

Total No. of Questions : 3]

SEAT No. :

**P2058**

[Total No. of Pages : 2

**[5802]-101**

**F.Y. B.B.A.**

**101 : PRINCIPLES OF MANAGEMENT  
(2019 Pattern) (Semester - I) (CBCS) (Backlog)**

*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.**

**[5]**

A) Multiple choice questions:

- a) Management is a \_\_\_\_\_
  - i) Pure science
  - ii) Applied science
  - iii) Art
  - iv) Science and Art both
- b) \_\_\_\_\_ is the chief contributor of the scientific management.
  - i) F.W. Taylor
  - ii) Peter Drucker
  - iii) Henry Fayol
  - iv) Elton Mayo
- c) \_\_\_\_\_ is the primary function of management.
  - i) Planning
  - ii) Organising
  - iii) Staffing
  - iv) Control
- d) \_\_\_\_\_ Creates a feeling of fear and threat amongst individuals and employees.
  - i) Crisis
  - ii) Stress
  - iii) Disaster
  - iv) None of these
- e) \_\_\_\_\_ is built on a foundation of ethics, integrity and trust.
  - i) TQM
  - ii) Stress management
  - iii) Crisis Management
  - iv) Management of change

**P.T.O.**

- B) Match the pairs : [5]
- |                         |                                 |
|-------------------------|---------------------------------|
| a) Management           | i) Threats to an organisation   |
| b) Narayana Murthi      | ii) A natural phenomenon        |
| c) Decision making      | iii) The action of carrying out |
| d) Change               | iv) Infosys technologies Ltd.   |
| e) Management of crisis | v) Executive function           |
- C) Answer in one sentence: [5]
- What is meant by Management?
  - What is meant by Administration?
  - What is meant by Planning?
  - What is meant by Scientific Management?
  - What is meant by Stress Management?
- D) Fill in the blanks : [5]
- According to sheldon, \_\_\_\_\_ is a process of combining work.
  - \_\_\_\_\_ is the third function of management.
  - \_\_\_\_\_ is known as the founder of Human Relation school.
  - \_\_\_\_\_ is concerned with future events.
  - \_\_\_\_\_ is an inevitable factor for achieving economic growth.

**Q2)** Answer any 3 out of 5.

- What is management? Explain its features. [10]
- What is organization? Explain its features. [10]
- Describe Henry Fayol's contribution to managerial thoughts. [10]
- What are the benefits from delegation of authority. [10]
- What is out sourcing? State its merits and demerits. [10]

**Q3)** Write short notes (Any Four) [20]

- J.R.D. Tata
- Maslow's theory of Motivation
- Process of controlling
- Management of Crisis
- Total Quality Management (TQM)
- Management of change.



Total No. of Questions : 4]

SEAT No. :

**P2059**

[Total No. of Pages : 2

**[5802]-102**

**F.Y. B.B.A.**

**(102) BUSINESS COMMUNICATION SKILLS**

**(2019 Pattern) (CBCS) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Objective / MCQ.**

**[5]**

Fill in the blanks from given options :

- i) The first step in planning of letter writing is \_\_\_\_\_.
  - a) Know Purpose of Message
  - b) Choose ideas to include
  - c) Analyze you audience
  - d) Collecting all the relevant fact
- ii) Which of these is the third element of communication \_\_\_\_\_.
  - a) Sender
  - b) Channel
  - c) Message
  - d) Receiver
- iii) Which is main barrier to listening \_\_\_\_\_.
  - a) Physical Barrier
  - b) Linguistic Barrier
  - c) Cultural Barrier
  - d) Physiological Barrier
- iv) While drafting a letter, one should choose the right \_\_\_\_\_.
  - a) Kind of Message
  - b) Right Style
  - c) Tone Approach
  - d) All of the Above
- v) Fax can be \_\_\_\_\_.
  - a) Digital
  - b) Electronic
  - c) Analog
  - d) Both a) and b)

***P.T.O.***

- B) Answer in one line : [5]
- i) Which is informal type of communication?
  - ii) Decoding means....
  - iii) Define written communication.
  - iv) What do you mean by business promotion letter?
  - v) Describe voicemail.

- Q2) Letter Writing (Any three) :** [15]
- a) Write job application letter for the post of management trainee in a logistic company.
  - b) Draft a layout of a business letter explaining the heading in it.
  - c) As a sales head, draft a sales letter to promote the sale of air conditioner.
  - d) Draft a circular letter from a newspaper publisher addressed to customers about the new edition of newspaper.

- Q3) Long answer (Any one) :** [10]
- a) Explain in detail the various barriers in communication.
  - b) Elaborate the principles of communication.

- Q4) Write Short Notes (Any three) :** [15]
- a) Paralinguistic
  - b) Grapevine
  - c) Email
  - d) Physical Appearance



Total No. of Questions : 5]

SEAT No. :

**P2060**

[Total No. of Pages : 5

**[5802]-103**

**F.Y.B.B.A. (Semeter-I)**

**BUSINESS ACCOUNTING (103)**

**(2019 Pattern) (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) *Use of calculator is allowed.*

**Q1) A) Fill in the Blanks (Any Five)**

**[5]**

1. Bank reconciliation statement compares a bank statement with \_\_\_\_\_  
(Cash receipt journal/ Financial statements/Cashbook)
2. \_\_\_\_\_ is a specialized branch of accounting that keeps track of a company's financial transactions.  
(Cost Accounting/Management Accounting/Financial Accounting)
3. \_\_\_\_\_ Software is developed according to the specifications of particular customer and organization.  
(Ready to use software/Customized software/Tailor-made software)
4. Prepaid Insurance A/c is \_\_\_\_\_ A/c (Real/Personal/Nominal)
5. \_\_\_\_\_ concept implies that each transaction and event must be expressible in monetary terms  
(Money measurement/Business Entity/Going Concerned)
6. \_\_\_\_\_ is the art of recording, classifying, and summarizing in a significant manner and in terms of money transactions and events which are in part at least, of a financial character and interpreting the results thereof.  
(Journal Entry/Ledger/Accounting)
7. \_\_\_\_\_ Is not an intangible asset.  
(Land/Patents/Goodwill/Franchise rights)

***P.T.O.***

B) State with reason whether the following statements are true or false (Any Five) [5]

1. Bank Reconciliation statement is prepared to reconcile the Bank balance as shown by the Cash Book and the balance shown by the Bank Statement.
2. The Balance sheet indicates the financial status of the business at given period.
3. Journal is not a book of original entry.
4. Cash discount allowed should be debited to Discount A/c.
5. Salary is a real account.
6. Assets are carried on the books at historical costs
7. Accounting Software may not be customized to meet the requirement of the user.

C) Give answer in one sentence (Any Five) [5]

1. What is Book-Keeping?
2. Define Transaction.
3. Explain the Formula of Total Cost.
4. What is Cash Book?
5. What is solvent?
6. What do you mean by Balance sheet?
7. What is Trail Balance?

D) Classify the following accounts into Personal, Real & Nominal Account.[5]

1. Ramesh A/c
2. Land A/c
3. Wages A/c
4. Dena Bank A/c
5. Investment A/c
6. Discount A/c
7. Furniture A/c

**Q2)** Journalize the following transactions in the books of Sanskar for February, 2021. **[12]**

<b>Date</b>	<b>Particulars</b>
1	Purchased Good for cash Rs. 50,000
7	Paid Insurance Rs. 500
9	Received Discount Rs.800
11	Sold Machine to Digvijay for Rs. 25,000 on Credit
15	Received Rs. 50,000 from Rajesh
19	Paid Transport Charges Rs. 660 to Sanskruti.
20	Purchased Furniture Rs. 35,500 from Salunkhe Bros.
25	Deposited cash Rs. 5000 in PDCC Bank.
28	Paid Rent Rs 5000
29	Paid Salary of Rs. 7000

OR

From the following particulars relating to Bharat Enterprises, Surat Prepare a **Cash Book, with Cash, Bank and Discount Columns** for January 2020 and balance the same. **[12]**

<b>Date</b>	<b>Transactions</b>
1	Cash balance Rs 10,200 and Bank Overdraft Rs 1,250.
3	Sold goods to Arvind Rs 2,500@4% trade discount and 10% cash discount, for cash.
5	Received a crossed cheque from Sunil Rs. 10,000 in full settlement of total dues Rs. 10,100
9	Made cash sales Rs 12,500 and purchases Rs. 1,600 @ a cash discount of 4% and 5% respectively.
10	Deposited Rs. 5,000 into Bank.
13	Issued a cheque in favor of Jagdish for Rs. 1,950 in part payment of Rs. 2,000, for goods purchased during last month.
16	Paid office rent Rs. 1,300 in cash and house rent Rs 2,500 by cheque.
19	Direct deposit by a credit customer, Rajni amounts to Rs 3,000
23	Withdrew Rs. 2,000 from bank for office purpose.
26	The bank has paid Rs. 2,300 on account of insurance premium.
28	Received Rs. 460 from Bharati as commission.
31	Paid remuneration to workshop supervisor Rs. 3,000.

**Q3)** From the following balances extracted from the books of Vijay Rodage, Solapur, Prepare Trading, Profit and Loss Account for the year ended 31<sup>st</sup> March, 2020 and Balance Sheet as on that date. **[20]**

Particulars	₹
Stock on 1 <sup>st</sup> April, 2018	10,000
Purchases less Returns	49,000
Wages	15,000
Loan From Andhra Bank	1,50,000
Capital	60,000
Sundry Debtors	42,700
Provision for Bad Debts on 1 <sup>st</sup> April, 2019	2,800
Rent and Taxes	1,000
Salaries	8,000
General Expenses	900
Discount Allowed	500
Sundry Creditors	20,000
Sales	1,28,600
Plant and Machinery	1,50,000
Furniture	18,000
Cash	2,300
Drawings	6,000
Returns Inward	2,000
Cost of Lease on 1 <sup>st</sup> April, 2019	56,000

Adjustments:

1. Closing Stock amounted to Rs 9,800.
2. Written off 10% on Plant and Machinery & 5% depreciation on Furniture.
3. Write-off Rs. 700 as Bad Debts and maintain a Reserve for Bad Debts @ 6% on Sundry Debtors.
4. Write off Rs. 6,000 in the current year from the cost of Lease.



**Q4)** On 31<sup>st</sup> December, 2020 Bank Column of Cash Book of Atharav showed a debit balance Rs. 10,000. From the following particulars prepare a Bank Reconciliation Statement showing the position as per passbook on 31<sup>st</sup> December, 2020. **[8]**

- i. Cheques paid into the bank but not credited before 31<sup>st</sup> December, 2020 amounted to Rs. 10,500.
- ii. Purchases of Shares from D-Mart Ltd; of Rs. 2,000 by the bank appeared in the passbook only.
- iii. Direct deposit by the customer into the bank Rs. 1,650 was recorded in the passbook only.
- iv. Cheques issued on 29<sup>th</sup> December, 2020 and presented for payment on 5<sup>th</sup> January, 2021 amounted to Rs. 4,000.
- v. Bank charges of Rs. 50 and interest on Investment of Rs. 900, were recorded only in the Bank pass-book

**Q5)** Short Notes (Any Two) **[10]**

- a) Features of Computerized Accounting System.
- b) Objectives of Financial Accounting.
- c) Dual Aspect Concept.
- d) Golden Rules of Account.



Total No. of Questions : 3]

SEAT No. :

**P2061**

[Total No. of Pages : 3

**[5802]-104**

**F.Y. B.B.A**

**104: BUSINESS ECONOMICS (MICRO)  
(2019 Pattern) (Semester - 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) Fill in the blanks (Attempt any 5 out of 6) : [5]**

- a) Micro Economics theory deals with \_\_\_\_\_.
  - i) Economic behaviour of individual economic decision making units.
  - ii) Economy as a whole
  - iii) Trade Relations
  - iv) Economic growth of the society
- b) In Economics the central problem is \_\_\_\_\_.
  - i) Money
  - ii) Scarcity
  - iii) Allocation
  - iv) Production
- c) \_\_\_\_\_ is not a determinant of a consumer's demand for a commodity.
  - i) Income
  - ii) Population
  - iii) Price Related goods
  - iv) Tastes

***P.T.O.***

- d) Equilibrium price is determined when \_\_\_\_.
- i) Demand > Supply      ii) Supply > Demand  
 iii) Supply = Demand      iv) Demand  $\neq$  Supply
- e) \_\_\_\_ is associated with the Oligopoly Market.
- i) Homogeneous goods      ii) Free Entry and Exit  
 iii) Product Differentiation      iv) Price Rigidity
- f) \_\_\_\_ it is the form of the market in which the any seller of a commodity has fully control over the prices.
- i) Monopoly      ii) Pure Monopoly  
 iii) Simple Monopoly      iv) All of these

B) Match the following : [5]

- a) Perfect Competition      i) Price Theory  
 b)  $ATC =$       ii) Price Taker  
 c)  $AFC =$       iii)  $AFC + AVC$   
 d) Micro Economics      iv)  $TFC/Production$   
 e) Monopolistic Competitions      v) Product Discrimination

C) True or False (Attempt any 4 out of 5) : [4]

- a) Average cost is defined as total cost divided by total output.
- b) Flow of goods and services in barter economy is called Circular Flow.
- c) Income Flow is also known as Profit Flow.
- d) Nature of demand curve under Monopolistic competition is less elastic.
- e) Market will be deficit product when  $Supply = Demand$

**Q2) Short Answer (Attempt any 3 out of 4) :** **[24]**

- a) Explain the circular flow of Economy.
- b) State the concept of cost. Explain the concept of cost.
- c) Explain the law of Supply and determinants of supply.
- d) Explain the methods of calculating the Revenue.

**Q3) Long Answer (Attempt Any 2 out of 4) :** **[32]**

- a) Explain the various forms of Economy. Explain the central problems of Economy.
- b) What is mean by demand? Explain in detail the types of Elasticity of Demand.
- c) Explain the different types of Revenue and explain the Interrelationship between Marginal, Total and Average Revenue.
- d) State the characteristics of Monopoly and explain the output and price determination in Monopoly.



Total No. of Questions : 5]

SEAT No. :

P2062

[Total No. of Pages : 5

[5802]-105

F.Y. B.B.A

**105: BUSINESS MATHEMATICS**  
**(2019 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of statistical tables and calculator is allowed.*
- 4) *Symbols have their usual meanings.*

**Q1)** A) Fill in the blanks :

**[5 × 2 = 10]**

a) In the ratio  $\frac{a}{b}$ , "b" is called \_\_\_\_\_.

- i) Antecedent
- ii) Consequent
- iii) Parameter
- iv) None of the above

b) If  $x:y = 4:9$  and  $x = 28$  then  $y =$  \_\_\_\_\_.

- i) 54
- ii) 63
- iii) 72
- iv) 81

**P.T.O.**

- c) Percentage means per \_\_\_\_\_.
- i) 100
  - ii) 200
  - iii) 300
  - iv) 500
- d) If selling price is more than cost price then \_\_\_\_\_ in incurred.
- i) Profit
  - ii) Loss
  - iii) Commission
  - iv) None of the above
- e)  ${}^5C_3 = \text{_____}$ .
- i) 3
  - ii) 5
  - iii) 10
  - iv) 20

- B) State whether the following statement are True or False : **[3 × 2 = 6]**
- a) In an identify matrix all the diagonal elements are 1.
  - b) A feasible solution of L.P.P need not satisfy all the constraints.
  - c) For the arrangements of objects permutation is required.

**Q2)** Attempt any four of the following : **[4 × 4 = 16]**

- a) If the ratio of two numbers is 3:5 and their sum is 232. Find the numbers.
- b) Find the number whose 14% is 84.

- c) If  $\begin{bmatrix} x & 6 \\ 4 & 8 \end{bmatrix}$  is a singular matrix, then find the value of  $x$ .
- d) If  ${}^nC_6 = {}^nC_4$ , then find  ${}^nC_2$ .
- e) A sum of money double itself in 5 years. Find the rate of Simple interest.
- f) The average of three numbers is 77. The first number is twice the second number and second number is twice the third number, then find the first number.

