergänzen Sie die Verben ‚sein‘ oder ‚haben‘ im Präteritum! (Nur 3)

03

i. Er _____ am Wochenende frei.

ii. _____ Sie krank, Frau Meyer?

iii. Ich _____ viel Spaß bei der Party.

iv. Das Konzert _____ toll.

F. Bilden Sie die Fragen! (Nur 3)

03

i. Der Lehrer erklärt die Aufgabe.

ii. Die Kinder essen Eis.

iii. Er fährt mit dem Fahrrad zur Schule.

iv. Ich schreibe einen Brief.

Frage 5: Lesen Sie den Text und beantworten Sie die Fragen!

10

Andrea Fiedler ist seit 1999 bei Siemens in München. Vorher war sie drei Jahre für Siemens Medical Dept. in Singapur. Sie ist Elektroingenieurin, Spezialität: Medizintechnologie. Sie

spricht Englisch, Französisch und ein bisschen Chinesisch. Sie wohnt in Erding bei München. Sie mag die Alpen. Ski fahren ist ihr Hobby – und ihr BMW!

Ralf Bürger ist Student an der Friedrich-Schiller-Universität in Jena. Das ist in Thüringen. Ralf studiert Deutsch und Interkulturelle Kommunikation. Er ist im 8. Semester. Seine Freundin Magda Sablewska studiert auch Deutsch, im 4. Semester. Magda ist aus Polen, aus Krakau. Ralf ist 26, Magda 23 Jahre alt. Magda spricht Polnisch, Deutsch und Russisch. Ralf spricht Englisch und ein bisschen Polnisch.

A. Beantworten Sie die Fragen.

- i. Was ist Andrea von Beruf?
- ii. Was ist ihre Spezialität?
- iii. Was ist Andreas Hobby?
- iv. Wo liegt Jena?
- v. Wer studiert interkulturelle Kommunikation?

B. Richtig oder falsch?

- i. Andrea wohnt in München.
- ii. Sie spricht Chinesisch.
- iii. Magda ist Studentin.
- iv. Magda kommt nicht aus Polen.
- v. Magda und Ralf sprechen Polnisch.

Frage 6: Schreiben Sie 6-8 Sätze über ein Thema.

06

Mein Haus / Meine Wohnung

oder

Mein Wochenende

oder

Ich



Total No. of Questions : 4]

SEAT No. :

PD-1463

[Total No. of Pages : 2

[6442]-507

S.Y. B.B.A. (IB)

306A : SUPPLY CHAIN 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) Choose the correct option from the following : [5]

- i) _____ is a system in which a company keeps very little or no inventory in storage.
 - a) JIT inventory
 - b) Cycle inventory
 - c) Zero inventory
 - d) MRO inventory
- ii) _____ play important role in Supply Chain Management.
 - a) Finance
 - b) Marketing
 - c) Information technology
 - d) Human Resource
- iii) _____ relates to art of preservation of raw material, work in progress and finished goods in stores.
 - a) Warehouse
 - b) Store keeping
 - c) Cross docking
 - d) Retail cross docking
- iv) _____ defined as bringing goods for dispatch at a dockyard.
 - a) Inventory
 - b) Marshalling
 - c) Storage
 - d) Warehouse
- v) _____ involves the management of a company's physical space inventory.
 - a) Space management
 - b) Procurement
 - c) Store keeping
 - d) Material handling

P.T.O.

B) Match the following : [5]

- | | |
|----------------------------|--|
| i) JIT | a) Japanese manufacturing system |
| ii) Kanban system | b) Used for eliminate manufacturing waste |
| iii) Component of logistic | c) Using method like recycling to reduce wastage |
| iv) Barcode | d) Trasportation |
| v) Lean manufacturing | e) Technique of representing data in visual |

Q2) a) Define Supply Chain Management. Explain its significance and limitations. [10]

OR

b) Explain objective, importance of material handling system.

Q3) a) Explain various factors affecting warehouse space layout. [10]

OR

b) Explain role of IT in supply chain management.

Q4) Short notes (any 4) : [5 Marks each]

- a) Delivery drones
- b) Integrated Logistic Management.
- c) Issues in work force management.
- d) Work flow Automation.
- e) Role of HR in SCM.
- f) Basic problem solving techniques.



Total No. of Questions : 4]

SEAT No. :

PD-3933

[Total No. of Pages : 2

[6442]-508

S.Y. B.B.A. (I.B.)

**306 B : Logistics Management - I
(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]

- i) _____ is the movement of finished goods from the manufacturing unit of the company to the end users.
 - a) Outbound Logistics
 - b) Inbound Logistics
 - c) Third Party Logistics
 - d) Reverse Logistics
- ii) _____ is defined as an activity that takes assistance of the external organization to perform the logistic management operations which were traditionally performed by the organization on its own.
 - a) Outbound Logistics
 - b) Inbound Logistics
 - c) Third Party Logistics
 - d) Fourth Party Logistics
- iii) _____ is a strategic procurement concept with an international focus for a cross boarder search conducted for suitable suppliers that meet specific quality, time and price requirements.
 - a) Global Sourcing
 - b) Outsourcing
 - c) Procurement
 - d) Logistic Management
- iv) _____ refers to the logistics strategy where raw materials and items are unloaded from an inbound source (truck, railcar etc.) and are right away moved en-route to outbound transportation.
 - a) Milk Run
 - b) Cross Docking
 - c) Transportation
 - d) Procurement
- v) _____ refers to the stock-pile of product, a firm is offering for sale and components that make up the product
 - a) Material Handling
 - b) Procurement
 - c) Warehousing
 - d) Inventory

P.T.O.

B) Match the following :

[5]

Group A

- a) E-Procurement
- b) Milk Run
- c) Outsourcing
- d) Inbound Logistics
- e) Global Sourcing

Group B

- i) Strategic Procurement Concept
- ii) Movement from Supplier to Manufacturing Unit
- iii) Third Party Involvement
- iv) Delivering Mixed Load from different vendor
- v) Online Vendor Exchange Process

Q2) Attempt any one of the following.

[10]

- a) What is Logistic Management? Explain concept of Inbound and Outbound Logistics in details.
- b) Define Warehousing? Explain different types of Warehousing.

Q3) Attempt any one of the following.

[10]

- a) What is E-Procurement? Explain Importance and Process of E-Procurement.
- b) Explain in details the role of Information Technology in Supply chain Management.

Q4) Write Short notes (Any four) :

[20]

- a) Stock Rotation
- b) International Logistics
- c) Reverse Logistics
- d) Process of E-procurement
- e) Modes of Transportation
- f) Cross Docking



Total No. of Questions : 3]

SEAT No. :

PD-1464

[Total No. of Pages : 3

[6442]-601

S.Y. B.B.A. (I.B)

(401) : IMPORT EXPORT PROCEDURE

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to Indicate Full Marks

Q1) A) Multiple Choice Questions: [5]

- i) _____ is a form of licensing in which a parent company grants another independent entity the right to do business to do business in a prescribed manner
 - a) Joint Venture
 - b) Strategic Alliance
 - c) Countertrade
 - d) Franchising
- ii) _____ means those transactions in which the goods supplied do not leave the country and the supplier in India receives the payment for the goods.
 - a) Deemed Export
 - b) Merchant Export
 - c) Manufacturer Export
 - d) Direct Export
- iii) _____ is a good mode for the transportation of bulky goods.
 - a) Air Transport
 - b) Sea Transport
 - c) Rail Transport
 - d) Road Transport
- iv) _____ is a document issued by the shipping company or its agent acknowledging the receipt of goods on board the vessel.
 - a) A Bill of Exchange
 - b) A Bill of Export
 - c) A Bill of lading
 - d) A bill of import
- v) _____ granted for the import of inputs without payment of basic custom duty.
 - a) advanced License
 - b) Duty Drawback
 - c) Special Interest License
 - d) Replenishment License

P.T.O.

- B) Match the following [5]**
- | | |
|---------------------------------|--|
| i) IEC | a) Based on the UN layout key |
| ii) Mate's Receipt | b) Incentive scheme |
| iii) Export Commission House | c) Representatives of foreign buyers in the domestic country |
| iv) Duty Drawback | d) Evidence of Goods loaded on board |
| v) Aligned Documentation System | e) DGFT |

- C) True or false [5]**
- a) Foreign Trade Policy Comes Under Ministry of Commerce
 - b) Labelling refers to external protective covering used for safe transportation of goods to the importer.
 - c) The Mate's receipt is prima facie evidence that the goods are loaded in the vessel.
 - d) The Customs Authorities will not allow import or export goods into or from India unless the person holds a valid IEC Number.
 - e) Piggyback Marketing is an arrangement in which one manufacturer or service firm distributes a second firm's products or services.

- D) Define the Following Terms (any 5 out of 6) [5]**
- a) Packaging
 - b) Turnkey Contract
 - c) Letter of Credit
 - d) Certificate of origin
 - e) Joint Venture

- Q2) Answer the following questions (Attempt any 3 out of 5) [30]**
- a) Why the foreign market is different than domestic market? Explain strategy for identifying foreign market.
 - b) What is Import Procedure? Explain in details Pre-Imports Procedure.
 - c) Explain the various Documents used for the Transportation of Goods.
 - d) Explain the procedure and documents for claiming duty drawback.
 - e) What is Customs Clearance? Explain the customs clearance procedure for imported good.
 - f) Write foreign Market Entry Decision need and Entry Strategies in dept.