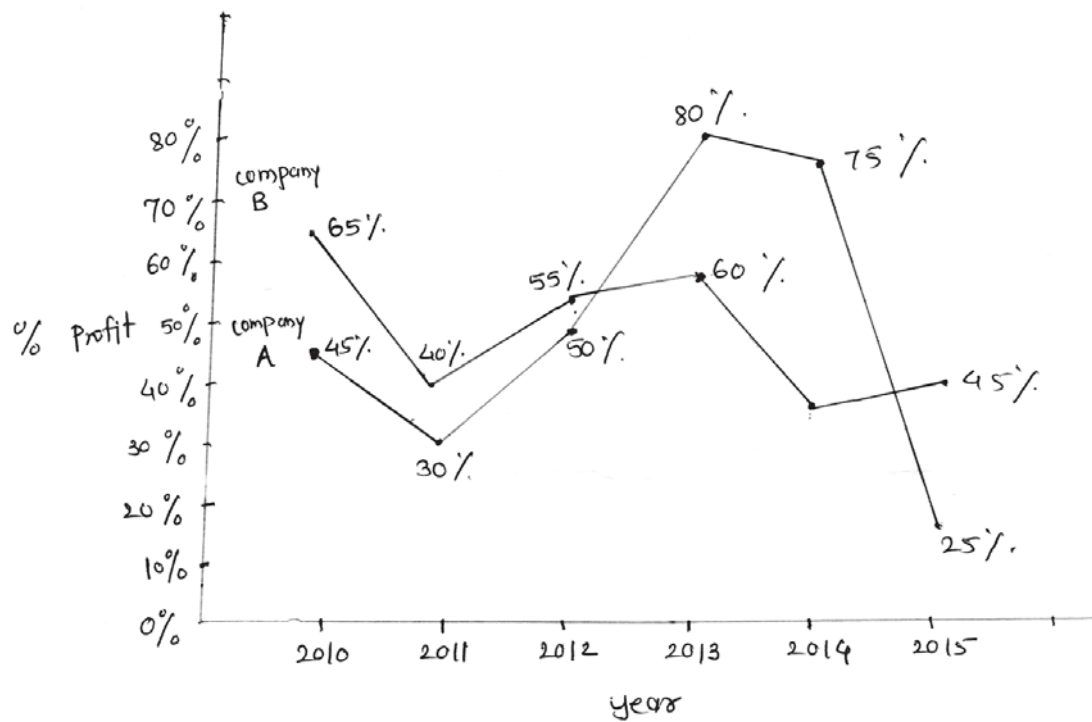
**Q3)** Attempt any four of the following : **[4 × 4 = 16]**

- a) Find  $n$ , if  ${}^nP_3 = 3 ({}^nC_4)$
- b) If  $A = \begin{bmatrix} 4 & 5 \\ 3 & 7 \end{bmatrix}$ , find a matrix  $X$  such that  $A - 2X = \begin{bmatrix} 2 & 3 \\ 7 & 5 \end{bmatrix}$
- c) What sum will amount to Rs. 4,000 in 3 years at the rate of interest 6% p.a. Compound interest?
- d) An agent receives Rs. 1,275 as commission at the rate 7.5% on sales. Find the amount of his sales.
- e) If 12 July 2018 is Sunday. What will be day on 12 July 2022?
- f) Write a note on fundamental principle of counting.

**Q4)** Attempt any four of the following : **[4 × 4 = 16]**

- a) If  $A = \begin{bmatrix} 2 & 1 \\ 3 & 2 \end{bmatrix}$ , show that  $A^2 = 4A - I$ .
- b) A committee of 3 persons is to be formed amongst 4 men and 3 women, so as to include atleast one man and at least one woman. In how many ways can this be done?

- c) Ashok purchased 150 toys at Rs. 20 each and sold all toys at Rs. 25 each. Find total profit and percentage profit.
- d) Explain feasible solution and optimal solution of the L.P.P
- e) The following line graph show the percentage profit earned by two companies A and B in 6 different years.



Answer the following questions :

- i) If the incomes of company A and B are same in 2014, then find the ratio of their expenditures.
- ii) If expenditures of company A in 2010 is Rs. 60,000/- and that of company B in 2013 is Rs. 1,50,000/- then find sum of their incomes.
- f) Explain singular and non-singular matrix.



**Q5)** Attempt any one of the following :

**[1 × 6 = 6]**

a) Solve the following L.P.P by graphical method :

$$\text{Minimize } Z = 4x + 3y$$

Subject to

$$4x + 12y \geq 18$$

$$16x + 4y \geq 24$$

$$8x + 6y \geq 24$$

$$x, y \geq 0$$

b) Find the inverse of the matrix :

$$A = \begin{bmatrix} 2 & 5 \\ 3 & 7 \end{bmatrix}$$

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Total No. of Questions : 4]

SEAT No. :

**P2063**

[Total No. of Pages : 3

**[5802]-106**

**F.Y. B.B.A**

**BUSINESS DEMOGRAPHY**

**(2019 Pattern) (Semester - I) (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]**

- a) Scope of demography spreads to \_\_\_\_\_.
  - i) Size of population
  - ii) Labour Force
  - iii) Population policy
  - iv) All of the above
  
- b) Demography is the study of \_\_\_\_\_.
  - i) Birds population
  - ii) Animals population
  - iii) Reptiles population
  - iv) Human population
  
- c) Mortality refers to \_\_\_\_\_.
  - i) Death rate
  - ii) Frequency of death in a population
  - iii) None of the above
  - iv) Both i & ii

***P.T.O.***

- d) Urbanisation is the movement of people from \_\_\_\_\_.
- i) Cities and Town to villages
  - ii) Rural areas to cities and towns
  - iii) None of the above
  - iv) Both i & ii
- e) Formula for sex ratio is
- i)  $\frac{\text{Number of Males}}{\text{Number of Females}} \times 1000$
  - ii)  $\frac{\text{Number of Females}}{\text{Number of males}} \times 1000$
  - iii)  $\frac{\text{Total Population}}{\text{Number of males}} \times 1000$
  - iv) None of the above

B) Define the following terms : [5]

- a) Emigration.
- b) Birth rate.
- c) Population Density.
- d) Fertility Rate.
- e) Migration.

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

- a) What do you mean by the term Demography? Explain the importance of demographic studies.
- b) What do you mean by Population Growth? Explain methods of assessment of Population Growth.

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

- a) What do you mean by the term Literacy? Explain the importance of Literacy in a Modern Society.
- b) What is Urbanisation? Explain the factors affecting urbanisation.

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

- a) Rural Population.
- b) Concept of Over and Under population.
- c) Importance of Human Resource Development of a Nation.
- d) Features of Urbanisation.
- e) Dependent Population.
- f) Factors affecting mortality.



Total No. of Questions : 5]

SEAT No. :

**P6779**

[Total No. of Pages : 2

[5802]-201

**First Year B.B.A.**

**CCT - 201 : BUSINESS ORGANIZATION AND SYSTEM**

**(CBCS 2019 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Question 1 and Question 5 are compulsory.*
- 2) *Solve any 2 from Question 2 to Question 4.*

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

- a) \_\_\_\_\_ is a set of interrelated activities carried out with a view to make profits.
- b) A \_\_\_\_\_ is an economy that includes a variety of private and government control, reflecting characteristics of both capitalism and socialism.
- c) Single ownership is salient feature of \_\_\_\_\_.
- d) A \_\_\_\_\_ study is an in depth study of a project, in order to find out its merits, soundness and practicability.
- e) The \_\_\_\_\_ is one who purchases goods in large quantities from manufacturer and sells to retailers in smaller quantities.

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

- |                            |                                      |
|----------------------------|--------------------------------------|
| a) KPO                     | i) No restricts                      |
| b) Digital Marketing       | ii) High end services                |
| c) Maximum partners in LLP | iii) Organised retailing             |
| d) Market Survey           | iv) Branch of Commerce               |
| e) Malls                   | v) helps to know needs of the people |

**Options:**

- 1) a-ii, b-iv, c-i, d-v, e-iii
- 2) a-iv, b-ii, c-i, d-iii, e-v
- 3) a-ii, b-iii, c-i, d-v, e-iii
- 4) a-v, b-iv, c-ii, d-i, e-iii

***P.T.O.***

- C) Multiple Choice Questions: [5]
- a) KPO stands for \_\_\_\_\_.
    - i) Knowledge People Outsourcing
    - ii) Knowledge Process Outsourcing
    - iii) Knowledge People Outlay
    - iv) Knowledge Policy Outsourcing
  - b) \_\_\_\_\_ stage is the earliest stage in the evolution of Commerce.
    - i) Hunting
    - ii) Pastoral
    - iii) Agricultural
    - iv) Town economy
  - c) \_\_\_\_\_ refers to the scale of operations with which the business operates.
    - i) Size of Business Unit
    - ii) Transportation
    - iii) Laws of return
    - iv) Nature of Competition
  - d) \_\_\_\_\_ retailing refers to the traditional formats of low-cost retailing.
    - i) Organised
    - ii) Modern
    - iii) Unorganised
    - iv) On-line
  - e) \_\_\_\_\_ includes all the economic activities from production to distribution of goods and services.
    - i) Trade
    - ii) Commerce
    - iii) Aids - to - Trade
    - iv) Business

**Q2)** Describe the development and evolution of trade, commerce and industry. [10]

**Q3)** What is sole proprietorship? Explain the features, advantages and disadvantages of sole Proprietorship. [10]

**Q4)** Explain in detail factors affecting location decision of the firm? [10]

**Q5)** Write Short Notes (Any 3): [15]

- a) Prerequisites of a successful of business.
- b) Functions of wholesaler.
- c) Advantages of virtual organization system.
- d) Benefits and limitations of private company.
- e) Types of distributed channel.



Total No. of Questions : 3]

SEAT No. :

P2065

[Total No. of Pages : 3

[5802]-202

**B.B.A**

**202: PRINCIPLES OF MARKETING**

**(2019 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Question No. 1 is compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1)** Answer the following question as per instruction is given.

A) Choose the correct answer from the option given below.

**[5]**

a) Marketing generate \_\_\_\_\_ for goods & services.

- i) Customers
- ii) Demand
- iii) Product
- iv) All of the above

b) \_\_\_\_\_ is anything that is offered for sale.

- |            |               |
|------------|---------------|
| i) Service | ii) Product   |
| iii) Price | iv) Promotion |

c) The market environment comprise of :

- |                   |                      |
|-------------------|----------------------|
| i) Socio-economic | ii) Competition      |
| iii) Technology   | iv) All of the above |

**P.T.O.**

- d) Promotional activities include \_\_\_\_\_.
- i) Advertising                      ii) Sales Promotion  
 iii) Publicity                      iv) All of the above
- e) Which of the following is not a type of digital marketing activity?
- i) E-Marketing  
 ii) Print Advertising  
 iii) Social Marketing  
 iv) Internet Marketing

B) Fill in the blanks : [5]

- a) \_\_\_\_\_ is a process of promoting products and services over the internet.
- b) \_\_\_\_\_ is the marketing of product that are presumed to be environmentally safe.
- c) A group of all product lines and commodities supplied by a seller to its customers is called \_\_\_\_\_.
- d) \_\_\_\_\_ refers to the surrounding conditions and influences in which living organism operate.
- e) Packaging is the example of \_\_\_\_\_ mix.

C) Match the pairs : [5 × 2 = 10]

- |                     |                                      |
|---------------------|--------------------------------------|
| i) Product          | a) Also known as ‘distributor’       |
| ii) Customer value  | b) Omni-channel marketing            |
| iii) Reseller       | c) Usefulness of goods or services   |
| iv) Wholeseller     | d) They can be retailers             |
| v) Hybrid Marketing | e) Anything that is offered for sale |



**Q2)** Solve any three out of five :

**[3 × 10 = 30]**

- a) Meaning, Definition of Marketing & its Nature.
- b) What is Market and Market segmentation?
- c) What are the functions of Marketing?
- d) Explain the Marketing mix elements with example.
- e) Meaning & Definitions of services and explain its characteristics.

**Q3)** Solve any four out of six :

**[4 × 5 = 20]**

- a) Key Services in India.
- b) Scope of Rural Marketing.
- c) Tools of Digital Marketing.
- d) Promotional Mix.
- e) Importance of positioning.



Total No. of Questions : 7]

SEAT No. :

**P2066**

[Total No. of Pages : 3

**[5802]-203**

**F.Y. B.B.A**

**203: PRINCIPLES OF FINANCE  
(2019 Pattern) (Semester - II) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q.No. 1 to Q.No. 2 are compulsory.*
- 2) *Attempt any three questions from Q.3 to Q.7.*

**Q1) A) Write whether the statement is true or false : [5]**

- a) The traditional approach of Financial Management laid over emphasis on the problem of long term financing.
- b) Public deposits are the Fixed deposits accepted by a business enterprise from the government schemes.
- c) If the EBIT is below the indifference point, a company should use owned funds to maximize EPS.
- d) Preference shareholders are entitled to receive dividend at fixed rate irrespective of the amount of profit earned by the company.
- e) A legal agreement that lets someone use a car, house, warehouse, etc. for a period of time in return for payment is venture capital.

**B) Fill in the blanks by choosing suitable option : [5]**

- a) The firm's \_\_\_\_\_ is the mix of long term debt and equity utilized by the firm which may significantly affect its value by affecting return and risk.
  - i) Dividend policy
  - ii) Capital budget
  - iii) Capital structure
  - iv) Working capital

***P.T.O.***

- b) \_\_\_\_\_ of the following is a limitation of traditional approach of Financial Management.
- i) More emphasis on long term problem
  - ii) One sided approach
  - iii) Ignores allocation of resources
  - iv) All of the given are limitations
- c) A Capital investment is one that \_\_\_\_\_.
- i) has the prospect of long term benefits
  - ii) has the prospect of short term benefits
  - iii) is only undertaken by large corporations
  - iv) applies only to investment in fixed assets
- d) \_\_\_\_\_ separates ownership and use as two economic activities and facilitates assets use without ownership.
- i) Microfinance
  - ii) Leasing
  - iii) Venture capital
  - iv) Debenture
- e) The state of \_\_\_\_\_ is where the value of assets is much more than it appears in the book of the company.
- i) under-capitalization
  - ii) deficit financing
  - iii) over-capitalization
  - iv) equilibrium

**Q2)** Write short note on (any three): **[15]**

- a) Microfinance.
- b) Capitalization.
- c) Bonus shares.
- d) Modern approach of Financial Management.
- e) Public deposits.

**Q3)** What is mean by Financial Management? Explain the roles of Finance Manager in Financial Management. **[15]**

- Q4)** What is mean by shares? Explain different types of shares with its merits.[15]
- Q5)** What is dividend policy? Explain types of and factors affecting dividend policy of a company. [15]
- Q6)** What is mean by capital structure? Explain different factors determining capital structure of the organization. [15]
- Q7)** What do you mean by Venture capital? Describe nature and advantages of Venture capital. [15]



Total No. of Questions : 4]

SEAT No. :

P2067

[Total No. of Pages : 4

[5802]-204

F.Y. B.B.A

**204: BASICS OF COST ACCOUNTING**

**(2019 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Fill in the blanks (any five) : [5]**

- a) Costing is the technique and process of \_\_\_\_\_ costs.
- b) Opportunity cost means the \_\_\_\_\_ made for not utilizing the other alternatives.
- c) Wages paid for factory supervision is the example of \_\_\_\_\_ labour.
- d) Under \_\_\_\_\_ the value of contract is determined by adding a fixed margin of profit to the total cost of contract.
- e) If the actual loss is \_\_\_\_\_ than normal loss, it is term as abnormal loss.

**B) State whether the following statements are True or False (any five) : [5]**

- a) Prime costs are identifiable.
- b) All overheads are costs but all costs may not be overheads.
- c) Job Costing and Contract Costing are the forms of operating costing.
- d) Direct cost are also termed as overheads.
- e) Work uncertified does not contain a profit element.

**C) Define the following terms [5 × 1 = 5]**

- a) Costing.
- b) Direct Material.

**P.T.O.**

- c) Variable Cost.
- d) Allocation of Overhead.
- e) Contract Costing.

**Q2)** Write short notes on (any four) **[4 × 5 = 20]**

- a) Meaning of operating costing and the areas of its application.
- b) Normality wise classification of cost.
- c) Difference between Apportionment of Overhead and Absorption of Overheads.
- d) Meaning of Joint Product & By Product.
- e) Types of Cost Centre.

**Q3)** The cost of sale of product 'Butnol' is made up as follows : **[15]**

Particulars	Rs.
Royalties	1,200
Materials used in production	15,000
Carriage on sales	3,000
Material used in primary packing	10,000
Carriage on purchases	6,000
Material used in secondary packing	2,000
Bad debts	4,000
Material used in factory workshop	800
Coal and coke	2,000
Material used in Administrative office	1,500
Administration on cost	500
Labour required in manufacturing	10,000
Motive power	1,000
Productive wages payable	500
Chargeable expenses (Direct)	4,000
General overheads	2,000
Purchase of raw materials	44,000
Labour required for works supervision	2,500

Assuming that all products manufactured in Peterson Chemicals Ltd. Bhosari are sold, what should be the invoice price to obtain a profit of 20% on Total Cost?

- Q4)** A) Gokul Construction, Ghargan undertook a contract for Rs. 4,00,000 on 1<sup>st</sup> April 2021. They incurred the following expenses during the year 2021-22. **[10]**

Particulars	Amount
Materials issued from stores	40,000
Materials transferred from contract	3,000
Materials directly purchased for the contract	12,000
Materials in hand on site	3,000
Plant	1,00,000
Wages paid directly	60,000
Architect's fees	4,000
Wages due but not paid	2,000
Direct expenses outstanding	1,000
Cash received from contractee	1,44,000
Work certified	1,80,000
Cost of work uncertified	2,000
Plant as on 31-3-2022	70,000

Prepare contract account for the year ended 31-03-2022.

- B) The Elpro Chemicals Ltd, Elabad manufacture and sell their chemical product by consecutive processes. The products of these processes are dealt with as under : [10]

Particulars	Process 1	Process 2	Process 3
Transferred to next process (%)	66 $\frac{2}{3}$	60	-
Transferred to warehouse for sale (%)	33 $\frac{1}{3}$	40	100
Raw Materials (Tons)	1400	160	1260
Raw Materials - rate per tone (Rs.)	10	16	17
Wages and Other Expenses	5152	3140	8928

In each process 4% of the total weight put in is lost and 6% is scrap which from process 1 realizes at Rs. 3 per ton, from process 2 at Rs. 5 per ton and from process 3 at Rs. 6 per ton.