Q3) Short Notes (Attempt any 4 out of 6)

[20]

- a) Market Selection Process
- b) Excise Clearance for Export
- c) Certificate of Origin
- d) Role of Overseas Agent
- e) DEPB
- f) Obtaining IEC Number



Total No. of Questions : 3]

SEAT No. :

PD-1465

[Total No. of Pages : 3

[6442]-602

S.Y. B.B.A (IB)

402 : RESEARCH METHODOLOGY
(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 × 1 = 5]

- i) When the researcher first divides the total area into a number of smaller non overlapping areas called____
 - a) Multistage Sampling
 - b) Geographical Clusters
 - c) Quota Sampling
 - d) Systematic Sampling
- ii) Which is the First step in Research process?
 - a) Formulation of Hypothesis
 - b) Review of Literature
 - c) Define Research problem
 - d) Preparation of Research Design
- iii) It is a process or steps to collect and analyze information to increase or understanding of a topic or issue.
 - a) Research Methodology
 - b) Research
 - c) Data Collection
 - d) Statement of Problem
- iv) Which is not the method of data Collection?
 - a) Interviews
 - b) Questionnaire
 - c) Reports
 - d) Observations
- v) It is the process of arranging things in groups or classes according to their resemblances and affinities and give expressions of the unity attributes that may subsist amongst a diversity individual.
 - a) Tabulation
 - b) Editing
 - c) Classification
 - d) Data processing

P.T.O.

B) Match the pairs **[5 × 1 = 5]**

Group A

- i) Applied Research
- ii) Empirical Research
- iii) Stratified Sampling
- iv) Quota Sampling
- v) Tabulation

Group B

- (a) Heterogeneous Data
- (b) To solve a particular problem in a particular situation
- (c) Data based Research
- (d) Data in tabular format
- (e) Judgement Sampling

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

- i) What is basic Research?
- ii) Define Coding and Editing.
- iii) Explain meaning of Review of Literature
- iv) Define Population and sample
- v) When correlation studies are conducted?

D) Fill in the blanks **[5 × 1 = 5]**

- i) _____ Research is related to some abstract idea or theory.
- ii) _____ is the blue print of research.
- iii) _____ is process for converting raw data into information useful for decision Making.
- iv) _____ refers to the published data.
- v) _____ is method of data collection that is conducted without knowledge and awareness of the participants.

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

- a) What is Research? What is its significance? Explain its significance through business perspectives
- b) What is Research Design? What are the factors essential for Research Design.
- c) What is Primary Data? Elaborate the different methods used for collection of Primary data.
- d) What is a Research Report? Explain the characteristics and objectives and writing steps of a Research Report.
- e) What is Questionnaire? Explain its different types, merits, and demerits.

Q3) Short Answer (Any 4)

[4 × 5 = 20]

- a) Difference between Quantitative and Qualitative research.
- b) Essentials of Good Research Design.
- c) Explain types of Non-Probability sample in brief.
- d) What is data Processing? Explain in brief.
- e) Difference between Analysis and Interpretation.



Total No. of Questions : 3]

SEAT No. :

PD-1466

[Total No. of Pages : 3

[6442] - 603
S.Y. B.B.A. (IB)
403: BUSINESS ETHICS
(2019 Pattern) (CBCS) (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]

- i) _____ studies the theoretical meaning and reference of moral propositions.
 - a) Applied Ethics
 - b) Normative Ethics
 - c) Meta-Ethics
 - d) Business Ethics
- ii) Which one of the following is not principle of business ethics?
 - a) Principle of Universality
 - b) Principle of Humanity
 - c) Principle of Autonomy
 - d) Principle of Dissatisfaction
- iii) A stakeholder orientation includes all of the following activities except _____
 - a) Minimizing the influence of stakeholder information on the firm.
 - b) Generating data about stakeholder groups.
 - c) Assessing the firm's effects on stakeholder groups.
 - d) Distributing stakeholder information throughout the firm.
- iv) The Environmental Protection Act was established in the year _____
 - a) 1977
 - b) 1991
 - c) 1986
 - d) 1981

P.T.O.

- v) A study called _____ was released in 1987, by the World Commission on Environment and Development.
- a) Our Shared Present b) Our Shared Past
- c) Our Shared Nature d) Our Shared Future

Group (A)		Group (B)	
i)	The National Green Tribunal Act	a)	1974
ii)	The Air (Prevention and Control of Pollution) Act	b)	Forest destruction
iii)	The Water (Prevention and Control of Pollution) Act	c)	GST
iv)	Carbon Dioxide	d)	1981
v)	Indirect Tax	e)	2010

- i) _____ is also known as moral philosophy.
- ii) QWL stands for _____
- iii) A_____ is a party that has an interest in a company and can either affect or be affected by the business.
- iv) _____ are advocating the economic interests of workers and trade organizations,
- v) FTC stands for _____

- i) Define Consumer.
- ii) Define Sustainable Development.
- iii) What do you mean by 'Value'?
- iv) What do you mean by Economic Development?
- v) What is CSR?

Q2) Long Answer Questions. (Attempt any Three) :

[30]

- a) What do you mean by Ethics and Business Ethics? Explain the scope of Business Ethics.
- b) Explain the Ethics in Contemporary Business.
- c) What is Whistle Blower Act? Explain Employee Rights at workplace.
- d) Define Interest Group. Elaborate Types of Interests and Interest groups.
- e) What are the stages of becoming an ecologically sustainable organization?

Q3) Write Short Notes. (Attempt any Four) :

[20]

- a) The C's of Business Ethics
- b) Difference between Workplace Ethics and Laws.
- c) Ethics of Employer
- d) Relationship Skills
- e) Causes of Environmental Problems
- f) Salient features of Consumer Protection Act, 2019



Total No. of Questions : 3]

SEAT No. :

PD-1467

[Total No. of Pages : 3

[6442]-604

S.Y.B.B.A.(I.B.)

**404 : MANAGEMENT INFORMATION SYSTEM
(2019 Pattern) (CBCS) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*

Q1) Solve the following Objective type questions

[4 × 5 = 20]

A] Multiple choice questions

[5 × 1 = 5]

- i) What does MIS stands for?
 - a) Management Information System
 - b) Marketing Information System
 - c) Master Information System
 - d) Mobile Information System
- ii) What is the primary goal of AI?
 - a) To simulate human intelligence
 - b) To replace human intelligence
 - c) To eliminate human jobs
 - d) To create common sense
- iii) Which of the following is a primary function of GDSS?
 - a) Social media management
 - b) Financial forecasting
 - c) Collaborative decision-making
 - d) Inventory management
- iv) What is the primary function of decision trees in decision-making?
 - a) To visualize the decision-making process
 - b) To identify strengths, weaknesses, opportunities, and threats
 - c) To evaluate alternative courses of action based on criteria and outcomes
 - d) To prioritize options based on their impact and frequency

P.T.O.

- v) What is the primary characteristic of the Spiral model in software development?
- Sequential and linear process
 - Iterative and incremental process
 - Rapid development process
 - Prototype-based development process

B) Match the pairs.

[5 × 1 = 5]

	Group A		Group B
i)	Water fall Model	a)	Simulate Human Behavior
ii)	Payoff matrix	b)	Systematic software development
iii)	Cyber crime	c)	Decision making technique
iv)	Data	d)	Phishing
v)	Artificial Intelligence	e)	Unstructured raw facts

C) Fill in the blanks with correct answer from given options. [5 × 1 = 5]

- A _____ gives the inventor the exclusive right to make, use, and sell an invention for a certain period of time.
(Patent, Trademark, Copyright, Trade secret)
- In an expert system, the knowledge base contains _____.
(Control mechanisms, Facts and rules, Search algorithms, Data visualization tools)
- CASE tools provide features such as _____, which allows users to visualize the structure and behavior of a system.
(Code generation, Diagramming, Version control, Debugging)
- During system analysis, the primary goal is to _____ the existing system and identify areas for improvement.
(Document, Evaluate, Develop, Deploy)
- _____ feedback focuses on identifying strengths and areas for improvement without judgment or criticism.
(Constructive, Destructive, Negative, Biased)

- D) Answer in one sentence [5 × 1 = 5]
- a) Define Information.
 - b) What is a Decision?
 - c) Define Data Abstraction.
 - d) Define Closed Systems.
 - e) What is Primary Data?

Q2) Solve any three Long answers from the following. (any three)

[3 × 10 = 30]

- a) Explain in detail different types of Information Security Threats.
- b) What is a Decision? Explain Classical model of Decision making.
- c) Explain in detail the Waterfall model of system building.
- d) Define System and explain different types of Systems.
- e) Explain the objectives and Need of Management Information System

Q3) Write Short Notes. (any four)

[4 × 5 = 20]

- a) Cyber Crime
- b) Principle of Bounded Rationality
- c) Software Quality Assurance
- d) Computer Aided Software Engineering (CASE) Tools
- e) Attributes of Information
- f) Newell-Simon Model of human information processing system



Total No. of Questions : 6]

SEAT No. :

PD-1468

[Total No. of Pages : 4

[6442]-605

S.Y. B.B.A. (I.B.)