Prepare process cost account showing cost per ton of each process.





Total No. of Questions : 5]

SEAT No. :

P2068

[Total No. of Pages : 5

[5802]-205

F.Y. B.B.A.

(205) BUSINESS STATISTICS

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Notations and abbreviations have their usual meaning.
- 4) Simple calculator is allowed.

Q1) A) Fill in the blanks :

[5 × 2 = 10]

- a) If  $\bar{X}$  is 10 and coefficient of variation is 40%, then variance is equal to \_\_\_\_\_.
- b) \_\_\_\_\_ type cumulative frequencies are non-decreasing.
- c) The median of 10 numbers is 25. If the highest number is increased by 5, then the median will be \_\_\_\_\_.
- d) If  $V(X) = 5$ , then  $V(3X + 2) =$  \_\_\_\_\_.
- e) Karl Pearson's correlation coefficient lies between \_\_\_\_\_.

B) State whether the following statements are True or False : [3 × 2 = 6]

- a) Two regression lines never intersect each other.
- b) Arithmetic mean can be determined graphically.
- c) Standard deviation is always non-negative.

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Q2) Attempt any four of the following :

[4 × 4 = 16]

- Define mode. State its two merits and two demerits.
- Describe scatter diagram and explain how it is used to measure correlation.
- Draw histogram for the following income distribution.

Weekly income	1000-1500	1500-2000	2000-2500	2500-3000	3000-3500	3500-4000
No. of workers	80	100	150	180	140	100

- The following results of capital employed and profit earned by a firm in 10 successive years are calculated.

	Mean	Standard Deviation
Capital employed (₹ thousand)	55	28.7
Profit earned (₹ thousand)	13	85

Coefficient of correlation = 0.96

Estimate the amount of capital to be employed to earn profit of ₹20,000/-.

- Following is the data related to the frequency distribution of monthly wages of 100 workers.

Monthly wages in Rs.	4000-5000	5000-6000	6000-7000	7000-8000	8000-9000	9000-10000
No. of workers	11	15	27	19	16	12

Find :

- class-width of first class.
- class mark of second class.
- number of workers having wages less than Rs. 6,000/-
- number of workers having wages more than Rs. 6,000/-

- f) From the following data, compute an index for the year 2012 taking 2011 as base by simple average of Price Relatives method using arithmetic mean.

Commodity	2011 Price (Rs.)	2012 Price (Rs.)
A	1	5
B	2	4
C	3	3
D	4	2

**Q3)** Attempt any four of the following : **[4 × 4 = 16]**

- a) Define variable. Explain discrete variable and continuous variable with example.
- b) Explain the concept of index number. State uses of it.
- c) A survey revealed the following frequency distribution.

Distance travelled in km per litre of petrol (X)	40-45	45-50	50-55	55-60	60-65
No. of motor cycles (f)	10	17	23	40	10

Find : i) mean ii) mode of distance travelled per km.

- d) Calculate quartile deviation and coefficient of quartile deviation for the following data.  
35, 52, 48, 69, 30, 40, 42, 38, 48, 36, 52
- e) The two regression equations are  $3x - y - 5 = 0$  and  $4x - 3y = 0$ . Find  
i) arithmetic means of X and Y.  
ii) regression coefficients of X on Y and Y on X.
- f) The median for the following frequency distribution is 27 (in hundreds of Rs.).

Find missing frequencies of the data.

Expenditure (in hundreds of Rs.)	0-10	10-20	20-30	30-40	40-50	Total
Number of families	3	--	20	11	--	80

Q4) Attempt any four of the following :

[4 × 4 = 16]

- Define regression. State any three properties of regression coefficients.
- What do you mean by Central tendency? State the requirements of good measure of Central tendency.
- Draw a pie diagram to represent the following information of a company during a year.

Item of cost	Rs. in crore
Labour cost	10
Overheads cost	30
Materials cost	60

- For a set of 90 items, the mean and standard deviation are 59 and 9 respectively. For 40 items selected from these 90 items, the mean and standard deviation are 54 and 6 respectively. Find the mean and standard deviation of remaining items.
- Calculate Spearman's rank correlation coefficient for the following data.

X	49	69	39	49	29
Y	59	59	59	49	39

- Following information relating to works in an industrial town is given.

Items for consumption	Consumer price index in 2005	Proportion of expenditure on the item
i) Food, drinks and tobacco	132	60%
ii) Clothing	154	12%
iii) Fuel and lighting	147	16%
iv) Housing	178	8%
v) Miscellaneous	158	4%

Average wage per month in the year 2000 is Rs. 2,000/-. What should be the dearness allowance expressed as percentage of wages? What should be the average wage per worker per month in 2005 in that town so that the standard of living of the workers does not fall below the 2000 level?

Q5) Attempt any one of the following :

[1 × 6 = 6]

a) Which of the following two series A and B is more stable? Justify

A	4	4	2	3	6	8	2	0	1	-1
B	8	7	5	5	6	7	4	3	4	1

b) From the following data, compute price index number for the current year by using

- i) Laspeyre's method
- ii) Paasche's method
- iii) Bowley's method

Commodity	Base Year		Current Year	
	Price (Rs.)	Quantity (Kg.)	Price (Rs.)	Quantity (Kg.)
A	1	6	5	8
B	2	7	4	7
C	3	8	3	6
D	4	9	2	5



Total No. of Questions : 5]

SEAT No. :

**P2069**

[Total No. of Pages : 2

**[5802]-206**

**F.Y. B.B.A**

**206: FUNDAMENTALS OF COMPUTERS**

**(2019 Pattern) (Semester - II) (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]**

- a) Daisy wheel is a \_\_\_\_\_ type of printer.
- b) EPROM stands for \_\_\_\_\_.
- c) USB is \_\_\_\_\_ (long form).
- d) Android is a \_\_\_\_\_ operating system.
- e) ISP stands for \_\_\_\_\_.

**B) TRUE OR FALSE :** **[5]**

- a) AAABB is a strong password.
- b) Web based attack is a type of cyber attack.
- c) MS Powerpoints is known as spreadsheet.
- d) ALU consist of two parts namely algorithmic & logical unit.
- e) Hexadecimal number system use 8 digits (symbols).

**Q2) Answer the following (Any 2) :** **[10]**

- a) What is booting? Explain its function.
- b) What is Data Organisation?

**P.T.O.**

**Q3)** Answer the following (Any 2) : **[10]**

- a) Explain the types of programming languages.
- b) What are the main goals of security?

**Q4)** Answer the following : **[10]**

Write various services provided by the Internet.

**Q5)** Write short note on : **[10]**

- a) Search Engine.
- b) LAN
- c) Output Devices.



Total No. of Questions : 3]

SEAT No. :

P2070

[Total No. of Pages : 3

[5802] - 301

S.Y. B.B.A. (Semester - III)

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

*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) Which of the managerial function given below is the function of HR manager?
  - a) Procurement
  - b) Development
  - c) Organizing
  - d) Performance Appraisal
- ii) Brining together various tasks to build a job is called \_\_\_\_\_.
  - a) Job evaluation
  - b) Job design
  - c) Job classification
  - d) Jobe description
- iii) The systematic & deliberate advancement made by an individual in his career in the entire work life is known as \_\_\_\_\_.
  - a) Career Anchoring
  - b) Career path
  - c) Career guidance
  - d) Mentoring
- iv) Which of the following is not a dimenssion of work force diversity?
  - a) Affirmative Action
  - b) Religion
  - c) Union status
  - d) Ethnic background
- v) \_\_\_\_\_ is a use of electronic ways & means to execute the functions of HRM.
  - a) E - HRM
  - b) I HRM
  - c) HRIS
  - d) Out sourcing

*P.T.O.*



B) Match the following : [5]

- | (A)  | (B)                  |
|--|----------------------|
| i) Written summary of minimum qualification, skills, knowledge required for particular job                 | a) Job description   |
| ii) Written statement of roles, tasks duties & responsibilities expected to be performed                   | b) Human Relations   |
| iii) Procedure of integrating people through interaction at workplace                                      | c) Job Specification |
| iv) Telling employees to perform Specific task & make sure that the work done is as per given instructions | d) Controlling       |
| v) Examining & verifying if every-thing is as per the set plan standard.                                   | e) Direction         |

C) Answer in one sentence. [5]

- i) Define the term job specification.
- ii) What do you mean by workforce diversity?
- iii) Write the stages of career planning?
- iv) State any five functions of HRM.
- v) State any four roles of HR manager.

D) Fill in the blanks. [5]

- i) \_\_\_\_\_ is a process of analyzing an organization's human resource needs under changing conditions & developing the activities necessary to satisfy those needs.
- ii) \_\_\_\_\_ means having wide range of individuals in the organisation.
- iii) A employee \_\_\_\_\_ is defined as the attitude, satisfaction & overall outlook of employees during their association with an organisation.
- iv) A \_\_\_\_\_ is defined as a sequence of separate but related work activities that provides continuity, order & meaning in person's life.
- v) HRIS stands for\_\_\_\_\_.

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

- a) Define the term HRM. Explain in detail the scope of HRM.
- b) Explain the process of Human Resource Planning.
- c) Explain job satisfaction along with the measures to increase job satisfaction.
- d) Define the term E - HRM. Explain E - HRM activities. Also state types of EHRM.
- e) Explain the term Job evaluation along with its objectives & advantages.

**Q3) Short Notes (Attempt Any 4) (5 marks each) [20]**

- a) Challenges before HRM.
- b) Differentiate between HRM & Personnel management.
- c) Employee morale.
- d) Job description.
- e) Models of HR System.
- f) Outsourcing.



Total No. of Questions : 3]

SEAT No. :

P2071

[Total No. of Pages :3

[5802] - 302

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 indicate full marks.*

**Q1) Objective type questions.**

**[20]**

A) Multiple Choice Questions :

**[5]**

- i) The purpose of supply chain management is to \_\_\_\_\_.
  - a) Increase the production level
  - b) Manage & integrate supply & demand management
  - c) Enhance the quality of a product
  - d) Provide satisfaction to the customer
- ii) Supply chain management is the management of the \_\_\_\_\_.
  - a) Storage of raw materials
  - b) Flow of goods & services
  - c) Fulfillment of orders
  - d) Satisfaction of customer
- iii) \_\_\_\_\_ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.
  - a) Production line
  - b) Supply chain
  - c) Marketing channel
  - d) Ware house
- iv) Which of the following are not key attributes of supply chain Management.
  - a) Inventory control
  - b) Leveraging technology
  - c) Customer power
  - d) All of the above

**P.T.O.**

- v) The bullwhip effect \_\_\_\_\_.
- Is an ineffective way to motivate warehouse employees
  - Applies to rodeos & has nothing to do with supply chain management
  - Refers to the 'swaying' motion associated with triple trailers
  - Refers to variability in demand orders among supply chain participants.

B) Match the following : [5]

Group - A

Group - B

- |                      |  |
|----------------------|--|
| i) Outbond logistics | a) Training                                      |
| ii) Installation     | b) Initial stage of supply chain                 |
| iii) Human Resource  | c) Finished goods                                |
| iv) Planning         | d) Service                                       |
| v) Purpose of SCM    | e) Manage & integrate supply & demand management |

C) Answer in one sentence. [5]

- What is Warehousing?
- Define logistics planning.
- Define Inventory.
- Define supply chain management.
- Define supply chain Network Design

D) Fill in the blanks. [5]

- \_\_\_\_\_, production control and physical distribution are the three major operations of logistics.
- \_\_\_\_\_ refers to supply chain management practices that strive to reduce energy and environmental foot prints in terms of frieght distribution.
- Break - Bulk warehouse performs \_\_\_\_\_ functions.
- The concept of SCM originated in \_\_\_\_\_ discipline.
- Positive long - term relationships between supply chain participants refers to \_\_\_\_\_.

**Q2)** Long Answer type questions. **[30]**

- a) Explain the objectives & importance of supply chain management.
- b) Explain the functions of ware housing.
- c) Explain the issues in workforce management.
- d) State the importance of Logistics management.
- e) Explain the objectives of Green supply chain management.

**Q3)** Write short note on: (Solve any 4 out of 6) **[20]**

- a) Role of IT in supply chain management.
- b) Global supply chain management.
- c) Factors influencing channel design.
- d) Bull - whip effect.
- e) Types of Inventory.
- f) Types of warehouse.



Total No. of Questions : 3]

SEAT No. :

**P6480**

[Total No. of Pages : 3

**[5802]-303**

**S.Y.B.B.A.**

**303 : GLOBAL COMPETENCIES AND PERSONALITY  
DEVELOPMENT  
(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) Fill in the Blanks (any 5)**

**[5]**

- i) What is full form of MBTI
  - a) Myers-Briggs Type Indicator
  - b) McGregor's-Briggs Type Indicator
  - c) Mylan-Briggs Type Indicator
  - d) McDonald-Briggs Type Indicator
- ii) Big Five Model does not include:
  - a) Openness to Experience
  - b) Conscientiousness
  - c) Extraordinary
  - d) Agreeableness
- iii) Which of the following SWOT elements are external to the organization
  - a) Strengths and weaknesses
  - b) Opportunities and threats
  - c) Strengths and opportunities
  - d) Weaknesses and threats

***P.T.O.***

- iv) What is full form of PD
  - a) Personal deviation
  - b) Parental development
  - c) Personality development
  - d) Parental deviation
  
- v) What does S in SMART means
  - a) Special
  - b) Specific
  - c) Secret
  - d) Silent
  
- vi) Style of communication is
  - a) Appreciative
  - b) Assertive
  - c) Secretive
  - d) Positive

B) Match the following. [5]

- |                     |                                     |
|---------------------|-------------------------------------|
| 1) Dedication       | a) Understanding other emotions     |
| 2) Mirror image     | b) Technique to handle conflicts    |
| 3) Social Empathy   | c) Group of people work together    |
| 4) Problem Solving  | d) Way of improving public speaking |
| 5) Team composition | e) Type of work ethic               |

C) True or False (any 4) [4]

- a) Full form of TEAM is Together Everyone Achieves Minimum.
- b) Grooming is the process of making yourself look neat and attractive.
- c) Self-Image is what you think and want the society to think about you, or of you, that is your image.
- d) Leadership is the process of influencing others to achieve the organizational goals.
- e) Goal setting is the process of deciding what you want to accomplish and devising a plan to achieve the result you desire.

**Q2) Short Answers (any 3)**

**[24]**

- a) Write down the tips for preparation for self-Introduction.
- b) What is Aggressive communication style?
- c) What are the qualities of good team?
- d) What is body language? What are its advantages and disadvantages?

**Q3) Long Answers (Any 2)**

**[32]**

- a) Explain the Determinants of personality Development in detail?
- b) What is Global Competence? Explain the Characteristics of globally competent individual?
- c) What is SWOC Analysis? Elaborate.
- d) Define Workplace Ethics? What are the benefits of ethics at workplace?





Total No. of Questions : 3]

SEAT No. :

P2072

[Total No. of Pages : 3

[5802]-304

S.Y. B.B.A. (Semester - III)

304 : FUNDAMENTALS OF RURAL DEVELOPMENT

(2019 Pattern (CBCS))

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]

- i) \_\_\_\_\_ in general is used to denote the actions and initiatives taken to improve the standard of living in non-urban neighborhoods, countryside and remote villages. (Rural Infrastructure, Rural Development).
- ii) The \_\_\_\_\_ are to be drawn from the BPL list approved by the Gram Sabha wherein about ten persons are selected, one each from a family and focus on the skill development training based on the local requirement. (Self Help Groups, HUDCO, NABARD).
- iii) Applying the phenomenon of entrepreneurship into agriculture sector is termed as '\_\_\_\_\_'. (Entrepreneur, Agri-Preneurship, Intrapreneurship).
- iv) \_\_\_\_\_ is an application of information and communication technology for exchange information for government to our citizens. (E - Governance, E-Nam, Kisan call center).
- v) \_\_\_\_\_ refers to the range of activities and disciplines encompassed by modern food production. (Entrepreneur, Agri-Preneurship, Agribusiness).
- vi) The term Agribusiness is coined by \_\_\_\_\_. (Michael Peter / John Davis / Ewell Roy).

P.T.O.

b) **Match the following :** [5]

<b>Column A</b>	<b>Column B</b>
1. ARYA means	a. Information and Communication Technologies
2. ICT means	b. Attracting and retaining Youth in Agriculture
3. Big electronic Market Platform about agricultural products	c. June 2000
4. Farmers Toll Free No. 1800-180-1551 related agricultural activities.	d. E-Nam
5. E-Choupal Launched	e. Kisan Call Centre

c) **True or False (Any 4) :** [4]

- i) The development of ICTs has largely contributed to the decrease of social interaction taking place between individual to individual, individual to group.
- ii) E-banking and M-banking applications can revolutionize the provision of formal services of the banking sector, offering new cost-effective ways of delivering traditional services, with huge benefits for users.
- iii) Meaningful development would take place in the absence of peace and stability.
- iv) The objective of Swarnjayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families.
- v) Silk is not produced in Karnataka, West Bengal, Assam, Jammu & Kashmir and Himachal Pradesh.