A 405 : FRENCH -II

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Q.1. Complétez le dialogue suivant (un au choix)

[10]

Mme Moreau et Mme Pilat vont au restaurant, "La Cantina". Elles ont une réservation. Elles commandent le Menu Trio avec la salade 'César' comme entrée, steak tartare avec des frites comme plat principal et une tarte aux pommes comme dessert. Elles prennent le vin rouge et une bouteille d'eau.

Mme Pilat: Bonjour monsieur, nous avons une table réservée au nom de Pinot.

Le serveur : Oui, mesdames, c'est par là.

(...)

Le serveur: Vous avez choisi?

Mme Pilat: Nous prendrons _____.

Le serveur: Et comme plat principal?

Mme Moreau: _____.

Le serveur: Et comme garniture?

Mme Pilat: _____.

Le serveur: Et pour le dessert?

Mme Moreau: _____.

Le serveur: Et pour boire?

Mme Pilat: _____.

Le serveur: C'est noté.

C. Un journaliste interviewe M. Tissot, directeur général de la société Fragrance.

Journaliste : _____.

M. Tissot : Mon grand-père a fondé cette société en 1960.

Journaliste : _____.

M. Tissot : Nous produisons des savons, des gels, des shampoings...

Journaliste : _____.

M. Tissot : Nous touchons plusieurs secteurs : des coiffeurs, des hôtesl, des hôpitaux...

Journaliste : _____.

M. Tissot : Dans le sud-est de la France.

Journaliste : _____.

M.Tissot : La Fragrance est une PME.

Q.2. Grammar

[10]

A. Choisissez la bonne réponse

[2]

1. La société a rejoint/a rejoint le groupe.

2. On trouveras/trouvera ce produit à Hong Kong.

P.T.O.

3. Nous produisons/produire des savons.

B. Choisissez la bonne réponse (2 au choix) [2]

1. Notre usine est implantée dans/chez une zone industrielle.

2. Ma mère a commandé une jupe chez/pour ce site.

3. Je travaille avec/de Pierre Gomez.

C. Choisissez la bonne réponse (2 au choix) [2]

1. Ils montrent leurs/leur mél.

2. Vous envoyez votre/vos message ?

3. Nous prenons nos/notre décision.

D. Choisissez la bonne réponse (2 au choix) [2]

1. J'adore ce/cette site.

2. J'ai vérifié mon boîte mail ce/ces matin.

3. Le directeur sort avec ces/cette cliente.

E. Choisissez la bonne réponse (2 au choix) [2]

1. La semaine dernière/dernier nous avons reçu la commande.

2. J'étudie les nouveaux/nouvelles circuits.

3. Les articles sont de bonne/bonnes qualité.

Q.3. Vocabulaire [10]

A. Répondez au questions (2 au choix) [4]

1. Quel plat conseillez-vous à des Français dans votre pays ?

2. A quelle heure arrivez-vous au college ?

3. Quels vêtements portez-vous au collègue?

B. Reliez les deux colonnes (4) [4]

A.

1. Les restaurants

2. TPE

3. Un dessert

4. Un appartement à louer

B.

a. Un agent immobilier

b. Une cuisine variée

c. Très petite entreprise

d. Salade de fruits

C. Donnez le contraire (2 au choix)

[2]

1. C'est une grande entreprise.
2. Les serveurs portent un pantalon noir.
3. Il fait très froid.

Q.4. Compréhension

[5]

Compréhension de texte:

Isabelle : j'ai lu sur un forum des avis positifs sur Lazando. Alors hier, je suis allée sur le site et je suis tombée sur une très jolie veste en coton pas chère. J'ai passé une commande. J'attends mon colis avec impatience.

Plouf : J'ai eu une mauvaise surprise. J'ai commandé un sac et une ceinture le 15/02 mais je n'ai pas reçu ma commande. J'ai envoyé un mail au service après-vente mais ils n'ont pas répondu. N'achetez pas sur ce site.

A. Dites vrai ou faux :

1. Plouf n'aime pas Lazando.
2. Isabelle a commandé une jolie veste.
3. Isabelle a reçu son colis.

B. Cherchez le contraire de patience, bonne.

Q.5. A. Traduisez en anglais

[4]

En France, la cuisine est un art et les Français aiment manger d'excellents plats bien présentés, accompagnés de bons vins et servis sur une jolie table.

Le 16 novembre 2010, le « repas gastronomique des Français » a fait son entrée dans le patrimoine culturel immatériel de l'humanité.

B. Traduisez en français (3 au choix)

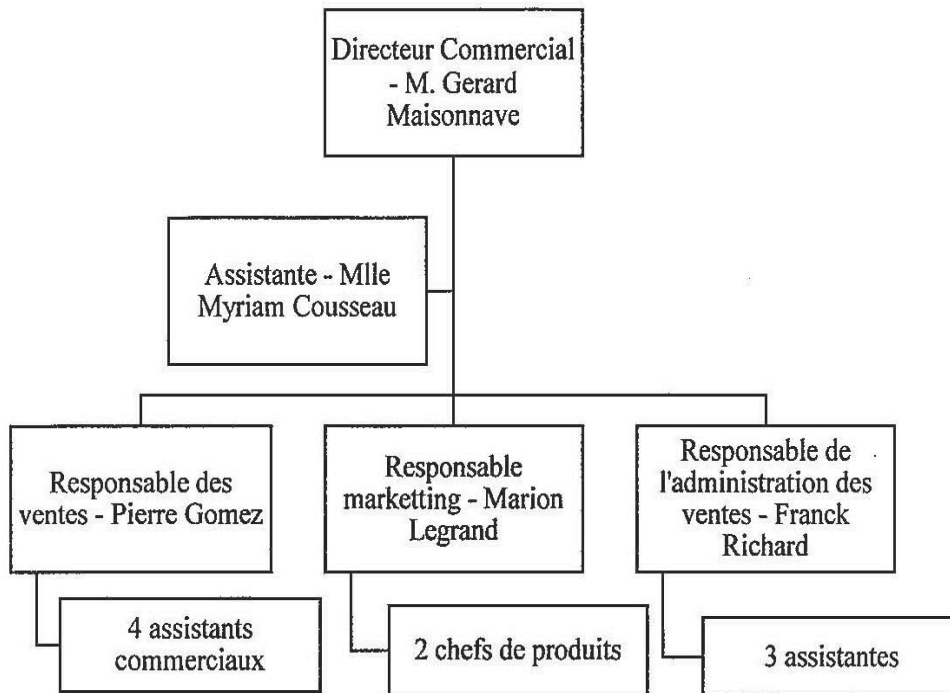
[6]

1. I drink water.
2. I am going to work in Nice.
3. I would like some explanations.
4. The rent is 850 euros.

Q.6. Écrivez un paragraphe

[5]

A. Voici l'organigramme de l'entreprise Socatex. Écrivez en forme de paragraphe



OU

- B. Décrivez le processus de fabrication du jus de pommes. Utilisez les mots suivants: presser, mélanger, nettoyer, mettre, envoyer, les pommes, le jus concentré, du sucre, de l'eau, les bouteilles, une machine spéciale, des cartons, des distributeurs. Pour cela utilisez les mots connecteurs – puis, après, avec, dans...



Total No. of Questions : 6]

SEAT No. :

PD-1469

[Total No. of Pages : 3

[6442]-606
S.Y. B.B.A. (IB)
405 B : GERMAN - II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

All questions are compulsory.

Frage 1: Beantworten Sie die folgenden Fragen: (Nur 3)

[3]

1. Was essen Sie zu Abend?
2. Ich will Pav-Bhaji kochen. Wo kann ich die Lebensmittel kaufen?
3. Wo waren Sie im Urlaub?
4. Ihr Freund hat Bauchschmerzen. Was soll er machen?

Frage 2: Übersetzen Sie ins Englische!

[5]

Die Berlin Exkursion hat Tradition. Jedes Jahr fahren Studenten aus Jena nach Berlin. Im Programm ist immer ein Spaziergang durch das Regierungsviertel. Die Studenten wollen das Parlament besichtigen, über einen Flohmarkt bummeln und am Abend wollen sie ins Theater gehen. Ein Hit ist die Fahrt mit dem Bus Linie 100. Man kann mit dem Bus vom Bahnhof Zoo bis Alexanderplatz fahren. Viele Sehenswürdigkeiten liegen an der Linie 100.