**Q2) Write a short answer (Any 3) :**

**[24]**

- a) Write a note on Agro-based industries.
- b) Write a note on NGO's and Rural Development.
- c) What are the challenges of Rural Development.
- d) Importance of Rural Development.

**Q3) Long Answers (Any 2) :**

**[32]**

- a) Define Rural development and discuss the objectives and need of Rural Development.
- b) What is organizational structure of DRDAs? Explain the functions of DRDAs.
- c) What are the channels of distribution for agricultural products?
- d) Discuss all the applications of ICTs in rural development in detail.



Total No. of Questions : 5]

SEAT No. :

P2073

[Total No. of Pages : 3

[5802]-305

S.Y. B.B.A. (Semester - III)

305 A : CONSUMER BEHAVIOUR AND SALES MANAGEMENT

(2019 Pattern) (CBCS)

Time : 2 ½ 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) A \_\_\_\_\_ is someone who buys books for himself.
  - i) Customer
  - ii) Consumer
  - iii) Wholesaler
  - iv) Salesman
- b) Movement for protection of interests is \_\_\_\_\_?
  - i) Telemarketing
  - ii) Targeting
  - iii) Consumerism
  - iv) Advertising
- c) Discouraging customers is known as \_\_\_\_\_?
  - i) Marketing
  - ii) De-Marketing
  - iii) Negotiating
  - iv) Bartering
- d) Which of the following is a type of mass promotion?
  - i) Advertisements
  - ii) Store environments
  - iii) Sales pitches
  - iv) Salesmanship
- e) Marketing strategy begins with \_\_\_\_\_.
  - i) Market segmentation
  - ii) Targeting
  - iii) Outcomes assessment
  - iv) Objective setting
  - v) Conducting a market analysis

P.T.O.

**Q2) True or False :**

**[5]**

- a) To understand a buyer needs and convert them into customers is the main purpose of the consumer behaviour study.
- b) Self-image is an individual's own perceived image.
- c) 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.
- d) Tracking consumer's online activity and delivering specific banner ads based on that activity is known as behavioral targeting.
- e) 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) Maggi	a) Self-Fulfilment
2) Advertising	b) Need for love
3) Self Actualization	c) Protection against Exploitation
4) Belonging	d) Product
5) Consumerism	e) Promotion

**Q4) Short Answer Questions (Attempt any 3) :**

**[15]**

- a) What are the types of Buying Motives?
- b) What are the types of Consumer Decisions?
- c) Explain the concept of Sales Research.
- d) Explain the importance of Value added Selling.

**Q5) Write Long Answer Questions (Attempt any 2) :**

**[20]**

- a) Elaborate types of Sales Organization structure.
- b) What is attitude? What are the characteristics of attitude?
- c) What are the objectives of Sales management?
- d) Explain the characteristics of culture and subculture in detail.



Total No. of Questions : 4]

SEAT No. :

**P2074**

[Total No. of Pages : 4

**[5802]-306**

**S.Y. B.B.A.**

**305 B : MANAGEMENT ACCOUNTING**

**(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) Fill in the blanks :**

**[5]**

- i) Management Accounting begins where \_\_\_\_\_ ends.
- ii) Quick Ratio is used to analyze the \_\_\_\_\_ of a firm.
- iii) Flexible Budget is also known as \_\_\_\_\_ Budget.
- iv) Contribution minus \_\_\_\_\_ Costs = Profit.
- v) A Funds Flow Statement is a test of effective use of \_\_\_\_\_ by the management.

**b) Write Short Notes on (Any 2) :**

**[10]**

- i) Trend Ratio.
- ii) Functions of Budget.
- iii) Break Even Point.

***P.T.O.***

**Q2)** Define Management Accounting & distinguish between Management & Financial Accounting. **[15]**

OR

Following are particulars to Balance Sheet of a Company. **[15]**

Liabilities	Amount Rs.	Assets	Amount Rs.
Share Capital	2,00,000	Land & Building	1,40,000
P & L A/C	30,000	Plants & Machinery	3,50,000
General Reserve	40,000	Stock in Trade	2,00,000
12% Debentures	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills Receivable	10,000
Bills Payable	50,000	Cash at Bank	40,000
	8,40,000		8,40,000

Calculate :

- a) Debt - Equity Ratio.
- b) Current Ratio.
- c) Quick Ratio.
- d) Inventory to Working Capital.
- e) Current Assets to Fixed Assets.



**Q3)** Following information is obtained from Godrej Ltd. as on 31<sup>st</sup> March 2021.

**[10]**

Sales (1,00,000) units                      Rs. 1,00,000

Marginal Cost                                      Rs. 60,000

Fixed Cost    Rs. 30,000

Calculate :

- a) P/V Ratio.
- b) BEP (Sales).
- c) Sales to earn profit of Rs. 15,000.
- d) Profit when sales amounted to Rs. 1,40,000.

**Q4)** Hypothetical Ltd's income and expense forecast from March to August 2021 shows the following :

**[10]**

Month	Credit Sales	Credit Purchases	Wages	Manufacturing Expenses	Office Expenses	Selling Expenses
March	60,000	36,000	9,000	4,000	2,000	4,000
April	62,000	38,000	8,000	3,000	1,500	5,000
May	64,000	33,000	10,000	4,500	2,500	4,500
June	58,000	35,000	8,500	3,500	2,000	3,500
July	56,000	39,000	9,000	4,000	1,000	4,500
August	60,000	34,000	8,000	3,000	1,500	4,500

Additional Information :

- a) Plant Costing Rs. 16,000 is delivered in July 2021, 10% payable on delivery rest after 3 months.
- b) Advance Tax of Rs. 8,000 each is payable in March & June 2021.
- c) Period of Credit allowed.
  - i) by suppliers - 2 months.
  - ii) to customers - 1 month.
- d) Lag in payment of manufacturing expenses is 1/2 month.
- e) Lag in payment of all other expenses - 1 month.

Prepare Cash Budget for May, June & July when opening balance for May 2021 is Rs. 8,000.

OR

Define Budget & Explain the types of Budget.

[10]



Total No. of Questions : 3]

SEAT No. :

**P2075**

[Total No. of Pages : 2

**[5802] - 307**

**S.Y. B.B.A. (Semester - III)**

**C - 305 : ORGANIZATIONAL BEHAVIOUR**

**(2019 Pattern)**

*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 (Any 4) : [4]**

- i) Which personality dimension is measured in both the MBTI and Big five model
  - a) emotional stability
  - b) conscientiousness
  - c) agreeableness
  - d) extroversion
- ii) According to Retch, \_\_\_\_\_ values refer to desirable end-states of existence.
  - a) Instrumental
  - b) Aesthetic
  - c) Theoretical
  - d) Terminal
- iii) Find the odd one out in relation to O.B.
  - a) Psychology
  - b) Sociology
  - c) Anthropology
  - d) Philosophy
- iv) In Maslow's hierarchy of needs, \_\_\_\_\_ needs include security and protection from physical and emotional norm.
  - a) esteem
  - b) physiological
  - c) safety
  - d) self actualization
- v) Which of the following is NOT a characteristic of an organizations culture:
  - a) Outcome orientation
  - b) Assertiveness
  - c) Innovation and risk taking
  - d) Attention to detail

**P.T.O.**

B) Match the following match the phases of group development into sequence. [4]

- |            |               |
|------------|---------------|
| i) First   | a) Norming    |
| ii) Second | b) Storming   |
| iii) Third | c) Performing |
| iv) Fourth | d) Forming    |

C) True or False (any 4 out of 5) [4]

- i) OB focuses on three levels - individual, group and organization.
- ii) Change agent describes a person who acts as a catalyst and assumes the responsibility for overseeing the change process.
- iii) Metamorphosis is a dimension of the Big Five model.
- iv) Physiological and safety needs are higher order needs.
- v) Self actualization is a drive to become what one is capable of becoming.

**Q2) Short Answer (Attempt Any 2 out of 4) [14]**

- a) Leadership styles
- b) Group cohesiveness
- c) Individual resistance to change
- d) Frustration model of conflict

**Q3) Long Answer (Attempt Any 2 out of 4) [24]**

- a) Explain the models of OB?
- b) Explain the Need Hierarchy Theory of Motivation.
- c) Define Leadership. Explain in detail different leadership styles.
- d) Explain the sources of individual and organizational resistance to change.



Total No. of Questions : 4

SEAT No. :

**P4031**

[Total No. of Pages : 3

**[5802]-308**

**S.Y. B.B.A.**

**(D 305) FUNDAMENTALS OF SERVICES MANAGEMENT**

**Paper-II: Advertising**

**(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) Appropriate communication during introduction stage of product life cycle is \_\_\_\_\_.
  - i) Informational
  - ii) Informational & Persuasive
  - iii) Persuasive
  - iv) None of the above
  
- b) Tangible clues are important when services are
  - i) Highly perishable
  - ii) Tangible dominant
  - iii) Intangible dominant
  - iv) Heterogeneous

***P.T.O.***

- c) Branding of services becomes difficult because they are \_\_\_\_\_.  
 i) Intangible  
 ii) Heterogenous  
 iii) Perishable  
 iv) Inseparable
- d) E marketing communications are \_\_\_\_\_.  
 i) far reaching  
 ii) cost effective  
 iii) long term  
 iv) all of these
- e) A disadvantage of e-marketing is \_\_\_\_\_.  
 i) High cost  
 ii) Low reach  
 iii) Loss of personal contact  
 iv) Less satisfaction

- B) Match the pairs : [5]
- |                          |                                       |
|--------------------------|---------------------------------------|
| a) Interactive marketing | 1) Customer & employee feedback       |
| b) USA                   | 2) Physical evidence                  |
| c) Facility design       | 3) Technological environment          |
| d) Teaching              | 4) Highest GDP attributed to services |
| e) Macro environment     | 5) Pure service                       |

- Q2)** Answer any one of 2 long answer questions : [10]
- a) Write a detailed note on classification of services.
- b) Explain in detail factors affecting choice of distribution channels.

**Q3)** Answer any one of 2 long answer questions : **[10]**

- a) Write in detail about types of market segmentations.
- b) Write a note about new economic policy & its impact on service sector.

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

- a) Challenges of Service Sector.
- b) Sales Promotion - Objectives & importance.
- c) Service Blueprint.
- d) Service Boom.
- e) Service Sector in India.
- f) Service Marketing Mix.



Total No. of Questions : 3]

SEAT No. :

P2076

[Total No. of Pages : 2

[5802] - 309

S.Y. B.B.A. (Semester - III)

E - 305 : AGRICULTURE AND INDIAN ECONOMY

(2019 Pattern)

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) Bhoodan – Gramdan movement was initiated by
  - a) Mahatma Gandhi
  - b) Jawaharlal Nehru
  - c) Vinoba Bhave
  - d) Bal Gangadhar Tilak
- ii) 'Slash and burn' agriculture is a
  - a) Shifting agriculture
  - b) Intensive agriculture
  - c) Commercial agriculture
  - d) None of these
- iii) Grouping of Small land holdings into a bigger one is called
  - a) Ceiling of land holdings
  - b) Collectivisation
  - c) Cooperative farming
  - d) Consolidation of Land holdings
- iv) Intensive subsistence farming is practised in area of \_\_\_\_\_.
  - a) High Population
  - b) Low Population
  - c) Deserts
  - d) Forests
- v) The largest tea Producing state of India is
  - a) Rajasthan
  - b) Assam
  - c) Gujrat
  - d) Andhra Pradesh

P.T.O.



- B) True and False : [5]
- i) In commercial farming farmers use heavy doses of modern inputs and crops are grown for sale.
  - ii) Punjab and Hariyana grow the largest rice in India.
  - iii) Plantation agriculture is a type of commercial farming.
  - iv) Rabi crops are sown during rainy season and harvested in winter.
  - v) India is the largest produces and consumer of pulses in the world.
- C) Match the following : [5]
- |   |  |
|---|--|
| i) ARYA Means   | a) Cotton  |
| ii) The crop grown in black soil  | b) Attracting and retaining youth in agriculture |
| iii) ____ is the big electronic market platform about agricultural products | c) Agriculture                                   |
| iv) ____ is the largest Producer of rubber in India                         | d) E-Nam   |
| v) Green Revolution is related to –   | e) Kerala  |

**Q2) Short Answers (Attempt Any 3 out of 4) [15]**

- a) Strategies of Agricultural Credit
- b) Any two recent trends in agricultural growth in India
- c) Green Revolution
- d) Functions of NABARD

**Q3) Long Answers (Attempt Any 2 out of 3) [20]**

- a) Explain Importance and role of agriculture in Indian economy.
- b) Explain the role of Commercial bank's in agricultural credit.
- c) Explain the problems and prospects of Indian agriculture.



Total No. of Questions : 4]

SEAT No. :

P2077

[Total No. of Pages : 2

[5802] - 310

S.Y. B.B.A. (Semester - III)

MARKETING MANAGEMENT

A306 : Retail Management

(2019 Pattern) (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) Compulsory Questions :

[10]

A) Multiple choice questions :

[5]

- i) All are the forms of non-store retailing except :
  - a) Electronic retailing
  - b) Vending machines
  - c) Mail order retailing
  - d) Membership club
- ii) \_\_\_\_\_ is a place where a retail organisation decides to start its business operations.
  - a) Store Layout
  - b) Store Location
  - c) Store Image
  - d) Store Design
- iii) \_\_\_\_\_ is an official document which describes the duties, skills and abilities, minimum qualification and knowledge required to Perform a Job.
  - a) Job analysis
  - b) Job specification
  - c) Job description
  - d) Job selection
- iv) \_\_\_\_\_ is the interior design of commercial premises where goods are sold to the public.
  - a) Retail store design
  - b) Retail store layout
  - c) Merchandise
  - d) Retail plan
- v) All are the advantages of Private Label brand except :
  - a) Increase Margins
  - b) Minimum Orders
  - c) Brand Builder
  - d) Customer Loyalty

P.T.O.

- B) Fill in the blanks – (Any 5) : [5]
- i) The combination of superstore and discount store can be seen as a \_\_\_\_\_.
  - ii) The larger space in retail store which is rented to an outside vendor is known as \_\_\_\_\_.
  - iii) An identification mark or symbol used to represent the retail store to the general public is called \_\_\_\_\_.
  - iv) Power centres or freestanding locations are mainly preferred by the \_\_\_\_\_.
  - v) \_\_\_\_\_ is the application of marketing techniques to a specific product, product line, or brand.
  - vi) \_\_\_\_\_ are products sold by a retailer with its own packing, but manufactured by a third party.
  - vii) \_\_\_\_\_ is the inevitable meeting point of social media and commerce.

**Q2) a) Describe in detail the different types of Retailers. [10]**

OR

- b) Explain the various elements of store design. What are the factors affecting store design?

**Q3) a) What are the various marketing decisions in retailing? Explain the role of retail marketing in stores. [10]**

OR

- b) State the advantages and disadvantages of private label brands.

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

- a) Retail Life Cycle
- b) Store Layout
- c) Role of a store manager
- d) Omni Channel Retailing
- e) Retail Marketing Mix
- f) Store Design



Total No. of Questions : 4]

SEAT No. :

P2078

[Total No. of Pages : 2

[5802] - 311

S.Y. B.B.A.

**(B 306) BANKING & FINANCE (FM)**  
**(2019 Pattern) (CBCS) (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) Internet Banking is also known as \_\_\_\_\_ Banking.
  - i) Wholesale
  - ii) Virtual
  - iii) Universal
  - iv) Core
- b) A bank which is called as the lender of last resort.
  - i) Reserve Bank of India
  - ii) Commercial Bank
  - iii) Agricultural Bank
  - iv) Industrial Bank
- c) The use of credit card helps the holder to
  - i) Open a bank account
  - ii) Open a fixed deposit account
  - iii) Avail credit
  - iv) File the income tax return
- d) Identify the non-supervisory function of RBI.
  - i) custodian of foreign reserves
  - ii) periodical inspection of books
  - iii) giving sanctions for opening a new branch
  - iv) issuing licences to banks for carrying on business
- e) \_\_\_\_\_ is the primary agency which regulates, guides and formulates policies for insurance products.
  - i) SEBI
  - ii) RBI
  - iii) SWIFT
  - iv) IRDAI

*P.T.O.*

- B) Match the following : [5]
- |                |                              |
|----------------|------------------------------|
| i) Credit Card | a) Agricultural Finance      |
| ii) NEFT       | b) Protect Investor Interest |
| iii) RRB       | c) Batches                   |
| iv) SEBI       | d) Controller of Credit      |
| v) RBI         | e) Three Parties             |

**Q2)** Solve the following long answer questions (any 1 out of 2) : [10]

- Describe the structure of the banking system in India.
- Explain the functions of IRDA.

**Q3)** Solve the following long answer questions (any 1 out of 2) : [10]

- What are the various secondary functions of Banks? Explain.
- Distinguish between Credit Card and Debit Card.