Frage 3: Wortschatz

[3]

(a) Ergänzen Sie das richtige Wort: (nur 3)

- (i) _____ kommst du nicht mit? – Ich muss zu Hause bleiben.
a. Warum b. Was c. Wo
- (ii) Du hast Fieber. Ich glaube, du musst zum _____ gehen.
a. Arm b. Arzt c. Arthur
- (iii) Carola will Ärztin werden. Sie _____ Medizin.
a. macht b. studier c. fährt

(b) Welches Verb passt am besten? (Nur 3)

[3]

(machst, kocht, bleibt)

- (i) Margit _____ 6 Tage in Berlin.
- (ii) Meine Mutter _____ tolles Gericht.
- (iii) Mein Vater _____ das Haus sauber.

P.T.O.

(c) Bilden Sie Sätze: (Nur 3) [3]

- (i) Suppe, Mutter, der Küche, kocht, in, meine.
- (ii) für, Joggen, sehr, ist, die, gut, Gesundheit.
- (iii) dem, sitzen, auf, wir, Balkon.
- (iv) am, arbeite, Computer, ich.

(d) Welches Wort passt nicht? [2]

- (i) Straße, Weg, Postleitzahl, Nummer
- (ii) Regen, Wind, Nebel, Mond

Frage 4: Grammatik:

(a) Ergänzen Sie das Modalverb in der richtigen Form: (Nur 3) [3]

- (i) Bei einem Test ____ die Studenten keine Bücher mitnehmen. (dürfen)
- (ii) Roma ____ nicht gut singen. (können)
- (iii) Es regnet viel. Ich ____ heißen Kaffee trinken. (möchten)
- (iv) Ihr ____ früher schlafen. Ihr habt morgen Prüfung. (müssen)

(b) Was sagen die Leute? Schreiben Sie die Sätze im Imperativ: (nur 3) [3]

- (i) viel Wasser trinken (du)
- (ii) die Musik ein bisschen leise hören (ihr)
- (iii) schnell arbeiten (du)
- (iv) leise sprechen (Sie)

(c) Ergänzen Sie das Verb im Perfekt: (Nur 3) [3]

- (i) Theo ____ gestern einen Film _____. (sehen)
- (ii) Ihr ____ den ganzen Tag _____. (fernsehen)
- (iii) Die Katze ____ auf einen Baum _____. (springen)
- (iv) Mein Großvater ____ immer viel Musik _____. (hören)

(d) Ergänzen Sie die Präpositionen: (nur 3) [3]

- (i) Frisches Gemüse bekommst du ____ dem Markt!
- (ii) Wir fahren ____ einem Zug..
- (iii) Die Maus schläft ____ dem Tisch.
- (iv) ____ Wochenende habe ich frei.

(e) Ergänzen Sie die Adjektivendungen: (nur 3) [3]

- (i) Ich habe ein klein__ Foto von meiner Mutter in meiner Tasche.
- (ii) Meine Freundin trägt eine grün__ Bluse.
- (iii) Der schwarz__ Laptop gehört mir.

(iv) Es gibt viel Wasser in der blau ____ Flasche.

(f) Bilden Sie Fragen: (nur 3)

[3]

(i) Sie fährt nach Australien.

(ii) Ich habe Erkältung. Ich kann nicht nach Goa fahren.

(iii) Übermorgen kaufen wir einen neuen Kalender.

(iv) Das ist mein Mann.

Frage 5: Lesen Sie den Text und beantworten Sie die Fragen:

[8]

Im Herbst das Immunsystem stärken

Falsche Kleidung bei Regen, Schnee und Kälte und schon tun Hals und Kopf weh – Sie haben eine Erkältung. Im Herbst und Winter nehmen Erkältungen zu. Was kann man dagegen tun? Sport und Bewegung sind gut für das Immunsystem. Gehen Sie spazieren oder joggen Sie – auch im Winter! Duschen Sie abwechselnd heiß und kalt oder gehen Sie in die Sauna. Wichtig: kein Stress! Machen Sie autogenes Training, Yoga oder Gymnastik und denken Sie daran: Energie tanken! Trinken Sie viel und oft, am besten Tee und Mineralwasser. Nehmen Sie sich Zeit zum Essen. Essen Sie viel Obst und Gemüse und trinken Sie frischen Orangensaft. Er hat viel Vitamin C. Brot, Nudeln und Kartoffeln machen Sie fröhlich. Essen Sie wenig Fleisch, aber zweimal in der Woche Fisch. Dann bleiben Sie auch im Herbst und Winter gesund!

a) Beantworten Sie die folgenden Fragen!

1. Suchen Sie zwei Tipps für das Immunsystem! (2)
2. Welche Probleme hat man im Herbst und Winter? (2)

b) Richtig oder falsch?

1. Gegen Erkältung kann man nichts tun.
2. Man soll auch beim kalten Wetter spazieren gehen.
3. Viel Saft macht uns gesund.
4. Man soll mehr Fisch als Fleisch essen.

Frage 6: Schreiben Sie 5-7 Sätze über EIN Thema:

[5]

Ihr Collage / Ihr Haus / Ihr Deutschunterricht



Total No. of Questions : 4]

SEAT No. :

PD1470

[Total No. of Pages : 2

[6442]-607

S.Y. B.B.A. (I.B.)

**A 406 : INTERNATIONAL WAREHOUSE AND SUPPLY CHAIN
MANAGEMENT-II
(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) _____plays an important role in supply chain management.
 - i) Finance
 - ii) Marketing
 - iii) Information system
 - iv) Strategy
- b) The selection of international locations of warehouses is oftendecided on the basis of_____.
 - i) Land
 - ii) Tax incentives
 - iii) Forms
 - iv) Rules
- c) SCM includes_____.
 - i) Transportation
 - ii) Material handling
 - iii) Storage
 - iv) All of the above
- d) _____are mostly used to transport liquid and gases.
 - i) Rods
 - ii) Tubes
 - iii) Pipelines
 - iv) Lighter
- e) Keeping stock updated in the warehouse is the functions of_____.
 - i) Supply Chain Management
 - ii) Retail Management
 - iii) Sales Management
 - iv) Personal Management

P.T.O.

- B) Match the pairs. [5]
- | | |
|----------------------------|---|
| a) International Trade | i) Receiving |
| b) JIT | ii) Warehouses established in foreign country |
| c) First warehouse process | iii) Just in time |
| d) SCM | iv) Increased revenues |
| e) Overseas warehouse | v) Supply Chain Management |

Q2) Answer the following long answer (Any 1 out of 2): [10]

- a) Explain the concept of warehouse and explain in detail the various functions of warehouses.
- b) Explain SCM. Explain in detail supply chains impact on stores and warehousing.

Q3) Answer the following long answer (Any 1 out of 2): [10]

- a) Explain in detail warehouse management systems and modern trends in warehousing.
- b) What is international supply chain management and explain the issues international SCM.

Q4) Write short notes on (Any 4 out of 6): [20]

- a) eSCM-benefits and communication networks.
- b) Impact of SCM on global business.
- c) Role of a warehouse manager.
- d) Global warehousing.
- e) Warehouse locations.
- f) Warehousing costs.



Total No. of Questions : 4]

SEAT No. :

PD1471

[Total No. of Pages : 2

[6442]-608

S.Y. B.B.A. (I.B.)

**B 406 : INTERNATIONAL LOGISTICS & PORT
MANAGEMENT-II
(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) _____refers to the movements of goods from the sources of origin to the final destination.
 - i) Transportation
 - ii) Procurement
 - iii) Logistics
 - iv) Warehousing
- b) _____as an activity that takes assistance of the external organization to perform the logistics management operations which were traditionally performed by the organization on its own.
 - i) Fourth Party Logistics
 - ii) Third Party Logistics
 - iii) International Logistics
 - iv) National Logistics
- c) _____as an International Shipping application to store number of pieces of freight in huge containers and transporting them as a single unit.
 - i) Containerization
 - ii) Shipping
 - iii) Transportation
 - iv) All of the above
- d) _____are those ports that limit the array of transit of commodities.
 - i) Sea Port
 - ii) Mono Functional Port
 - iii) Poly Functional Port
 - iv) Smart Port
- e) _____are harbor areas in which marine terminal facilities are transferring cargo and passengers between ship and land transportation.
 - i) Port
 - ii) Warehouse
 - iii) Godown
 - iv) Storeroom

P.T.O.

B) Match the pairs. [5]

PART-A

- a) First Generation Port
- b) Commercial Invoice
- c) CONCOR
- d) Mate's Receipt
- e) Dry Port

PART-B

- i) Connect Sea Port by road
- ii) An acknowledgement of receipt of cargo
- iii) Navratna Public Sector
- iv) Contract and a proof of sale
- v) 1960

Q2) Attempt any one of the following. [10]

- a) What is Container Corporation of India Limited (CONCOR)? Explain the core functions of CONCOR and logistics services offered by CONCOR.
- b) What do you mean by International logistics? State the documents required for international Logistics.

Q3) Attempt any ONE of the following: [10]

- a) What is Port? Explain pre-shipment Planning, stages and document needed for each step of pre-shipment Planning.
- b) What do you mean by Containerization? Write Benefits and Constraints of Containerization.

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

- a) Road-Multimodal Transportation.
- b) Commercial Invoice.
- c) Factors Influencing International logistics.
- d) Fourth Party Logistics.
- e) Cargo positioning.
- f) Role of Shipping Agent.



Total No. of Questions : 3]

SEAT No. :

PD-2861

[Total No. of Pages : 3

[6442]-701

T.Y. B.B.A. (I.B.)

**501 : INTERNATIONAL RELATIONS
(2019 Pattern) (CBCS) (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) A) Multiple Choice Questions (MCQs) : (Solve any 5) [5]

- i) _____ is uneven income distribution.
 - a) Dualism
 - b) Demonetization
 - c) Distribution
 - d) Division
- ii) _____ is member of SAARC added lastly.
 - a) India
 - b) Bhutan
 - c) Afghanistan
 - d) Nepal
- iii) TRIPs deals with _____.
 - a) Investment among countries
 - b) Intellectual Property
 - c) Human Rights
 - d) Share markets
- iv) _____ is one of member of WTO group.
 - a) NAFTA
 - b) SAFTA
 - c) IMF
 - d) SEBI
- v) Economic indicator includes _____.
 - a) Import restrictions
 - b) Export liberalization
 - c) Gross Domestic Product (GDP)
 - d) SEZ

P.T.O.

- vi) Socio-Cultural relations means _____.
 - a) Relation among two or more cultures
 - b) Relation among political countries
 - c) Relation among countries in legal aspect
 - d) Relation regarding human rights
- vii) Economic integration promotes _____.
 - a) Trade restrictions
 - b) Trade quotas
 - c) Export restrictions
 - d) Free Trade Area

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

- | | |
|------------------------|------------------------------------|
| i) Dualism | a) Patents |
| ii) Economic Indicator | b) Uruguay round |
| iii) WTO formation | c) Agreement between two countries |
| iv) TRIPs | d) Unequal income distribution |
| v) Bilateral contracts | e) Currency exchange rate |
| | f) Agreement among countries |

C) State True or False : **[5]**

- i) WTO is an International Organization which makes rules for trade between the countries.
- ii) International law is a legal system developed by nation states which govern the relationship between countries at a multilateral, regional or bilateral level.
- iii) Brexit is combination of two words, Brazil and Exit from the European Union.
- iv) NAFTA is an Agreement signed by China, Mexico and The United States.
- v) In Social Structure Position System refers to the role of individuals with respect to their statuses and capabilities.

D) Define the following Terms (any 5 out of 6) : **[5]**

- i) Dualism
- ii) Social Structure
- iii) Political Relations
- iv) Economic Indicators
- v) Commodity Agreements
- vi) Quotas

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

- a) What is European Union? Describe the Organization Structure of European Union and their Current Practices.
- b) Explain the importance and scope of International Relations in the world.
- c) Explain Socio-Culture Relations. Elaborate issues of Socio-Cultural Relations.
- d) Define regional Economic integration. Discuss the advantages and disadvantages of regional economic integration.
- e) Explain the Causes and Solutions or Policy for inequality of Income in India.

Q3) Write short notes (Any 4 out of 6) : [4 × 5 = 20]

- a) SAARC
- b) Legal Relations
- c) European Union
- d) TRIPs
- e) NAFTA
- f) Types of Tariffs



Total No. of Questions : 3]

SEAT No. :

PD-443

[Total No. of Pages : 3

[6442]-703

T.Y. B.B.A. (I.B.)

503 : BUSINESS REPORTING AND ANALYSIS
(2019 Pattern) (CBCS) (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) A) Multiple Choice Questions : [5]

- i) _____ as an objective-based and orderly communication of the information having facts for serving a specific business purpose.
 - a) CSFs
 - b) Segmentation
 - c) Business Report
 - d) BCG matrix
- ii) Existence of Risk and Uncertainty is a feature of a _____.
 - a) Business
 - b) KPIs
 - c) Tools and Techniques used in business
 - d) Growth drivers
- iii) _____ is NOT a quadrant of a BCG matrix.
 - a) Stars and Cash Cows
 - b) Question Marks
 - c) Dogs
 - d) Bargaining power of Buyers and Sellers in a market
- vi) _____ involves evaluating a company's financial data over multiple periods to identify trends, changes and performance patterns within the same company.
 - a) Economic analysis
 - b) Inter Company analysis
 - c) Tools and Techniques used in business
 - d) Intra company analysis

P.T.O.

- v) _____ is the process of identifying business needs and finding solutions to business problems through data analysis, process evaluation, and strategic planning.
- Business Analysis
 - Value Chain
 - Porter's Five Forces Analysis
 - Generic business strategies

B) Match the Pairs : [5]

Part A	Part B
i) Business Report	a) Group of firms producing similar products/services
ii) Key Performance Indicator (KPI)	b) Report analyzing market trends, pricing, customer behavior
iii) Industry	c) Activities that add value to a product/service
iv) Marketing Report	d) Contains accurate and relevant facts related to business
v) Value Chain	e) Measurable metric for performance evaluation

C) Answer in one sentence : [5]

- List out any two uses of Business Report.
- List out Five Forces advocated by Michael Porter in his "Five Forces Analysis".
- What do you mean by Business Plan?
- What is Macroeconomic analysis?
- What is Sector Analysis?

D) Fill in the blanks : [5]

- Subjectivity or partiality affects the authenticity of _____.
- Service industry is also known as _____ Industry.
- CSF stands for _____.
- _____ means a comparison of two or more similar business units.
- The use of _____ techniques such as ratio analysis, trend analysis etc. enhances the interpretation of business data.

Q2) Long Answer questions (Attempt Any 3) (10 marks each) : [30]

- a) Explain the importance and scope of Business Reporting.
- b) Explain the Quadrants of the BCG Matrix with diagram.
- c) Explain in detail the contents of an effective business plan.
- d) What is Financial Reporting? Explain the components of Financial Reports.
- e) Explain various tools and techniques used in Business Analysis and interpretation.

Q3) Write short notes (Attempt Any 4) (5 Marks Each) : [20]

- a) Factors affecting business reporting
- b) Selective Business Strategies
- c) PESTEL analysis
- d) Business Meetings
- e) Global opportunities & diversification
- f) Business Analysis Procedure



Total No. of Questions : 3]

SEAT No. :

PD-1472

[Total No. of Pages : 3

[6442]-704

T.Y.B.B.A. (IB)

**504 : FOREIGN EXCHANGE MANAGEMENT
(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) A) Multiple choice questions : [5]

- i) In direct quotation the principle adopted by the bank is to _____.
 - a) buy low only
 - b) buy low sell high
 - c) buy high sell low
 - d) sell low
- ii) The transaction in which the exchange of currency take place at a specified future date, subsequent to spot rate is known as _____.
 - a) swap transaction
 - b) forward transaction
 - c) future transaction
 - d) non-deliverable forward
- iii) The selling rate is also known as _____.
 - a) Bid rate
 - b) Offer rate
 - c) Spread
 - d) Spot

P.T.O.

- iv) The exchange rate quoted by an authorised dealer to its customers are known as _____.
- a) Authorised rates
 - b) Commercial rate
 - c) Merchant rate
 - d) Indirect rates
- v) The rate used for all transaction that do not involve handling of documents by the bank.
- a) TT buying rate
 - b) TT selling rate
 - c) Bill selling rate
 - d) Bill buying

B) Match the following: [5]

- | | |
|--------------------------|--|
| a) Direct Quotation | i) Risk management strategy |
| b) TT buying rate | ii) Forward market |
| c) Hedging | iii) Difference in spot & forward rate |
| d) Swap, Options, Future | iv) Receiving funds from a broad |
| e) Forward margin | v) Home currency quotation |

C) Answer in one sentence : [5]

- a) What does the acronym FEDAI stands for?
- b) In which year was Euro launched?
- c) How much section FEMA contain?
- d) What principle adopted by bank Indirect Quotation?
- e) Define forward rate.

- D) Fill in the Blanks: [5]
- a) Telegraphic Transfer is also called as _____.
 - b) A fixed exchange rate is also known as _____.
 - c) _____ is the difference between bid and offer.
 - d) _____ refer to purchase in spot market and sale in forward market.
 - e) Foreign Exchange Regulation Act was replaced by _____.

Q2) Long answer Question any three: [30]

- a) Briefly explain authorized dealer.
- b) Explain objective of exchange control.
- c) Explain features of Capital Account convertibility of Rupee.
- d) Explain merits and demerits of fixed exchange rate.
- e) Explain in detail SWIFT payment working.

Q3) Short Note (any four) : [20]

- a) Currency speculation.
- b) Forward Transaction.
- c) Functions of Foreign Exchange Market.
- d) Advantages of Floating exchange rate
- e) Currency Hedging.
- f) External technique of Exposure Management.



Total No. of Questions : 3]

SEAT No. :

PD-1473

[Total No. of Pages : 2

[6442] - 705

T.Y. B.B.A. (IB)

**505(A): International Marketing Management - I
(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 : [5]

- i) _____ is the beginning and end of all business activities.
 - a) Segmentation
 - b) Selling
 - c) Marketing
 - d) Promotion
- ii) _____ is a marketing instrument in which the franchisor gives right to use branding to third party.
 - a) Retailer
 - b) Franchising
 - c) Dealer
 - d) Licensing
- iii) _____ is a first stage of product life cycle.
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- iv) _____ is a process of preparing a product for suitable storage
 - a) Transportation
 - b) Packaging
 - c) Labelling
 - d) Grading
- v) _____ is a price which is determined by the home-based marketing managers for the international market
 - a) Export pricing
 - b) Transfer pricing
 - c) Cost based pricing
 - d) Value based pricing

P.T.O.