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

- Origin and Development of Banking in India
- Primary Functions of Banks
- Credit Control Measures of RBI
- Functions of SEBI
- Technology in Banking
- E-banking



Total No. of Questions : 4]

SEAT No. :

P6846

[Total No. of Pages : 2

[5802]-312

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]

- i) When did Workmens Compensation Act 1923 come into force?
  - a) 1 April 1955
  - b) 1 March 1955
  - c) 1 May 1955
  - d) 1 July 1924
- ii) Labour laws project the principle of
  - a) Social equality
  - b) Social Justice
  - c) Social welfare
  - d) All of these
- iii) Gratuity is payable to employees after \_\_\_\_\_ years of continuous service.
  - a) 1 year
  - b) 3 years
  - c) 5 years
  - d) 7 years
- iv) The \_\_\_\_\_ committee has been established under 'The Sexual Harassment of women at workplace (Prevention, Prohibition & Redressal act)
  - a) Vishakha
  - b) Nirbhaya
  - c) Ashwini
  - d) Priyadarshini
- v) Wages can be paid \_\_\_\_\_.
  - a) Daily
  - b) Weekly
  - c) Biweekry
  - d) All of these

P.T.O.

B) Match the following : [5]

- |                                    |                                  |
|------------------------------------|----------------------------------|
| i) Gratuity                        | a) Protection of Employee Rights |
| ii) Wages                          | b) Social Welfare                |
| iii) Internal complaints committee | c) Leave Policy                  |
| iv) Labour Laws                    | d) Sexual Harassment             |
| v) HR Policy                       | e) Compensation                  |

**Q2)** Answer any one of the following long answer questions : [10]

- a) Explain in detail the importance of HR Policy in an organisation.
- b) Explain in detail the provisions regarding the payment of gratuity.

**Q3)** Answer any one of the following long answer questions : [10]

- a) Explain the distribution of compensation under the Workmens Compensation Act 1923.
- b) Explain objectives & scope of 'The Sexual Harassment of Women at workplace; (Prevention, Prohibition & Redressal Act 2013).

**Q4)** Short notes (any 4) : [20]

- a) Employee rights.
- b) Types of HR policies.
- c) Difference between wage & salary.
- d) Gratuity definition under 'Payment of Gratuity act'.
- e) Define Sexual Harassment under 'The Sexual Harassment of women at workplace (Prevention, Prohibition & Redressal Act 2013).
- f) Vishakha Committee.



Total No. of Questions : 3]

SEAT No. :

P2079

[Total No. of Pages : 2

[5802] - 313

S.Y. B.B.A. (Semester - III)

**PRINCIPLES & FUNCTIONS OF SERVICE MANAGEMENT  
(2019 Pattern) (CBCS) (D.306SM)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** Objective type questions :

**[10]**

a) Multiple choice questions :

**[5]**

- i) Which of the following is not a tangible dominant?
  - a) Detergents
  - b) Automobiles
  - c) Investment Management
  - d) Soft drinks
- ii) \_\_\_\_\_ is not an element of physical evidence.
  - a) Employee dress
  - b) Employee training
  - c) Equipment
  - d) Facility design
- iii) Every business is a service business \_\_\_\_\_ who quoted this sentence?
  - a) Philip Kotler
  - b) Gary Hamel
  - c) Ravi Shankar
  - d) Ramaswamy & Namakumari
- iv) What are the factors which have an impact when deciding on a BPO destination?
  - a) Reliable tele communications infrastructure
  - b) Cost of labour
  - c) Strong regulatory framework
  - d) All of the above
- v) Services that occur without interruption, confusion or hassle to the customer is called \_\_\_\_\_.
  - a) Seamless Service
  - b) Service Audit
  - c) Functional Service
  - d) Departmental Service

*P.T.O.*



B) Match the Pairs : [5]

- | Group A                                  | Group B   |
|--|---|
| i) Customer retention                    | a) first step in analysis of customer value     |
| ii) Identify customer's value attributes | b) interaction between customer & service firm  |
| iii) Critical incidents                  | c) Marketing efforts towards existing customers |
| iv) Customer complaints                  | d) do not meet customer expectations            |
| v) Service failure                       | e) non-instrumental & ostensive                 |

**Q2)** Long answer questions (Solve any 2 out of 4) : [20]

- What do you mean by services? Explain its functions & characteristics.
- Explain the customer service pre & cost transaction elements.
- Discuss the types of outsourcing.
- Explain the benefits of creating service value.

**Q3)** Write short notes on (Solve any 4 out of 6) : [20]

- Hospital and Health Care Services
- TQM in Service Sector
- Future of KPO
- Skills to manage outsourcing
- Managing demand & supply of services
- Service mix



Total No. of Questions : 3]

SEAT No. :

P2080

[Total No. of Pages : 2

[5802] - 314

S.Y. B.B.A. (Semester - III)

**E - 306 : RURAL DEVELOPMENT PRINCIPLES AND PRACTICES  
(2019 Pattern)**

*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) CDD stands for \_\_\_\_\_.
  - a) Community helper
  - b) Community Driven Development
  - c) Community Day Development
  - d) Cross Drive Day
- ii) Basic needs approach proposed the \_\_\_\_\_ of basic human needs.
  - a) Success
  - b) Unsatisfactory
  - c) Satisfaction
  - d) None of these
- iii) Economic activities can lead to \_\_\_\_\_ of rural population there by aiding consumption.
  - a) Decreasing Income
  - b) Increasing Loss
  - c) Increasing Income
  - d) Decreasing Consumption
- iv) Rural Development is a \_\_\_\_\_ in nature.
  - a) Multi challenge
  - b) Multi Disciplinary
  - c) Multi acceptance
  - d) None of these
- v) In \_\_\_\_\_ areas agriculture and allied activities are predominant.
  - a) Urban
  - b) Education
  - c) Rural
  - d) None of these

*P.T.O.*

- B) True and False. [5]
- i) Poverty is related to only rural areas.
  - ii) to improve wages, education, health facilities etc. are the objectives of Rural Development.
  - iii) NABARD, SHG's are the sources of Rural credit and finance.
  - iv) SHG's (Self Help Groups) were introduced in 1982.
  - v) BPL is stands for "Below Poverty Line".
- C) Match the following : [5]
- |                                     |   |
|-------------------------------------|---|
| i) Apex funding agency in India     | a) Self Help Groups                           |
| for providing rural credit is ___   |   |
| ii) ___ is a financial intermediary | b) NABARD                                     |
| committee in villages with          |   |
| 10 - 20 peoples                     |   |
| iii) Per Capita Income              | c) Information and communication technologies |
| iv) E Choupal Launched              | d) Poverty Indicator                          |
| v) ICT stands for                   | e) June - 2000                                |

- Q2) Short answers (Attempt any 3 out of 4) :** [15]
- a) Describe the goals of Rural Development Policy.
  - b) Explain the advantages of Globalization.
  - c) Elaborate equality orientation Programme.
  - d) Explain the features of Rural Economy.

- Q3) Long Answers (Attempt any 2 out of 3) :** [20]
- a) Explain in brief "Gandhian Model of Rural Development".
  - b) Describe the impact of Globalization on Rural Development.
  - c) Explain the structure of Indian Rural Economy.



Total No. of Questions : 3]

SEAT No. :

P2081

[Total No. of Pages : 2

**[5802] - 401**  
**S.Y. B.B.A. (Semester - IV)**  
**401 : ENTREPRENEURSHIP & SMALL BUSINESS**  
**MANAGEMENT**  
**(2019 Pattern) (CBCS)**

*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) \_\_\_\_\_ is a type of entrepreneur who have no desire for innovations.
  - a) Innovative Entrepreneur
  - b) Adoptive Entrepreneur
  - c) Fabian Entrepreneur
  - d) Drone Entrepreneur
- ii) The industries which are involved in manufacturing & processing of items which are produced by primary industry are known as \_\_\_\_\_ industries.
  - a) Primary
  - b) Quaternary
  - c) Tertiary
  - d) Secondary
- iii) In PMEGP 'E' stands for
  - a) Employment
  - b) Entrepreneurship
  - c) Existing
  - d) Equipment
- iv) \_\_\_\_\_ is an Indian entrepreneur, who co-founded Yatra Online, Private Ltd.
  - a) Upasana Taku
  - b) Anisha Singh
  - c) Sabina Chopra
  - d) Ratan Tata
- v) 'Fruit Picking' industries are most likely to have \_\_\_\_\_ unemployment.
  - a) Seasonal
  - b) Frictional
  - c) Structural
  - d) Cyclical

*P.T.O.*

- B) Match the following : [5]
- | Group A              | Group B                              |
|----------------------|--------------------------------------|
| i) Metaphor          | a) Essence of Entrepreneurship       |
| ii) Risk bearing     | b) Mobikwik                          |
| iii) Upasana Taku    | c) Divergent thinking tool           |
| iv) Sabina Chopra    | d) Turnover does not exceed 5 crores |
| v) Micro Enterprises | e) Yatra. com.                       |
- C) Answer in one sentence. [5]
- i) Explain Intrapreneur.
  - ii) What is long form of 'PEST'?
  - iii) What is full form of SIDBI?
  - iv) List any 2 problems for women entrepreneurs.
  - v) Define Sick Industry.
- D) Fill in the blanks. [5]
- i) \_\_\_\_\_ funding invests in Young, early stage, aggressive growth companies.
  - ii) The head office of KVIB is situated at \_\_\_\_\_.
  - iii) \_\_\_\_\_ involves buying & selling of goods.
  - iv) \_\_\_\_\_ unemployment is normally found in agricultural sector.
  - v) \_\_\_\_\_ type of thinking is critical thinking.

**Q2) Solve any 3 out of 5 - Long Answer question. [3 × 10 = 30]**

- a) Explain 'Entrepreneur' term & also explain the different types of Entrepreneurs.
- b) Explain Tools of Divergent thinking.
- c) Explain objectives of MSME's.
- d) Discuss the entrepreneurial Biography of Sabina Chopra.
- e) Explain the term market survey & also explain methods of market survey.

**Q3) Solve any 4 out of 6 short notes. [4 × 5 = 20]**

- a) Qualities of Entrepreneur.
- b) SWOT Analysis.
- c) Angel funding.
- d) Entrepreneurial sketch of Upasana Taku.
- e) PMEGP.
- f) Objectives of KVIB.



Total No. of Questions : 6]

SEAT No. :

**P2082**

[Total No. of Pages : 2

**[5802] - 402**

**S.Y. B.B.A. (Semester - IV)**

**402 - GE : PRODUCTION AND OPERATIONS MANAGEMENT  
(2019 Pattern) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

- 1) *Q. No.1 and Q. No.6 are compulsory.*
- 2) *Solve any three questions from Q.2 to Q.5*
- 3) *Figures to right indicate full marks.*

**Q1) A) Fill in the blanks (Attempt any 5 out of 6) : [5]**

- i) Operations Management involves planning the \_\_\_\_\_ that transform resources into finished goods.
- ii) \_\_\_\_\_ is defined as "the translation of intellectual wisdom, requirements of the entrepreneurs or needs of consumers, etc. into a specific product".
- iii) \_\_\_\_\_ is the study of the 'Fit' between the physical demands of the workplace and the employees who perform the work.
- iv) \_\_\_\_\_ is defined as a set of procedures and machinery that make it possible to perform traditional human activities automatically.
- v) \_\_\_\_\_ can be defined as an association involved in the trading of goods and services to customers with the intention of earning profits.
- vi) The \_\_\_\_\_ stage of product life cycle normally keeps on lasting for a longer period than other stages and sales level falls flat due to market saturation.

*P.T.O.*

B) Match the Pairs : [5]

Group A

- i) Total Factor Productivity
- ii) Total Productivity
- iii) TQM
- iv) Ergonomics
- v) Quality circle

Group B

- a)  $\frac{\text{Total Tangible Output}}{\text{Total Tangible Input}}$
- b)  $\frac{\text{Net Output}}{(\text{Labour} + \text{Capital}) \text{ Inputs}}$
- c) Study of human abilities
- d) Customer-Driven Quality Management
- e) Steering Committee

Options :

- 1. 1 - b, 2 - a, 3 - e, 4 - d, 5 - c
- 2. 1 - a, 2 - b, 3 - d, 4 - e, 5 - c
- 3. 1 - b, 2 - a, 3 - d, 4 - c, 5 - e
- 4. 1 - c, 2 - a, 3 - b, 4 - e, 5 - d

**Q2)** Explain in detail various qualities and responsibilities of production manager. [15]

**Q3)** Explain in detail various stages of product development. [15]

**Q4)** Define the term TQM. State and explain various features and principles of TQM. [15]

**Q5)** What do you mean by automation? Discuss in detail need, benefits and limitations of automation. [15]

**Q6)** Write Short Notes on (Any 3) : [15]

- a) Corrective Maintenance
- b) Objectives of Quality Control
- c) Factors affecting scheduling
- d) Fixed position layout
- e) Continuous production system - Advantages and disadvantages
- f) Elements of product design



Total No. of Questions : 6]

SEAT No. :

P2083

[Total No. of Pages : 2

[5802] - 403

S.Y. B.B.A.

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

- 1) *Q. No. 1 and Q. No. 6 are compulsory.*
- 2) *Solve any 3 (Three) questions from remaining question Nos. 2, 3, 4 and 5.*
- 3) *Figures to the right side indicate full marks.*

**Q1) A) Fill in the blanks (Attempt any 5 out of 6) : [5]**

- a) \_\_\_\_\_ refers to the presentation of realistic proofs and reasonable arguments to exhibit that an appeal is rational.
- b) \_\_\_\_\_ exhibit the actual goal of a person.
- c) During \_\_\_\_\_ stage, the team members come to know about the problem.
- d) Risk Management can be defined as an art and a science of \_\_\_\_\_ risk factors throughout the life cycle of a project.
- e) \_\_\_\_\_ refers to a class of systems, which support the process of making decisions.
- f) According to Alderfer, Human Needs can be classified into \_\_\_\_\_.

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

Group A

Group B

- |                           |   |
|---------------------------|---|
| a) Socialised Charismatic | 1) Inborn                                       |
| b) Instrumental Values    | 2) Rules of thumb                               |
| c) IQ                     | 3) Restrains the use of power                   |
| d) Risk Retention         | 4) Values adopted to attain the terminal values |
| e) Heuristics             | 5) Risk Assumption                              |

*P.T.O.*



**Q2) Attempt any 3 questions. [15]**

- a) Define and explain characteristics of Decision-Making.
- b) Define the term problem solving and explain strategies of problem solving.
- c) Describe the creative Decision-Making Process.
- d) Explain the types of Risk Management.

**Q3) Attempt any 2 questions. [15]**

- a) Elaborate the various decision-making tools.
- b) Describe intuition in detail. Also highlight pros and cons of intuition.
- c) Discuss some common and effective methods for dealing with resistance to change.

**Q4) Attempt any 2 questions. [15]**

- a) What do you mean by Jerk? Explain various types of jerks at workplace.
- b) Elaborate different types of leadership styles.
- c) Elaborate the use and misuse of power. Differentiate between 'influence and power'.

**Q5) Attempt any 3 questions. [15]**

- a) Define the term vision. Explain significance of vision.
- b) Describe process of strategic planning.
- c) According to you what needs to change for avoiding risks?
- d) Explain importance of Teams.

**Q6) Write Short Notes (Attempt any Three) : [15]**

- a) Significance of Emotional Intelligence
- b) OODA Loop Model
- c) Vroom's Expectancy Theory
- d) Followership
- e) Types of Organisational Values



Total No. of Questions : 3]

SEAT No. :

P2084

[Total No. of Pages : 3

[5802] - 404

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) Multiple Choice Questions :**

**[5 × 1 = 5]**

- i) Which of the following is not a classical theory of International Trade?
  - a) Theory of Absolute Cost Advantage
  - b) Theory of Comparative Cost Advantage
  - c) Heckscher - Ohlin Theory
  - d) Porter's National Competitive Advantage
- ii) Leontif Paradox is an empirical testing of which theory?
  - a) Theory of Absolute Cost Advantage
  - b) Theory of Comparative Cost Advantage
  - c) Heckscher - Ohlin Theory
  - d) Michael Porters Diamond Model
- iii) Which of the following is not a part of Foreign Direct Investment Modes.
  - a) Green Field Investment
  - b) Brown Field Investment
  - c) Mergers and Acquisition
  - d) Sole Proprietor
- iv) World Bank formerly known as " \_\_\_\_\_ " whose primarily aims to Finance Economic Development.
  - a) International Bank for Reconstruction and Development
  - b) International Bank for Development
  - c) International Bank for Service
  - d) International Bank for Foreign Investment
- v) NAFTA is an agreement between all of the following countries except.
  - a) United State
  - b) Mexico
  - c) Great Britain
  - d) Canada

*P.T.O.*

- B) Match the following : [5 × 1 = 5]
- |                     |                                      |
|---------------------|--------------------------------------|
| i) Adam Smith       | a) Diamond Model                     |
| ii) Michael Porter  | b) Maastricht Treaty                 |
| iii) European Union | c) Theory of Absolute Cost Advantage |
| iv) SAARC           | d) Maldives                          |
| v) Globalization    | e) Foreign Market                    |
- C) Answer in one sentence. [5 × 1 = 5]
- i) What is Globalization?
  - ii) Write the name of the Researcher who written theory of Comparative Cost Advantage.
  - iii) What is Foreign Direct Investment?
  - iv) What is Certificate of Origin?
  - v) Who provides bill of lading?
- D) Fill in the blanks. [5 × 1 = 5]
- i) Rapid integration or inter - connection between countries is known as \_\_\_\_\_.
  - ii) On 1<sup>st</sup> Jan. 1995 " \_\_\_\_\_ " Organisation Comes in the picture.
  - iii) \_\_\_\_\_ company produces, Market, Invests and operates across the world.
  - iv) IBRD stands for " \_\_\_\_\_ "
  - v) A country has an \_\_\_\_\_ in the production of a product when it is more efficient than any other country at exporting it.
- Q2) Write long answers (Solve any 3 out of 5) :** [3 × 10 = 30]
- a) Explain in details "David Recardo's Theory of Comparative Cost Advantage".
  - b) Explain in details Determination of Exchange rate - fixed, Flexible and Managed.
  - c) Explain in details Components of "Balance of Payment".
  - d) What is export promotion schemes? Explain all schemes in details.
  - e) Contribution of WTO in Indian Economic Development Explain in details.