B) One sentence questions [5]

- i) International marketing
- ii) Domestic marketing
- iii) Joint ventures
- iv) Advertising
- v) Personal selling

Q2) Long answer questions [20]

- a) Explain the different principles of International marketing.
- b) What are the factors influencing the channel selection decision?
- c) Explain the various international marketing strategies.
- d) What is sales promotion? Explain its characteristics and objectives.

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

- a) Problems of market segmentation
- b) Objectives of distribution channel
- c) Stages of PLC
- d) Factors influencing international pricing
- e) Grey market
- f) Challenges in International marketing



Total No. of Questions : 4]

SEAT No. :

PD-1474

[Total No. of Pages : 2

[6442] - 706

T.Y. B.B.A. (IB)

505B: INTERNATIONAL FINANCIAL MANAGEMENT – I
(2019 Pattern) (Semester - V)

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]

- 1) The gold standard era was from _____?
 - a) 1870-1914
 - b) 1865-1914
 - c) 1870-1912
 - d) 1870-1915
- 2) Credit rating agencies convey the credit ratings via use of alphanumeric symbols like?
 - a) BBB
 - b) IFC
 - c) EEE
 - d) ZZZ
- 3) GDRs are _____
 - a) Dividend receipts
 - b) Discount receipts
 - c) Depository receipts
 - d) Debenture Receipts
- 4) Which of the following is not a foreign bond?
 - a) Yankee
 - b) Heidi
 - c) Rembrandt
 - d) Dima.
- 5) IMF was established in the year _____
 - a) 1944
 - b) 1946
 - c) 1943
 - d) 1947

P.T.O.

B) Match the following :

[5]

Group A

Group B

- | | |
|--|---|
| i) Balance of Payment | a) France |
| ii) CAC | b) Systematic record of economic transactions |
| iii) ADB | c) Potential cash flows |
| iv) International receivables management | d) Manila |
| v) Netting | e) Letter of credit |

Q2) Answer the following questions. (Attempt any one out of two) : [10]

- i) Explain in brief IBRD as an integral part of World Bank Group.
- ii) Write in detail about the types of bonds.

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

- i) Explain the Techniques in International cash management.
- ii) Explain what is IMF in detail.

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

- i) Fitch rating
- ii) Bretton woods
- iii) Global depository receipts
- iv) Factoring
- v) International receivables management
- vi) NASDAQ



Total No. of Questions : 3]

SEAT No. :

PD1475

[Total No. of Pages : 2

[6442]-707

T.Y. B.B.A. (IB)

**A 506 : LEGAL DIMENSIONS IN INTERNATIONAL
MARKETING (II)**

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Select the correct option (Attempt any 4 out of 5). [4]

- a) WTO regulates and facilitates_____.
 - i) Politics
 - ii) International Trade
 - iii) Funds
 - iv) Marketing
- b) WTO is headquartered in_____.
 - i) Paris
 - ii) Geneva
 - iii) New York
 - iv) London
- c) IMF is headquartered in_____.
 - i) Paris
 - ii) Geneva
 - iii) Washington D.C.
 - iv) London
- d) UNCTAD ordinarily meets in every_____.
 - i) Year
 - ii) 2 Years
 - iii) 3 Years
 - iv) 4 Years
- e) UNCTAD was established in_____.
 - i) 1954
 - ii) 1964
 - iii) 1968
 - iv) 1972

P.T.O.

- B) Match the pairs. [4]
- | | |
|-----------|--------------------------|
| a) UNCTAD | i) 1995 |
| b) IMF | ii) 1973 |
| c) FERA | iii) International Trade |
| d) WTO | iv) UN General Assembly |

- C) State true or false. [4]
- a) The WTO Agreement related to investment measures is TRIPS.
 - b) IMF belongs to World Bank group.
 - c) WTO is headquartered in Geneva.
 - d) The primary objective of UNCTAD is to formulate policies relating to all aspects of development including trade, aid, transport, finance and technology.

- Q2) Solve any two. [14]**
- a) Explain the principles of International Business Contract.
 - b) Explain functions of WTO.
 - c) Explain FEMA.
 - d) Explain TRIP and TRIM.

- Q3) Solve any two. [24]**
- a) Explain WTO provisions on Anti-Dumping.
 - b) Explain FERA.
 - c) Explain dispute settlement rules and procedures with respect to IMF.
 - d) Explain Taxation on Foreign Income.



Total No. of Questions : 4]

SEAT No. :

PD1476

[Total No. of Pages : 2

[6442]-708

T.Y. B.B.A. (International Business)

**B 506 : LEGAL DIMENSIONS IN FINANCIAL MANAGEMENT-II
(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. [5]

- a) On the valid performance of the contractual obligations by the parties, the contract_____.
 - i) Is discharged
 - ii) Becomes enforceable
 - iii) Becomes void
 - iv) None of these
- b) A void agreement is one which is_____.
 - i) Valid but not enforceable
 - ii) Enforceable at the option of both the parties
 - iii) Enforceable at the option of one party
 - iv) Not enforceable in a court of law
- c) FEMA stands for_____.
 - i) Finance Exchange Manager Act
 - ii) Foreign Exchange Management Act
 - iii) Finance Exchange Management Act
 - iv) Finance Export Management Act
- d) State Bank of India is the example of_____company.
 - i) Chartered
 - ii) Statutory
 - iii) Foreign
 - iv) Subsidiary
- e) Who is the current Director General of the WTO?
 - i) Pascal Lamy
 - ii) Mahmoud Riad
 - iii) Dr. Okonjo-Iweala
 - iv) Roberto Azevedo.

P.T.O.

B) Match the pairs [5]

Group-(A)	Group-(B)
a) Chairman	i) Proposal put before meeting
b) Quorum	ii) Record of meeting
c) Motion	iii) Representative of member
d) Minutes	iv) Casting vote
e) Proxy	v) Minimum number of members required for a valid meeting

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

- a) Define contract. What is breach of contract? Describe the remedies of breach of contract.
- b) What is financial statement? Explain in detail format of balance sheet and Profit and Loss account given under companies Act, 2013.

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

- a) Explain in detail a role of FDI and FII in economical development of India.
- b) What is WTO? Explain regulatory framework of WTO.

Q4) Write short notes (Any 4). [20]

- a) Setting up of offices and branches abroad.
- b) Wagering Agreements.
- c) Government Company.
- d) Rules regarding contract with a minor.
- e) Prospectus.



Total No. of Questions : 3]

SEAT No. :

PD1477

[Total No. of Pages : 3

[6442]-801

T.Y. B.B.A. (I.B)

601: NEW VENTURE CREATION AND START-UPS

(Pattern 2019) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figuers to Indicate full marks.*

Q1) A) Multiple choice questions: [5]

- i) _____ is defined as “written and unwritten codes of principles and values that govern decisions and actions within a company.
 - a) Business Norms
 - b) Business Values
 - c) Business Ethics
 - d) Business Process
- ii) The term ‘Entrepreneur’ is derived from the French word _____ meaning one who undertakes an activity.
 - a) Entrependre
 - b) Entrenendre
 - c) Entreprise
 - d) Enthusiastic
- iii) _____ refers to the process of identifying, attracting, interviewing, selecting, hiring and onboarding employees.
 - a) Training
 - b) Selection
 - c) Recruitment
 - d) Record Keeping
- iv) _____ is an ISO 9001-2005 certified Government of India Enterprise under Ministry of Micro, Small and Medium Enterprises.
 - a) NSIC
 - b) KVIC
 - c) SIDBI
 - d) DIC
- v) Women who innovate, initiate or adopt a business activity is known as _____.
 - a) Women Business
 - b) Women Entrepreneur
 - c) Women Idea
 - d) Women Concept Business

P.T.O.

B) Match the following. [5]

- | | |
|-------------------|---|
| i) Falguni Nayar | a) Facilitating Industrial Infrastructure Development |
| ii) Sabina Chopra | b) Employment in rural region |
| iii) DIC | c) Setting up New Industries |
| iv) NIDC | d) Yatra.Com |
| v) SSIDC | e) Nykaa |

C) True or false [5]

- i) It treats an entrepreneur as an individual who bears the risk of operating a business in the face of uncertainty about the future condition.
- ii) Courage is not the Entrepreneurial traits of Women Entrepreneurs.
- iii) A Logo is a Design or Symbol that is created by an organization and identifies its offerings and Services.
- iv) Microsoft Word is the good of social media Platform for entrepreneurs.
- v) Project Report are an Structured way of communicating the project with stakeholders, clients and the project team.

D) Define the following Terms (any 5 out of 6) [5]

- i) New Venture Management.
- ii) Feasibility Study.
- iii) E-Commerce.
- iv) Sole Proprietorship.
- v) Angel investors.
- vi) Crowd Funding.