**Q3)** Write short answers (Solve any 4 out of 6) :

**[4 × 5 = 20]**

- a) Explain porters Diamond Model in details.
- b) What is Culture? Explain Components of Culture.
- c) What is Foreign Exchange Market? Explain players of the Foreign Exchange Market.
- d) Write WTO Functions.
- e) What is the European Union.
- f) Components of Globalization.



Total No. of Questions : 4]

SEAT No. :

P2085

[Total No. of Pages : 2

[5802]-405

S.Y. B.B.A.

MARKETING MANAGEMENT

A - 405 : Advertising & 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) Compulsory Questions :**

A) Multiple choice questions :

[5]

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

**P.T.O.**

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

A

B

- |                        |                                     |
|------------------------|-------------------------------------|
| a) Advertising         | i) Displays                         |
| b) Portfolio Tests     | ii) Benefit of Internet Advertising |
| c) POP                 | iii) Paid form                      |
| d) Brand Awareness     | iv) Type of Internet Advertising    |
| e) Keyword Advertising | v) Recall                           |

**Q2) a) Explain the types and purpose of Internet Advertising.** [10]

OR

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

**Q3) a) Define Advertising Copy. State the various types of Advertising copy.** [10]

OR

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

**Q4) Short notes (any 4)** [20]

- a) AIDA formula.
- b) Bait & Switch Advertising Issues
- c) Advertising Media.
- d) Advertising Agency.
- e) Cross Promotion.
- f) Social Media Advertising.



Total No. of Questions : 4]

SEAT No. :

P2086

[Total No. of Pages : 5

[5802]-406

Second Year B.B.A.

**B405 : BUSINESS TAXATION**

**(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) From the following choose the correct answer (Any 5) [5]**

- i) The term previous year means \_\_\_\_\_.
  - a) Current year
  - b) Calender Year
  - c) Accounting year
  - d) Financial year before the Assessment year
- ii) Permanent Account Number (PAN) is a \_\_\_\_\_ digit unique alphanumeric number issued by the Income Tax Department.
  - a) Twenty
  - b) Fifteen
  - c) Ten
  - d) Five
- iii) Deduction from salary is allowed under \_\_\_\_\_.
  - a) Section 14
  - b) Section 15
  - c) Section 16
  - d) Section 17
- iv) In case of rental house property only such municipal tax is deducted which is \_\_\_\_\_.
  - a) Paid by tenant
  - b) Actual payable amount
  - c) Paid by owner
  - d) All of the above

**P.T.O.**

- v) The full form of STT is \_\_\_\_\_.
- a) Security Transaction Tax
  - b) State Toll Tax
  - c) Share Transfer Tax
  - d) Security Transmission Tax
- vi) Which of the following is not a capital asset.
- a) Goodwill of a business      b) Stock-in-Trade
  - c) Jewellery                      d) Agricultural land in Delhi
- vii) The maximum amount of deduction under section 80 D in the case of a senior citizen is \_\_\_\_\_.
- a) ₹ 10, 000                      b) ₹ 15,000
  - c) ₹ 20,000                      d) ₹ 30,000

**B) Write short notes (any two) [10]**

- a) Assessment year & Previous year
- b) Gross Total Income
- c) Advance Payment of Tax
- d) Short term and long term capital gain

**Q2) Write a detail note on exemptions and deductions of section 80. [10]**

- a) 80 C                              b) 80 D
- c) 80 G                              d) 80 DD

OR

**Explain Income Exempted u/s 10. [10]**



**Q3)** From the particulars of Mr. Pranit an employee of SRK company Ltd. Pune. Find out his taxable income from salary for the assessment year 2022-23.

[15]

- a) Basic salary Rs. 30, 000 p.m.
- b) Dearness Allowance Rs. 6,000 p.m. (Part of the salary)
- c) Bonus @20% p.a. of salary.
- d) Entertainment allowance Rs. 9,000 p.m.
- e) Employer's contribution to R.P.F. @13%
- f) Interest credited on R.P.F. balance @12% Rs. 24,000.
- g) Free furnished room was allotted to him by the employer at Pune. Fair Rent Rs. 5000 p.m. and the cost of furniture Rs.3,00,000.
- h) Gas, Electricity & water charges Rs. 5000 p.a. paid by employer.
- i) Reimbursement of medical expenses Rs. 12,000 p.a.
- j) His contribution to R.P.F Rs. 4000.
- k) A motor Car (cc of the engine is 1-8 liters) is provided to Mr. Pranit. The motor Car used for both office & personal purpose. Expenses on maintenance of private use are borne by Mr. Pranit.
- l) Insurance premium on his own policy Rs. 4200 p.a. and on his wives policy Rs.3600 p.a. are paid by the employer.
- m) His son is studing in I.I.T. Pune. His fees for Rs. 50,000 was paid by employer direct to the institute.

OR

Mr. Prajyot a computer engineer working in KPT Ltd. Pune has provided you the following information in respect of the year 2022-23. [15]

- a) Basic Salary Rs. 45,000 P.M.
- b) Bonus Rs. 40,000

- c) Dearness Allowance Rs. 6,000 P.M.
- d) Project Allowance Rs. 2,500 P.M.
- e) Transport Allowance Rs. 1,500 P.M.
- f) Education Allowance Rs. 250 P.M. for one son and Rs. 150. P.M. for a daughter.
- g) He owns a flat at kolhapur for which he had borrowed Rs. 7,00,000 on 31<sup>st</sup> March 2005. During the year he had paid interest Rs. 70,000 and repaid the principal amount Rs. 50,000 of this loan.
- h) He received :
  - i) Interest from Bank Deposit Rs. 20,000.
  - ii) Dividend from Domestic Company Rs. 10,000.
  - iii) Interest on Govt. Securities Rs. 15,000
  - iv) Income from units of UTI Rs. 12,000
- i) His savings and investments were as under :
  - i) Contribution to R.P.F. 35,000 p.a.
  - ii) Payment of Life Insurance Premium Rs. 30,000
  - iii) Donation to National Defence Fund Rs. 15,000
  - iv) Medical Insurance Premium on the health of dependent mother, aged 66 years Rs. 26,000.
- j) Employee paid professional tax Rs. 200 P.M.
- k) The company has deducted tax at source Rs. 40,000.
- l) Income from business Rs. 2,10,000.

You are required to compute the tax liability of Mr. Prajyot for A. Y. 2022-23.

**Q4)** Mr. Sohil owns house property and given on Rent basis for financial year 2021-22. He has submitted the following details in respect of house property.

[10]

Particulars	Rs.
Fair Rent	2,72,000
Municipal valuation	2,60,000
Standard Rent	2,76,000
Municipal Tax paid	26,000
Insurance Premium Paid	24,000
Repairs	50,000
Interest on Borrowed Capital	1,60,000

Date of construction completed. Sept. 2016

You are required to compute taxable income from house property for the assessment year 2022-23.

OR

Mr. Manik owns two houses which he occupied for his own residence. He submits the following particulars in respect of the houses for the financial year 2022-23.

[10]

Particulars	House No.1 ₹	House No.2 ₹
Municipal Valuation	1,00,000	50,000
Fair Rent	1,20,000	65,000
Standard Rent	1,00,000	66,000
Repairs	15,000	16,000
Insurance	9,000	8,000
Municipal Tax	10%	10%
Interest on Loan for construction	1,05,800	5,000
Date of completion of construction	31/8/2016	31/8/2015
Date of borrowing the Loans	01/07/2014	01/11/2013
Interest on Loan for pre-construction period	50,000	-

As a Tax consultant compute the Income from House property of Mr. Manik for the assessment year 2022-23.



Total No. of Questions : 4]

SEAT No. :

P2087

[Total No. of Pages : 2

[5802]-407

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) Which of the following statement indicates the importance of controlling.
  - i) It is a power to influence people's behaviour.
  - ii) It is a process of regulating the activities.
  - iii) It is an important mental process on the part of manager
  - iv) It ensures that all the activities are co-ordinated as per the plan.
- b) Which of the following is not a part of direct compensation?
  - i) HRA
  - ii) Bonus
  - iii) Medical Assistance
  - iv) All of the above
- c) Worker's participation in Management does not aim to \_\_\_\_\_.
  - i) Raise quality of work life
  - ii) Promote industrial democracy
  - iii) Enhance stress
  - iv) Establish mutual co-operation
- d) Organization Development is \_\_\_\_\_ term effort.
  - i) Short
  - ii) Long
  - iii) Medium
  - iv) Short - medium
- e) \_\_\_\_\_ is considered to be a vertical move in terms of rank & responsibilities.
  - i) Appraisal
  - ii) Promotion
  - iii) Reward
  - iv) Demotion

**P.T.O.**

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

- | A   | B                          |
|---|----------------------------|
| a) It can be formed at all levels, i.e. at plant level, regional level or zonal level.                    | i) Defining the Job        |
| b) A better understanding analysis & improvement in the behaviour of group members can be accomplished by | ii) Joint council          |
| c) First step of performance appraisal is   | iii) Competitive advantage |
| d) It is concerned with pre planning of activities to be done in future                                   | iv) Process consultation   |
| e) SHRM considers people as a strategic resource for attaining  | v) Planning                |

**Q2) Long answer questions (Attempt any 1) :** [10]

- a) Explain the managerial functions of HRM.
- b) Explain various determinants of employee compensation.

**Q3) Long answer questions (Attempt any 1) :** [10]

- a) Enumerate HRM Practices in Indian organisations.
- b) State objectives & importance of organisation development.

**Q4) Short notes (Attempt any 4) :** [20]

- a) Sources of individual power.
- b) Levels of WPM.
- c) Fringe benefits.
- d) Types of promotion.
- e) Transfer & its types.
- f) Prerequisites for successful workers participation.



Total No. of Questions : 5]

SEAT No. :

P2088

[Total No. of Pages : 2

[5802]-408

Second Year B.B.A.

**BANKING AND INSURANCE MANAGEMENT**

**(2019 Pattern) (Semester - IV) (CBCS) (405 D)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Select the correct option

**[5]**

- i) RBI pays interest on CRR balances of banks at\_\_\_\_\_.
  - a) Bank Rate
  - b) Repo Rate
  - c) Zero%
  - d) Bank Rate minus 2%
- ii) RBI is Headquartered at
  - a) Delhi
  - b) Nasik
  - c) Kanpur
  - d) Mumbai
- iii) The prime objective of the SEBI Act, 1992 is to protect the interests of \_\_\_\_\_.
  - a) Creditors
  - b) Directors
  - c) Investors
  - d) Agents
- iv) Who issues currency notes on behalf of the Central Government in India?
  - a) NABARD
  - b) RBI
  - c) World Bank
  - d) IDBI
- v) RBI is the lender of last resort for \_\_\_\_\_.
  - a) Central Government
  - b) State Government
  - c) Stock Market
  - d) Commercial Banks

**P.T.O.**

**Q2) Match the pairs** **[5]**

- |                             |                  |
|-----------------------------|------------------|
| a) Account Balance Enquiry  | i) 1995          |
| b) Credit Card              | ii) Investment   |
| c) PMS                      | iii) 1988        |
| d) SEBI                     | iv) Grace Period |
| e) Banking Ombudsman Scheme | v) Pull          |

**Q3) Solve any one Question.** **[10]**

- a) Explain Health and Education Insurance.
- b) What is NRI Remittance? Explain its role in Indian economy.

**Q4) Solve any one Question.** **[10]**

- a) Explain the online procedure of opening a Savings and Current Bank account.
- b) What are the different types of complaints included in Ombudsman Scheme?

**Q5) Short notes (Attempt any four)** **[20]**

- a) Travel Insurance
- b) Top-up Loans
- c) E-CRM
- d) Unified Payment Services
- e) Aadhar Linking
- f) CRM in Banks



Total No. of Questions : 4]

SEAT No. :

**P2089**

**[5802]-409**

[Total No. of Pages : 2

**S.Y.B.B.A.**

**405 - E : RURAL MARKETING (Concept & 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) Multiple Choice Questions**

**[5×1=5]**

- i) Integrated rural development programme (IRDP) was first introduced in \_\_\_\_\_
  - a) 1978 - 79
  - b) 1973 -74
  - c) 1979 - 80
  - d) None of these
- ii) According to Katar Sing “ \_\_\_\_\_ as the overall development of rural areas, which aims at improving quality of life of rural people”.
  - a) National Income
  - b) Rural Development
  - c) Net Capital Income
  - d) None of these
- iii) \_\_\_\_\_ is a system of governance in which gram panchayats are the basic units of administration.
  - a) Gram Sabha
  - b) Panchayati Raj
  - c) Zila Parishad
  - d) None of these
- iv) \_\_\_\_\_ refers to the provision of financial services to poor or low-income clients, including consumers and the self-employed.
  - a) Micro - debit
  - b) Mini finance
  - c) Micro finance
  - d) Bank loan
- v) When was e-Choupal launched?
  - a) June 2000
  - b) July 2000
  - c) June 2001
  - d) June 2020

***P.T.O.***



- B) Match the Pairs [5]
- |  |                               |
|--|-------------------------------|
| i) Packaging   | a) E-nam                      |
| ii) It is a big electronic market platform about agricultural product                      | b) Bubble Packs               |
| iii) Farmers need to call toll free number 1800-180-1551 to seek expert advice is known as | c) 12 <sup>th</sup> July 1982 |
| iv) NABARD was established on  | d) 2012                       |
| v) Sampoorna Swachhta Abhiyan programme was introduced in                                  | e) Kisan Call Centre          |

**Q2) Long Answer Questions (Solve any 1 out of 2) [10]**

- a) Explain the factor affecting Rural Marketing.
- b) Explain the structure of Indian Rural Market.

**Q3) Long Answer Questions (Solve any 1 out of 2) [10]**

- a) Discuss various micro financing tools.
- b) Explain the role of internet in rural marketing.

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

- a) Concept of Digital village
- b) Ayushman Scheme
- c) Role of self Help Groups (SHG)
- d) Role of APEDA
- e) Role of NGOs
- f) Distribution models in rural market.



Total No. of Questions : 3]

SEAT No. :

**P2090**

[Total No. of Pages : 2

**[5802]-410**

**S.Y. B.B.A.**

**DIGITAL MARKETING**

**406 - A - MM : Specialization (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) A) Fill in the Blanks (any four) [4]**

- i) \_\_\_\_\_ marketing is also referred to as “interruption” or “push” marketing.
  - a) Inbound
  - b) Outbound
  - c) Creative
  - d) Transmission
- ii) SEO stands for \_\_\_\_\_.
  - a) Search Engine Optimization
  - b) Search enzyme Optimization
  - c) Search Engine Optimization
  - d) Search Engine Organization
- iii) \_\_\_\_\_ is the use of social media platforms and websites to promote a product or service.
  - a) Impulsive marketing
  - b) Conventional marketing
  - c) Social media marketing
  - d) Societal Marketing
- iv) The word Blog is shortened version of \_\_\_\_\_.
  - a) Weblog
  - b) Blog
  - c) Web
  - d) Webliography
- v) The \_\_\_\_\_ translates internet domain and host names to IP address.
  - a) System
  - b) HTML
  - c) WWW
  - d) Domain Name System

***P.T.O.***

B) Match the following. [4]

- |                     |                                |
|---------------------|--------------------------------|
| i) Higher Sales     | a) Impressions                 |
| ii) Hits            | b) Higher Conversion rate      |
| iii) Google AdWords | c) Pay Per Click               |
| iv) PPC             | d) Online advertising Platform |

C) True or False (any 4) [4]

- i) Full form of CRO is Conversion Rate Optimization.
- ii) The focus of Web analytics is to understand users of a site.
- iii) Hashtag is not a feature of Facebook page.
- iv) SEO is a technique used for designing and developing a website to rank low in search engine results.
- v) Digital marketing required physical market.

**Q2) Short Answer (any 2) [14]**

- a) Write a short note on Types of Visibility.
- b) Definition Web Analytics and Explain its process.
- c) What are the Benefits of YouTube Advertising.
- d) What is Conversion Rate?

**Q3) Long Answer (any 2) [24]**

- a) What do mean by Digital Marketing and explain their types.
- b) What is SEO? Explain the types & strategies of SEO.
- c) What is Social Media Marketing? What are the Advantages and Disadvantages of Social Media Marketing?
- d) What is Email Marketing? How is it beneficial for digital marketing?