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

- i) What is Entrepreneurship? Elaborate Entrepreneurship is becoming an increasingly popular career choice in today's world.
- ii) Define New Venture Creations? Explain different Sources of capital for financing New Venture.
- iii) What is record Keeping? Explain Importance and Ways to maintain good record keeping.
- iv) What is Branding? How to do branding of a new product?
- v) What is market entry Strategy? What are the various market entry Strategies?

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

- i) Khadi and Village Industries Commission.
- ii) Business Plan.
- iii) Digital tools facilitating Marketing and Sales.
- iv) Startups
- v) Need for Women Entrepreneurs.
- vi) International Entrepreneurship Opportunities.



Total No. of Questions : 3]

SEAT No. :

PD1478

[Total No. of Pages : 3

[6442]-802

T.Y.B.B.A (International Business)

602 : INTERNATIONAL PROJECT MANAGEMENT

(2019 Pattern) (CBCS) (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 stage of project management life cycle requires the maximum time of completion?
 - i) Conceptualization
 - ii) Planning
 - iii) Execution
 - iv) Estimation
- b) Controlling function finds out how far _____ deviates from standards.
 - i) Actual Performance
 - ii) Improvements
 - iii) Corrective Actions
 - iv) Cost
- c) Activity in a network diagram is represented by?
 - i) Rectangles
 - ii) Arrows
 - iii) Squares
 - iv) Circles
- d) Internal Rate of Returns of Project (P), Project (Q), Project (R) and Project (S) are 10%, 12%, 14% and 16% respectively. As per the selection criterion based on IRR, which project you would select?
 - i) Project (P)
 - ii) Project (Q)
 - iii) Project (R)
 - iv) Project (S)
- e) PERT is _____
 - i) Planning Expectations and Review Technique
 - ii) Planning Expectations and Revision Technique
 - iii) Programme Evaluation and Review Technique
 - iv) Programme Expectations and Review Technique

P.T.O.

B) Match the pairs. [5]

Group (A)	Group (B)
a) Manufacturing Projects	i) Erection of Buildings, Bridges, Roads, Tunnels
b) Construction Projects	ii) Totally new venture by a new entrepreneur
c) Greenfield Projects	iii) Expansion, Diversification, Forward Integration
d) Brown field Projects	iv) Construction of Vehicle, Ship, Aircraft.
e) Modernization Project	v) Upgraded Technology based

C) Fill in the blanks and rewrite the sentence. [5]

- a) PBP stands for _____
- b) KPI stands for _____
- c) Expected Time = _____
- d) Project _____ is a formal type of Project Review
- e) WBS is _____

D) Define the terms/Answer in One sentence. [5]

- a) Define ROI.
- b) Define Strategy
- c) Define Culture Diversity
- d) Define Merge Event
- e) Define Variance

Q2) Long Answer Questions. (Attempt any three)

[30]

- a) Define Project Management. Explain Principles of Project Management.
- b) Define Project. Explain 7 S of Project Management.
- c) Who are the stakeholders of a project? How should a Project Manager manage these stakeholders?
- d) Define Gantt chart and state the benefits of Gantt chart.
- e) Define Project Audit. Explain objectives, importance and Key elements for Project Management Audit.

Q3) Write short Notes. (Attempt any four)

[20]

- a) Scope of Project Management.
- b) Resource Co-ordination in Project Management.
- c) Forms of Organization Structure.
- d) Event and Activity in a Network.
- e) Steps for corrective action plan.
- f) Completion and Handover of Project.



Total No. of Questions : 3]

SEAT No. :

PD1479

[6442]-803

[Total No. of Pages : 3

T.Y. B.B.A. (IB)

**GC - 603 : DECISION MAKING AND RISK MANAGEMENT
(2019 Pattern) (CBCS) (Semester-VI) (Paper-I)**

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 (any 5) : [5]

- a) _____ are subordinates with less power and they obey the instructions of the supervisors.
- | | |
|---------------|---------------|
| i) Leaders | ii) Followers |
| iii) Managers | iv) Directors |
- b) The decision making process of Herbert Simon contains _____ stages of effective decision making.
- | | |
|------------|-----------|
| i) Two | ii) Three |
| iii) Seven | iv) Nine |
- c) Self-awareness of ones and other persons emotions is the part of _____.
- | | |
|--------------------------|------------------------|
| i) Intelligence Quotient | ii) Emotional Quotient |
| iii) Data Quotient | iv) Aptitude Quotient |
- d) Introduction of a new product in the new market is a _____ decision.
- | | |
|----------------------------|-----------------------------|
| i) Routine decision | ii) Supervisor's decision |
| iii) Individual's decision | iv) Non-programmed decision |

P.T.O.

- e) _____ is the process of analysing the risks numerically with the purpose of identifying its impact on the project.
- i) Theoretical risk analysis ii) Qualitative risk analysis
 - iii) Quantitative risk analysis iv) Goodwill risk analysis
- f) In conflict handling techniques, _____ is a mid way solution particularly used where two parties to the conflict are equal in power and interdependent goals.
- i) Forcing
 - ii) Compromising
 - iii) File a case in court
 - iv) Fight & abuse in press conference

B) Answer in one sentence (any 5) : [5]

- a) What are the indicators of strong IQ?
- b) Name two characteristics of Good Leaders?
- c) What is routine decision?
- d) What does L stand for in IDEAL Problem Solving?
- e) What is Team composition?
- f) What is a conflict?

C) Match the pairs : [5]

- | | |
|---------------------------------------|---|
| a) Bottom of Ladder of Inference | i) Pricing strategy of a new product |
| b) Bounded rationality decision model | ii) Review decisions and follow-up |
| c) Strategic decision | iii) Prioritizing tasks on the principle of 80-20 |
| d) Final step in decision making | iv) Reality and Facts of the problem |
| e) Pareto analysis | v) Satisficing model |

D) Fill in the blanks : [5]

- a) In OODA model, letter d stands for _____.
- b) _____ of Qualitative risk analysis involves anonymous risk brainstorming among experts.
- c) Dissonant leaders are _____ and they want employees to complete the assigned task quickly with questioning.
- d) Right business decisions determines the balance between _____ & _____.
- e) _____ helps managers in decision making by accessing large volume of information in a computer based systems.

Q2) Long Answer Questions (any 3 out of 5) : [30]

- a) What is decision making? Explain the factors affecting decision making?
- b) What is Problem solving? Explain the creative problem solving model in detail?
- c) Define Leadership. Explain the important characteristics of Leaders & Followers.
- d) Explain the decision model in strategic management?
- e) Explain the concept of Risk analysis and highlight the qualitative measures to deal with organizational risks?

Q3) Short notes (any 4 out of 6) (Five marks each) : [20]

- a) Role of Technology in Decision making.
- b) Ladder of Inference.
- c) EQ Vs IQ in decision making perspective.
- d) Hurdles or Barriers in effective decision making.
- e) Measures to deal with Workplace problems.
- f) Team Composition.



Total No. of Questions : 3]

SEAT No. :

PD1480

[Total No. of Pages : 2

[6442]-804

T.Y. B.B.A. (International Business)

**604: MANAGEMENT OF AGRIBUSINESS AND AGRI EXPORTS
(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) A) Fill in the blank with the most appropriate alternative (Any Five) [5]

- a) Seeds, fertilizers, feed, chemicals etc. include in _____ sector.
(Farm, Farm input, Farm Product, Government)
- b) Agriculture products are mainly _____ in nature.
(Non-perishable, Durable, Perishable, None of these)
- c) Secondary market is also called as _____.
(Terminal Market, Local Market, Mandies Fairs)
- d) Micro Finance was developed by _____.
(Rangarajan, Late Prime Minister Rajiv Gandhi, Late Prime Minister Indira Gandhi, Wagule Committee)
- e) _____ is heads the department of import export in India.
(GOI, DGFT, WTO, WHO)
- f) Apex institution in agriculture finance is _____.
(RBI, NABARD, SBI, BOM)

B) Match the following. [5]

- | Column A | Column B |
|--|--------------------------|
| a) Contract Farming | i) In 1995 |
| b) The concept of Agribusiness | ii) In 1988 |
| c) NABARD established | iii) In 12 July 1982 |
| d) Kisan Credit Card Scheme
(KCCS) introduced | iv) In 1957 by Prof. Ray |
| e) WTO agreement on agriculture
came into force | v) At Taiwan in 1895 |

P.T.O.

- C) True or False (Any Five) [5]
- a) The main objective of farm planning is the improvement in the standard of living of the businessman.
 - b) Contract farming is the contractual arrangement between farmer and the firm.
 - c) The terminal market markets are located in highly populated cities like Mumbai, Kolkata, Delhi, Bengaluru etc.
 - d) Primary markets known as 'Hatts' or 'Shandies'.
 - e) The Kisan Credit Card Scheme (KCCS) was introduced in the year 1998.
 - f) Credit risk is the major risk faced by the exporters.
- D) Answer in one Sentence (Any Five) [5]
- a) Define Agribusiness Management.
 - b) What is Agricultural Marketing?
 - c) Define Self Help Group.
 - d) Explain the meaning of Commercial Bank.
 - e) Define Mate's Receipt (MR).
 - f) Define World Market.
- Q2) Long Answer (Any Three) [30]**
- a) Explain the characteristics of Agribusiness.
 - b) What are the defects of agricultural marketing in India?
 - c) State the role of Regional Rural Banks.
 - d) Explain the essential contents of export marketing plan.
 - e) What are the characteristics of cooperation?
- Q3) Write a short note (Any Four) [20]**
- a) Nucleus State Model
 - b) Objective of Farm Planning
 - c) Primary or Local Market
 - d) Primary Agricultural Credit Society
 - e) Functions of RRBs
 - f) Operation of Letter of Credit



Total No. of Questions : 3]

SEAT No. :

PD1481

[6442]-805

[Total No. of Pages : 2

T.Y.B.B.A. (International Business)

A 605 : INTERNATIONAL SERVICE MANAGEMENT-I

(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) Compulsory Question: (Objective Type Questions) [10]

A) Choose the correct option. [5]

- a) According to the AMA, Services are defined as being - A) activities, benefits or satisfactions which are offered for sale and B) _____?
 - i) Are provided in connection with the sale of goods
 - ii) An offer that is essentially intangible
 - iii) Does not result in ownership of anything
 - iv) May not be tied to a physical product
- b) Among the following, which is not a tangible dominant?
 - i) Furniture
 - ii) Cars
 - iii) Cosmetics
 - iv) Investment Management
- c) Which among the following is not an element of marketing stimulus?
 - i) Product
 - ii) Price
 - iii) Politics
 - iv) Place
- d) The difference between customer expectations and perceptions is known as _____.
 - i) Service Delight
 - ii) Service Satisfaction
 - iii) Service Gap
 - iv) Supplier Gap

P.T.O.

- e) The personal factors that influence consumer behaviour include.
- i) Occupation
 - ii) Motivation
 - iii) Income & Lifestyle
 - iv) Both (i) and (iii)
- f) _____ is not an element of physical evidence.
- i) Employee dress
 - ii) Employee Training
 - iii) Equipment
 - iv) Facility design
- B) Match the pairs. [5]
- a) Dr. Christian Gronroos
 - b) E. J. McCarthy
 - c) Booms and Bitner
 - d) Kapferer
 - e) Zeithaml, Parasuraman, Berry
- i) 4 Ps Marketing Mix
 - ii) Service Triangle Model
 - iii) 7 Ps Marketing Mix
 - iv) The GAP Model
 - v) Brand Identity Prism Model

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

- Define Service marketing. Discuss the classification of Services.
- State and explain the components of Internal marketing and External marketing.
- Explain the 7 P's of marketing mix in detail.
- Elaborate the various steps involved in the consumer decision making process.

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

- Role of a Service Employee
- Functions of Packaging
- Service Life Cycle (SLC)
- AIDA model of Advertising
- Service Quality
- Characteristics of Services



Total No. of Questions : 4]

SEAT No. :

PD1482

[6442]-806

[Total No. of Pages : 2

T.Y.B.B.A. (IB)

**B605 : International Human Resource Management-I
(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) Choose the right answer from the following alternative. [5]

- a) When an international firm follows a strategy of choosing only from the nationals of the parent country, it is called ____
 - i) Polycentric Approach
 - ii) Geocentric Approach
 - iii) Ethnocentric Approach
 - iv) None of the above
- b) Which of the following is a key challenge in IHRM?
 - i) Localised workforce
 - ii) Heterogenous cultural environment
 - iii) Limited legal complexity
 - iv) Ethnocentric staffing approach
- c) Which of the following factors state the importance of the Human Resource Planning?
 - i) Creating highly talented personnel
 - ii) International strategies
 - iii) Resistance to change and move
 - iv) All of the above
- d) In managing international compensation, the approach in which package compensation equalizes cost between home country and international employees is called ____
 - i) Headquarters approach
 - ii) Cash flow approach
 - iii) Income statement approach
 - iv) Balance-sheet approach
- e) What does the concept diversity in the workplace refers to?
 - i) Managerial difference among employees
 - ii) Historical differences among groups
 - iii) Physical difference among employees
 - iv) Social difference among employees

P.T.O.

B) Match the following. [5]

Column A	Column B
a) Staffing approach for high positions	i) Estimation of manpower requirement
b) Polycentric Approach	ii) Low Context Culture
c) Process of Staffing	iii) Head hunting
d) Challenge of International Assignments	iv) Hiring team members from the Host country
e) Individualist Culture	v) Language Barriers

Q2) Long answer. (Any1) [10]

- Define International Human Resource Management. Explain the difference between domestic and international human resource management.
- What is International Staffing? What are the different approaches to multinational staffing decisions?

Q3) Long answer. (Any1) [10]

- Explain the concept of International Compensation. What are the emerging issues in compensation management?
- What are the benefits and challenges associated with cultural differences in the workplace?

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

- Scope of International Human Resource Management
- Role of an Expatriate
- Issues in International Performance Management
- Importance of Cultural sensitivity
- Global Challenges in HRM in the 21st Century
- Types of Organizational Culture



Total No. of Questions : 4]

SEAT No. :

PD-1483

[Total No. of Pages : 2

[6442]-807

T.Y. B.B.A - IB

A606 : BRAND MANAGEMENT - II
(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 side indicate full marks.*

Q1) Fill in the blanks : (Attempt Any 5)

[5]

- a) The main *purpose of* _____ is to given an identity to the generic product.
- b) _____ is often used by the tourism industry who create a brand out of a geographical location by assigning it certain characteristics and experience to attract more visitors.
- c) _____ is the visible element of a brand, such as color, design and logo that identify and distinguish the brand in consumer's minds.
- d) _____ refers to points of in-store interaction between customer and product, we are talking about shelf facings, specialized displays and promotional material.
- e) _____ is how customers associate your brand with a product or service type.
- f) _____ is the process of creating and strengthening your professional services brand.

(Brand Recognition, Brand Association, Branding, Brand Development, POP, Geographical Branding)

P.T.O.

Q2) True or False (Attempt any five)

[5]

- a) A brand in itself is an asset that can be sold separately.
- b) Brandz model was developed by the marketing research consultants, Millward Brown and WPP.
- c) Brand positioning is the value and perception of your brand to customers.
- d) A positioning statement is a short, internal document that is unknown about the target market, the benefits its members seek, and ways to communicate and deliver these benefits.
- e) *Potential market* are tapped markets whose needs are fully met by existing brands.
- f) Brand Architecture is a marketing and brand extension tool that is widely used by everyone from major corporations to small businesses.

Q3) Write Short Notes on (Any 2)

[10]

- a) Corporate Branding.
- b) Brand Identify.
- c) Brand Association.
- d) Rebranding.

Q4) Write Long Answer on (Any 2)

[30]

- a) Define Branding. Explain the concept and importance of branding in detail.
- b) What is BrandLeverage? Explain the importance of Brand Leveraging in detail.
- c) Explain the Keller's Model in detail.
- d) What is Brand Revitalization? Explain the reasons for Brand Revitalization.



Total No. of Questions : 4]

SEAT No. :

PD-1484

[Total No. of Pages : 2

[6442] - 808

T.Y. B.B.A. (IB)

606B: Cross Cultural Relationship (II)

(2019 Pattern) (Semester - VI) (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 a configuration of learned behavior and results of behavior whose competent elements are shared and transmitted by the members of particular society.
 - a) Culture
 - b) Festival
 - c) Education
 - d) Story
- 2) _____ Communication is a communication process in which people from different cultures try to understand what others from different culture try to communicate and what their message mean.
 - a) Multi Cultural
 - b) Cross Cultural
 - c) Language
 - d) Attitude
- 3) Culture is transmitted through the process of _____ and interacting with social environment.
 - a) Talking
 - b) Learning
 - c) Hearing
 - d) Governing
- 4) The Most Common Gesture in the world is _____.
 - a) Shaking Hand
 - b) Nod
 - c) Raising Hand
 - d) All of the above
- 5) Culture difference exist due to _____.
 - a) Language
 - b) Belief
 - c) Values
 - d) All of the above

P.T.O.

B) Match the following : [5]

- | | |
|------------------------------|---|
| a) Cultural Diversity | 1) Symbolic Communication |
| b) Culture | 2) System of Beliefs |
| c) R.L. Birdwhistell | 3) Learning different cultural Background |
| d) Cultural Sensitivity | 4) Kinesics |
| e) Six Dimensions of Culture | 5) Prof. Greert Hofstede |

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

- a) What is Cross Culture? Explain in brief Elements of Culture and Cultural Diversity.
- b) What is Cross Cultural Communication? Explain Cross-cultural communication failures.

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

- a) What is Nonverbal Communication? Explain in details “the cross-cultural communication process”.
- b) What is Cultural Environment? Explain challenges and issues in doing business across borders.

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

- a) Cultural Identity
- b) Cultural Diversity
- c) Cross Cultural Negotiations and Rewards
- d) Non Verbal Communications
- e) Cultural Values
- f) Sources of Cultural barriers