Total No. of Questions : 6]

SEAT No. :

**P2091**

**[5802] - 411**

[Total No. of Pages : 2

**S.Y. B.B.A.**

**B406 : FINANCIAL SERVICES  
(2019 Pattern) (Semester - IV)**

*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) A) Fill in the blanks.**

**[5]**

- i) The \_\_\_\_\_ market is also known as securities markets.
  - a) Money
  - b) Forex
  - c) Credit
  - d) Capital
- ii) \_\_\_\_\_ is the issue of a new securities to existing share holders at a ratio to those already held.
  - a) Equity shares
  - b) Preference shares
  - c) Right shares
  - d) Bonus shares
- iii) Cost of factoring = Finance cost + \_\_\_\_\_
  - a) Marketing cost
  - b) Fixed cost
  - c) Variable cost
  - d) Operating cost
- iv) CRI SIL has been promoted by \_\_\_\_\_ & \_\_\_\_\_.
  - a) ICICI, UTI
  - b) IDBI, SBI
  - c) Axis, UTI
  - d) PNB, SBI
- v) Multi commodity Exchange of India (MCX) was established in the year.
  - a) 2005
  - b) 1991
  - c) 1990
  - d) 2003

***P.T.O.***

B) Match the pairs. [5]

- | Group A                        | Group B                     |
|--------------------------------|-----------------------------|
| i) Cumulative preference share | a) Wholesale Debt market    |
| ii) Swap                       | b) Smaller in value         |
| iii) Options                   | c) Accumulation of Dividend |
| iv) SEBI                       | d) Hedging of Risk          |
| v) Money Market                | e) Protection of Investors  |

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

- a) Define the term Merchant Banking & explain the role/ functions of Merchant Banking in the Capital market?
- b) Explain the concept of Mutual funds? Explain the major advantages of Mutual Funds?

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

- a) What is factoring? Explain the types of Factoring.
- b) What is secondary market & explain the main financial products Instruments in Secondary Market.

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

- a) Exchange Traded Funds.
- b) Financial Instruments.
- c) Commercial papers.
- d) Bombay Stock Exchange (BSE).
- e) Venture capital.
- f) Underwriters.



Total No. of Questions : 3]

SEAT No. :

**P2092**

**[5802] - 412**

[Total No. of Pages : 2

**S.Y.B.B.A.**

**C406:EMPLOYEE RECRUITMENT AND RECORD MANAGEMENT  
(CBCS 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) Fill in the blanks.(Attempt any 4 out of 5) [4]**

- i) Delphi Technique is a \_\_\_\_\_ forecasting technique.
- ii) \_\_\_\_\_ is also known as Manpower planning.
- iii) \_\_\_\_\_ mean searching a potential candidate for vacancies.
- iv) \_\_\_\_\_ refers to the method of studying people process functions, challenges.
- v) \_\_\_\_\_ involves information created, received & maintained as evidence in the business.

**b) Match the following: [4]**

Group A

Group B

- |                        |                                   |
|------------------------|-----------------------------------|
| i) Transfer            | a) Follows recruitment            |
| ii) Selection          | b) Internal source of recruitment |
| iii) Recruitment       | c) Type of employee record        |
| iv) Performance record | d) Positive process               |

**c) True or False (Attempt 4 out of 5) [4]**

- i) Individual service record is not an employee record.
- ii) Selection is considered as a process of rejection.
- iii) Trade unions is a internal source of recruitment.
- iv) Lifecycle of record management starts from creation of record.
- v) Principle of compliance is not a part of record management.

***P.T.O.***

**Q2) Short Answers (Attempt 2 out of 4)**

**[14]**

- a) Explain precautions to be taken while keeping records.
- b) Explain Advantages & disadvantages of Internal source of recruitment.
- c) Explain any 4 demand forecasting technique.
- d) Explain the concept of Block-chain along with definition.

**Q3) Long Answers (Attempt 2 out of 4)**

**[24]**

- a) Explain stages of record management in detail.
- b) Explain all factors influencing estimation of manpower.
- c) Explain the concept of talent acquisition & difference between recruitment & talent acquisition.
- d) Explain HR Analytics process.



Total No. of Questions : 4]

SEAT No. :

P3011

[Total No. of Pages : 2

[5802]-413

S.Y. B.B.A

**406 D : SOCIAL SERVICES & NGO MANAGEMENT  
(CBCS) (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 paractice 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  |
|---------------------|--|
| i) Charity          | a) Offering services in a social agency without accepting any pay for it |
| ii) Volunteerism    | b) Act of extending love and kindness to others unconditionally          |
| iii) Welfare        | c) Non profit Origination  |
| iv) NGO             | d) The art of adjusting personal relationship                            |
| v) Social Case Work | e) The state or condition of doing or being well                         |

**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 : 3]

SEAT No. :

**P2093**

**[5802] - 414**

[Total No. of Pages : 2

**S.Y. B.B.A.**

**E406 : BANKING OPERATIONS AND FINANCE**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Fill in the blanks. (Attempt any 4 out of 5) [4]**

- i) Money lenders and Zamindars are known as \_\_\_\_\_ sources of agriculture finance.
- ii) The formal sector loans does not consist the \_\_\_\_\_.
- iii) NABARD was established as on\_\_\_\_\_1982.
- iv) The Kisan Credit Card scheme was launched \_\_\_\_\_ year.
- v) \_\_\_\_\_ is known as on marginal cost of capital.

**b) Match the following. [4]**

- |                             |                              |
|-----------------------------|------------------------------|
| i) PACS                     | a) 12 July 1982              |
| ii) Landlord                | b) Non Institutional finance |
| iii) NABARD                 | c) Primary credit            |
| iv) Cooperative society act | d) 1925                      |

**c) True or False (Attempt any 4 out of 5) [4]**

- i) Time value of Money indicates that a unit of money obtained today is worth more than a unit of money obtained in future  
A) True      B) False
- ii) Money lenders and Zamindars are the formal source of agricultural finance  
A) True      B) False

**P.T.O.**

- iii) Inflation does not affect the time value of money.  
A) True                      B) False
- iv) The ratio analysis helps to management in taking several decisions.  
A) True                      B) False
- v) The Shivraman Committee was recommended to establish the NABARD  
A) True                      B) False

**Q2) Short answer questions (attempt any 2 out of 4) [14]**

- a) Land development bank - Explain.
- b) Explain the scope of banking operations and finance in India.
- c) Define cost of capital. Explain in detail weighted average cost of capital with example.
- d) Write a note on traditional source of finance.

**Q3) Long answer questions (attempt any 2 out of 4) [24]**

- a) Explain in detail the importance and scope of agriculture finance.
- b) Describe in detail various types of finance for agriculture.
- c) Explain in detail the role of NABARD in agricultural finance.
- d) Write a detail note on traditional and modern source of finance.



Total No. of Questions : 3]

SEAT No. :

**P2094**

**[5802] - 501**

[Total No. of Pages : 2

**T.Y. B.B.A.**

**RESEARCH METHODOLOGY (GC-501)**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple choice questions. [5]**

- i) Objectives of research are\_\_\_\_\_.
  - a) To explore about unknown
  - b) To describe the features
  - c) To influence Activities
  - d) All of the above
- ii) Sample is regarded as a subset of\_\_\_\_\_.
  - a) Data
  - b) Set
  - c) Distribution
  - d) Population
- iii) Absolute Zero exists in\_\_\_\_\_.
  - a) Interval scale
  - b) Nominal scale
  - c) Ordinal scale
  - d) Ratio scale
- iv) Bibliography is\_\_\_\_\_.
  - a) At the end of the study arranged in alphabetical order
  - b) Any where in the Study
  - c) Beginning of the study
  - d) Not necessary to be included
- v) A statement made about a population for testing purpose is called\_\_\_\_\_.
  - a) Statistics
  - b) Hypothesis
  - c) Level of significance
  - d) Test - statistics

**B) Match the paires. [5]**

- |                         |                                 |
|-------------------------|---------------------------------|
| 1) Descriptive Research | a) On the basis of objectives   |
| 2) Applied Research     | b) Quantitative Data            |
| 3) Focus Group          | c) On the basis of Applications |
| 4) Survey               | d) Testing Hypothesis           |
| 5) Null Hypothesis      | e) Qualitative Data             |

***P.T.O.***

- C) Answer in one sentence. [5]
- i) What is Research?
  - ii) What is census survey?
  - iii) Define Secondary Data?
  - iv) Define Scaling?
  - v) What is Report Writing?

- D) Fill in the blanks. [5]
- i) A\_\_\_\_\_in statistics is simply a quantitative statement about a population
  - ii) \_\_\_\_\_is defined as a master plan specifying the methods and Procedures for collection and analysing the needed information.
  - iii) A\_\_\_\_\_is a list of questions arranged in a specified manner in order to enquire regarding a particular subject.
  - iv) Analysis of variance is developed by\_\_\_\_\_.
  - v) The process of \_\_\_\_\_includes drawing - out conclusions from data - Analysis.

**Q2) Long Answers Questions (Solve any 3 out of 5) [30]**

- a) Explain Qualitative and Quantitative approach of research approaches
- b) Discuss the steps in sample design. Mention the advantages and disadvantages of sampling.
- c) Elaborate the types of scaling in detail.
- d) Elaborate the ethics in report writing and research paper writing
- e) Illustrate the steps of writing report mention the significance of report writing

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

- a) Describe the objectives of Research
- b) Define Research Design
- c) Give the assumptions of ANOVA
- d) Describe the layout of Research Report
- e) Explain the types of Questionnaire method
- f) Describe the sources of collecting secondary data



Total No. of Questions : 3]

SEAT No. :

**P2095**

**[5802] - 502**

[Total No. of Pages : 2

**Third year B.B.A**

**502 : DATABASE 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 indicates full marks.*

**Q1) A) Solve any 5 out of 6. Select the correct option. [5]**

- i) \_\_\_\_\_ level is the lowest level of abstraction.
  - a) Logical
  - b) File
  - c) Concept
  - d) Physical
- ii) I in ACID properties of database stands for \_\_\_\_\_.
  - a) Integrity
  - b) Independent
  - c) Isolation
  - d) Interdependent
- iii) Recovery is the responsibility of \_\_\_\_\_ function.
  - a) Database
  - b) Durability
  - c) Compiler
  - d) File
- iv) When a transaction completes its final statement it enters in \_\_\_\_\_ state.
  - a) Terminated
  - b) Active
  - c) Partially committed state
  - d) Committed state
- v) A transaction always starts with a \_\_\_\_\_ state.
  - a) Start
  - b) Active
  - c) Begin
  - d) None of the above
- vi) The \_\_\_\_\_ step is responsible for removing noise and inconsistent data.
  - a) Data mining
  - b) Data transformation
  - c) Data selection
  - d) Data cleaning

***P.T.O.***

- B) Match the parts. [4]
- |                |   |
|----------------|---|
| a) Atomicity   | 1) Enables transactions to operate independently of and transparent to each other                     |
| b) Consistency | 2) Ensures that the database properly changes states up on a successfully committed trasaction.       |
| c) Isolation   | 3) Ensures that the resolt or effect of a committed transaction persists in case of a system failure. |
| d) Durability  | 4) Ensures that all operations with in the work unit are completed successfully                       |

- C) True or False. [5]
- i) Single lager architecture is a basic structure of data warehouse.
  - ii) “All or None” Property is referred as atomicity
  - iii) “Compensated” is a state of transaction.
  - iv) Logical level of data abstraction describes how the data is actually stored.
  - v) Physical level is the highest level of abstraction.

**Q2) Short Answers. (Attempt any 3 out of 4). [24]**

- a) What is cloud computing?
- b) Explain OLAP
- c) Explain Read and Write operation with 2 examples each.
- d) Explain Data Security.

**Q3) Long answers. (Attempt any 2 out of 4) [32]**

- a) Explain abstraction levels of DBMS
- b) Explain the role and responsibilities of DBA
- c) Explain ETL Process of data warehouse
- d) Write advantages and disadvantages of cloud computing



Total No. of Questions : 3]

SEAT No. :

**P2096**

**[5802] - 503**

[Total No. of Pages : 2

**Third Year B.B.A**

**GC503 : BUSINESS ETHICS**

**(2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

**Q1) A) Multiple choice questions. [5]**

- i) CSR stands for\_\_\_\_\_.
  - a) Corporate social responsibility
  - b) Company social regularity
  - c) Company society responsibility
  - d) Collegial society responsibility
- ii) Companies reinforce business ethics through
  - a) Vision
  - b) Mission
  - c) Code of conduct
  - d) All the above
- iii) Business ethics desires participation from the following
  - a) employers
  - b) employees
  - c) customers
  - d) all the above
- iv) \_\_\_\_\_are those individuals who raise ethical concerns to others inside or outside the organisation.
  - a) entrepreneur
  - b) whistle blower
  - c) Intrapreneur
  - d) homepreneur
- v) Anthropology is the study of\_\_\_\_\_.
  - a) Mankind
  - b) History
  - c) Society
  - d) Rules & regulations

**B) Match the following. [5]**

- i) Helmets & gloves - violation of animal rights
- ii) Animals in advertisements - employee safety
- iii) Green packaging Practices - 1986
- iv) Corruption - Sustainable development
- v) Consumer Protection act - Red tapism

***P.T.O.***



- C) Answer in one sentence. [5]
- i) Define business ethics
  - ii) Mention 2 measures of green marketing
  - iii) What is meant by collective bargaining
  - iv) What is meant by corporate citizenship
  - v) What are 2 types of pollution

- D) Fill in the blanks. [5]
- i) Conveying true and factual information in ads is a part of \_\_\_\_\_ ethics.
  - ii) \_\_\_\_\_ pollution is due to release of pollutants in air.
  - iii) Child labour is a violation of human \_\_\_\_\_.
  - iv) \_\_\_\_\_ can be imparted to employees to avoid accidents.
  - v) CSR is responsibility of business towards \_\_\_\_\_.

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

- a) Explain the importance of business ethics in detail.
- b) Explain ethical practices in relation to protection of 'employee rights'.
- c) Explain the importance of CSR in detail.
- d) What is meant by sustainable development? Explain its obstacles & impact in detail.
- e) Explain reasons why ethical problems occur in business.

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

- a) Environment ethics
- b) Measures to avoid accidents
- c) Ethical practices in media
- d) Customer & consumerism- differentiate
- e) Leadership ethics
- f) Protection of consumer privacy online



Total No. of Questions : 3]

SEAT No. :

**P2097**

**[5802] - 504**

[Total No. of Pages :3

**T.Y. B.B.A**

**504 : MANAGEMENT OF CORPORATE SOCIAL  
RESPONSIBILITY**

**(2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple choice questions. [5]**

- a) As per Carroll model, the four level of corporate social responsibility are:-
  - i) Physical, economic, social and legal
  - ii) Physical, economic, legal and ethical
  - iii) Philanthropic, economic, legal and ethical
  - iv) Philanthropic, economic, social and ethical
- b) Which of the following is a disadvantage of social responsibility?
  - i) Possession of resources
  - ii) Ethical obligation
  - iii) Public image
  - iv) Violation of profit maximization.
- c) The primary stakeholders are:-
  - i) Customers
  - ii) Suppliers
  - iii) Shareholders
  - iv) Creditors
- d) PSE's are organisations owned by:-
  - i) Joint Hindu family
  - ii) Government
  - iii) Foreign companies
  - iv) Private entrepreneurs
- e) Every company should have atleast one director who has stayed in India for a total period of not less than \_\_\_\_\_ days in the previous calendar year.
  - i) 180
  - ii) 181
  - iii) 182
  - iv) None of the above

***P.T.O.***

B) Match the Pairs :- [5]

- |   |                         |
|---|-------------------------|
| 1) A director other than a management director or a whole time director or a nominee director | a) MDG2                 |
| 2) It promote CR are non regulatory interventions   | b) Philanthropy         |
| 3) It is much more long term, more strategic focused on rebuilding                            | c) Independent Director |
| 4) Corporate Social Responsibility  | d) Soft Law             |
| 5) Achieve Universal Primary Education  | e) Affirmative concept  |

C) Answer in one sentence:- [5]

- a) What do you mean by corporate Governance?
- b) Explain the term sustainability.
- c) Explain settlement of Industrial Dispute.
- d) Who is Independent Director?
- e) Explain the concept of Strategic CSR?

D) Fill in the blanks [5]

- a) \_\_\_\_\_ instruments lie at the heart of the CR Public Policy agenda.
- b) Philanthropic model is also known as \_\_\_\_\_ model of CSR.
- c) \_\_\_\_\_ devising corporate strategies and building a business with the society's needs in mind.
- d) \_\_\_\_\_ expects companies to perform according to the "triple bottom line" approach.
- e) Minimum paid up share capital in case of a private company is \_\_\_\_\_.

**Q2) Long answer questions (Any 3 out of 5). [30]**

- a) Explain corporate sustainability. State the importance of sustainability.
- b) Explain CSR Practices in India. Throw lights on current trends in CSR.
- c) What are the roles played by the public sector in implementing CSR?
- d) What are the 9 principles of CSR?
- e) What do you mean by CSR Policy?

**Q3) Short Answer (Any 4 out of 6) [20]**

- a) CSR Committee
- b) Types of Corporate Philanthropy.
- c) Importance of charity in society.
- d) Stakeholder model of CSR.
- e) International Framework of CSR.
- f) CSR in Central Public Sector Enterprises.



Total No. of Questions : 4]

SEAT No. :

**P2098**

**[5802] - 505**

[Total No. of Pages : 2

**T.Y. B.B.A.**

**505 - A : MARKETING ENVIRONMENT ANALYSIS  
AND STRATEGIES**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

**Q1)** Fill in the Blanks.

**[5]**

- a) \_\_\_\_\_ is something that surrounds an enterprise.
- b) According to \_\_\_\_\_ 'A company's marketing environment consists of the external factors and forces.
- c) \_\_\_\_\_ analysis is developed with a purpose to help organizations identify forces.
- d) \_\_\_\_\_ refers to collection of data that already exists within the company.
- e) \_\_\_\_\_ refers to the phase of product development which is placed in the hands of the customer for their evaluation.

Select Answers

- a) Test Marketing
- b) Internal data
- c) Porter five forces
- d) Philip kotler
- e) Environment

**Q2)** Match the following.

**[5]**

- |                              |                       |
|------------------------------|-----------------------|
| 1) Macro Environment         | a) Product Life Cycle |
| 2) Task Specific Environment | b) Marketing Mix      |
| 3) Internal Environment      | c) Technological      |
| 4) Decaying Maturity         | d) Competitors        |
| 5) Price                     | e) Work Ethos         |

***P.T.O.***

**Q3) Write Short Notes (Attempt any 4)**

**[20]**

- a) Explain Marketing Environment and its factors affecting marketing environment
- b) Types of Business Cycles
- c) BCG Matrix
- d) Sampling in Marketing Research
- e) Product Planning

**Q4) Write Long Answers (Attempt any 2)**

**[20]**

- a) Explain the need and importance of Pricing.
- b) Describe the Marketing Research process in detail.
- c) Explain the various business analysis parametres.
- d) Explain the impact of marketing environment on marketing decisions.



Total No. of Questions : 4]

SEAT No. :

**P2099**

**[5802] - 506**

[Total No. of Pages :4

**T.Y. B.B.A.**

**505 -B : ANALYSIS OF FINANCIAL STATEMENT**

**Financial Specialization  
(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.*
- 3) *Use of simple calculator is allowed.*

**Q1) Fill in the blanks.**

**[5]**

- a) Financial statement analysis is an information processing system designed to provide data for \_\_\_\_\_
- b) The analytical study of business trend over a period of time is termed as \_\_\_\_\_.
- c) Ratio is a \_\_\_\_\_ relationship between two items expressed in a quantitative form.
- d) Any Business transaction that increases the amount of \_\_\_\_\_ is a source of fund.
- e) Cash flow statement is generally based on \_\_\_\_\_.

**Q2) Write short notes.**

**[5×3=15]**

- a) Objectives of Ratio Analysis.
- b) Advantages of funds flow statement.
- c) Cash flow activities.
- d) Trend analysis.
- e) Profitability Ratio

**OR**

What is financial statement analysis? State the advantages and limitations of financial statement analysis.

**[15]**

**P.T.O.**

Q3) The following are the summarised profit and Loss account and Balance sheet of ABC Ltd. Pune. [15]

For the year ended 31st March 2021.

from the information, compute:

- a) Current Ratio
- b) Operating Ratio
- c) Gross Profit Ratio
- d) Return on Capital Employed.
- e) Operating Profit Ratio.
- f) Stock turnover Ration.
- g) Sales to fixed Assets.

Profit & Loss A/C for the year ended 31<sup>st</sup> March 2021

Dr.		Cr.	
Particulars	Amount	Particulars	Amount
To Opening stock	65,000	By Sales	6,02,000
To Purchases	5,40,000	By Closing Stock	2,60,500
To Carriage Inward	12,500		
To Gross Profit c/d	2,45,000		
	8,62,500		8,62,500
To Operating Expenses	95,000	By Gross Profit b/d	2,45,000
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 as on 31<sup>st</sup> March 2021

Liabilities	Amount	Assets	Amount
Equity Share Capital	1,50,000	Plant & Machinery	70,000
General Reserve	25,000	Land & Building	1,20,000
Profit & Loss A/c	45,000	Marketable Securities	5,000
Sundry Creditors	40,000	Sundry Debtors	85,000
Bills Payable	35,000	Cash at Bank	12,500
Out Standing Expenses	5,000	Prepaid Expenses	7,500
	3,00,000		3,00,000



**Q4)** From the following Balance Sheets and adjoining information relating to Jindal Ltd. Jodhpur, Prepare a schedule of changes in working capital and funds flow statement for the year ended 31<sup>st</sup> March 2021. **[15]**

Particulars	2020 (₹)	2021 (₹)
<b>Properties and Assets</b>		
. Land and Buildings	12,00,000	19,90,000
. Plant and Machinery	20,00,000	18,00,000
. Furniture	1,50,000	2,00,000
. Loose Tools	50,000	50,000
. Investment in Shares of KSB Ltd.	1,00,000	50,000
. Stock	1,50,000	2,50,000
. Sundry Debtors	50,000	1,60,000
. Bills receivable	20,000	56,000
. Prepaid Expenses	5,000	4,000
. Cash at Bank	15,000	29,000
. Cash in Hand	5,000	10,000
	<b>37,45,000</b>	<b>37,45,000</b>
<b>Capitals and Liabilities</b>		
. Share Capital	20,00,000	30,00,000
. General Reserve	2,50,000	2,60,000
. Share Premium	2,00,000	2,00,000
. Profit & Loss Appropriation	1,50,000	1,75,000
. Loan	10,00,000	8,00,000
. Sundry Creditors	75,000	90,000
. Bills Payable	25,000	20,000
. Out Standing Expenses	5,000	4,000
. Tax Payable	40,000	50,000
	<b>37,45,000</b>	<b>37,45,000</b>

Additional information

- a) Depreciation charged on Land and Buildings amounted to (₹) 1,20,000.
- b) Depreciation on plant and machinery was (₹) 2,00,000.

- c) Furniture damaged and written off during the year were ₹ 10,000.  
d) Investment costing ₹ 25,000 was sold for ₹ 35,000 and some shares costing ₹ 25,000 were disposed off at cost value.  
e) Tax paid during the year amounted to ₹ 60,000

OR

The Balance Sheet of Anand Ltd. as on 31<sup>st</sup> March 2020 and 31<sup>st</sup> March 2021 were as follows. [15]

Liabilities	31/3/2020 Amount (₹)	31/3/2021 Amount (₹)	Assets	31/3/2020 Amount (₹)	31/3/2021 Amount (₹)
Share capital	5,00,000	7,00,000	Land & Building	80,000	1,20,000
Profit & Loss A/c	1,00,000	1,60,000	Plant & Machinery	5,00,000	8,00,000
General Reserve	50,000	70,000	Stock	1,00,000	75,000
Creditors	1,53,000	1,90,000	Debtors	1,50,000	1,60,000
Bills Payable	40,000	50,000	Cash	20,000	20,000
Expenses Outstanding	7,000	50,000			
Total	8,50,000	11,75,000	Total	8,50,000	11,75,000

Additional information.

- a) Depreciation of ₹50,000 have been provided during the year.  
b) A piece of machinery was sold for ₹ 8,000 during the year 2020-2021 The cost of the machinery was ₹12,000 and depreciation of ₹7,000 was provided on the same.  
c) Income tax paid during the year was ₹60,000.  
d) Dividend paid during the year was ₹50,000 prepare cash flow statement.



Total No. of Questions : 4]

SEAT No. :

**P2100**

**[5802] - 507**

[Total No. of Pages :2

**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) Compulsory Question.**

- A) Select the correct option. **[5]**
- a) The following definitions accurately match their dimension of culture except:
    - i) People as members of a group, organization or society share culture
    - ii) Culture has structure and is integrated
    - iii) Culture is based on the human capacity to change or adapt
    - iv) Culture is cumulative, passed down from one generation to another
  - b) According to section 51 of Factories Act, no adult worker shall be allowed to work in factory for more than \_\_\_\_\_ in a week.
    - i) 40 hours
    - ii) 52 hours
    - iii) 54 hours
    - iv) 48 hours
  - c) Which Act provides for the appointment of conciliation officers and adjudication authorities?
    - i) The Factories Act
    - ii) The Industrial Dispute Act
    - iii) The Trade Union Act
    - iv) None of the above
  - d) Peaceful Industrial relation helps to \_\_\_\_\_
    - i) Reduce Industrial disputes
    - ii) Improve morale
    - iii) Reduce wastage
    - iv) All of above
  - e) Which are the different rewards across cultures?
    - i) Learning cultural aspects
    - ii) Cultural stereotypes
    - iii) Communication
    - iv) All of the above

**P.T.O.**

- B) Match the following pairs [5]
- |  |                               |
|--|-------------------------------|
| a) Lighting  | i) Backbone of the society    |
| b) Artificial Humidification                                       | ii) 5 <sup>th</sup> year plan |
| c) Culture   | iii) Section 17               |
| d) Generating opportunities<br>in Rural & Urban areas<br>of Nation | iv) 2017                      |
| e) Maternity Benefit Act   | v) Section 15                 |

**Q2)** State and explain different factors affecting IR. [10]

OR

Explain Grievance Redressal machinery under Industrial Disputes Act, 1947. [10]

**Q3)** What is culture? Explain important socio-cultural factors impacting the operation of MNC. [10]

OR

Explain in detail Leadership and Decision making across culture. [10]

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

- a) High - context vs Low - context.
- b) Uncertainty Avoidance.
- c) Lockout
- d) Participants of IR.
- e) Elements of system Approach.
- f) Skills for a Global Manager.



Total No. of Questions : 4]

SEAT No. :

**P2101**

**[5802] - 508**

[Total No. of Pages :2

**T.Y. B.B.A.**

**505 - D : HEALTH CARE 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) Multiple Choice Questions. [5]**

- a) Healthcare management is also referred to as \_\_\_\_\_
- i) efficient services                      ii) healthcare administration  
iii) logic development                  iv) civic planning
- b) \_\_\_\_\_ is very important for good health
- i) Stress                                      ii) Tension  
iii) Cooling                                  iv) Fitness
- c) \_\_\_\_\_ is the process where health care providers effectively and efficiently administer everything
- i) Hospital Management                  ii) Yoga experts  
iii) Planning                                  iv) Communication
- d) \_\_\_\_\_ advises and assists management in developing effective workplace policies
- i) HR manager                              ii) Sales manager  
iii) Retail manager                          iv) Stores keeper
- e) The HR manager is also tasked with the responsibility of developing a \_\_\_\_\_ and a better organised health care system
- i) weak    ii) loose  
iii) character                                  iv) strong

***P.T.O.***

B) Match the following. [5]

- |                             |   |                            |
|-----------------------------|---|----------------------------|
| 1) Good Hospital Management | - | Emotional wellness         |
| 2) HMS                      | - | Electronic Medical Record  |
| 3) Home Health care         | - | anytime accessibility      |
| 4) Illness Prevention       | - | Hospital Management System |
| 5) EMR                      | - | Home health aid services   |

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

- What is health care management? Explain the importance and objective of health care management?
- Explain the importance of HR management in the health care sector.

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

- What is Information System? Explain IT applications in healthcare management.
- Explain in detail the opportunities and challenges faced in the health care management.

**Q4)** Short Notes (Any 4 out of 6) [20]

- Need of hospital administration.
- Wellness and fitness.
- Digital Marketing of healthcare services.
- Financial Management in healthcare.
- Changing scenario of the health industry.
- Structure of MIS specific to the hospital.



Total No. of Questions : 4]

SEAT No. :

**P2102**

**[5802] - 509**

[Total No. of Pages :2

**T.Y. B.B.A.**

**505 - E : WAREHOUSE MANAGEMENT  
(2019 CBCS 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) \_\_\_\_\_ is the process of storing goods which are to be distributed later
- i) Warehousing
  - ii) Dock
  - iii) Building
  - iv) Consolidation
- b) \_\_\_\_\_ is the handling of the entire production flow of goods or services
- i) Development
  - ii) Supply Chain Management
  - iii) Retail management
  - iv) Logistics
- c) A barcode reader is an optical scanner that can read printed \_\_\_\_\_
- i) text
  - ii) pictures
  - iii) images
  - iv) barcodes
- d) \_\_\_\_\_ management helps companies identify which and how much stock to order at what time
- i) Project
  - ii) Development
  - iii) Inventory
  - iv) Personality
- e) Which of the following are functions of warehouse
- i) Location of inventory storage
  - ii) Consolidation
  - iii) Product sorting center
  - iv) All of the above

***P.T.O.***

B) Match the following. [5]

- |                     |   |                                   |
|---------------------|---|-----------------------------------|
| 1) Storage          | - | Concept of continuous improvement |
| 2) Public warehouse | - | Primary function of a warehouse   |
| 3) WMS              | - | Total Quality Management          |
| 4) LEAN management  | - | Government Licensing              |
| 5) TQM              | - | Warehouse Management System       |

**Q2)** Solve the following long answer (Any 1 out of 2). [10]

- a) Explain in detail the characteristics of an ideal warehouse.
- b) Explain in detail various types of warehouses.

**Q3)** Solve the following long answer (Any 1 out of 2). [10]

- a) Explain the concept of SCM? Explain in detail significance and functions of operations and SCM.
- b) Explain in detail the various technologies used in warehouse management.

**Q4)** Short notes (Any 4 out of 6) [20]

- a) Need for warehousing management.
- b) Supply Chain Management.
- c) Concept and importance of TQM.
- d) LEAN management.
- e) Warehouse safety management.
- f) Warehouse layout.





Total No. of Questions : 4]

SEAT No. :

**P2103**

**[5802] - 510**

[Total No. of Pages : 2

**T.Y. B.B.A.**

**A506 : LEGAL ASPECTS IN MARKETING MANAGEMENT  
(CBCS 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) Compulsory Questions. [10]**

**A) Multiple Choice Questions. [5]**

- i) Doorstep selling involves:
  - a) Telesales
  - b) Order Cancellation
  - c) Pitching
  - d) Protect the Consumers
- ii) Advertising makes the \_\_\_\_\_ job easier.
  - a) Consumer's
  - b) Customer's
  - c) Salesman's
  - d) Viewer's
- iii) Under the \_\_\_\_\_ complaints against the advertisements can be made by any person who considers them to be false, misleading offensive or unfair
  - a) ASCI Code
  - b) Consumer Protection Act, 1986
  - c) Cable Television Network Rules 1994
  - d) CCPA
- iv) IT is not the type of 'Customer Relationship Management'.
  - a) Operational CRM
  - b) Organisational CRM
  - c) Analytical CRM
  - d) Collaborative CRM
- v) \_\_\_\_\_ is a social legislation intended to protect consumers from exploitation.
  - a) Drug (Price) Control Order 1995
  - b) Consumer Protection Act 1986
  - c) Competition Act 2002
  - d) The Essential Commodities Act 1955

***P.T.O.***

- B) Match the following. [5]
- |                              |   |
|------------------------------|---|
| a) Non Schedule drugs        | i) Charges Payable by a distribution company      |
| b) Late Payment Surcharge    | ii) Restrict Data Access                          |
| c) Session Cookie            | iii) CDSCO  |
| d) Online Marketing Security | iv) Transient Cookie                              |
| e) Medical Devices           | v) Priced freely subject to certain Restrictions. |

**Q2)** a) Explain the stages of Doorstep Selling. Also explain the obligations of Direct or Doorstep Selling. [10]

OR

b) Explain the objectives and importance of Advetising. [10]

**Q3)** a) Explain in detail the harms and offence in advertising related to - children and Medicine and Health. [10]

OR

b) What is online Marketing? How to protect the vital data of their clients while Online Marketing. [10]

**Q4)** Write Short Notes (any 4). [20]

- a) Customer Relationship Management.
- b) Types of Cookies.
- c) Claims for misleading Advertisement.
- d) Telesales.
- e) Legal Aspects of Marketing.
- f) Surcharge Payment Regulations.



Total No. of Questions : 4]

SEAT No. :

**P2104**

**[5802] - 511**

[Total No. of Pages : 2

**T.Y.B.B.A.**

**B 506 : LEGAL ASPECTS OF FINANCE & SECURITY LAWS  
(CBCS 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) Select correct option and rewrite the sentence. [5]**

i) \_\_\_\_\_body was set up with an aim to promote, regulate and develop the Pension sector in the country.

- |         |          |
|---------|----------|
| a) IRDA | b) PFRDA |
| c) SEBI | d) RBI   |

ii) RBI, SEBI, IRDA, AMC are\_\_\_\_\_.

- |                        |                      |
|------------------------|----------------------|
| a) Regulatory bodies   | b) Intermediaries    |
| c) Non- intermediaries | d) Organised markets |

iii) IPO Stands for\_\_\_\_\_.

- a) Initial Preference Offering
- b) Initial Private Offering
- c) Initial Price Organisation
- d) Initial Public Offering

iv) In India, GST became effective from:

- |                                |                                  |
|--------------------------------|----------------------------------|
| a) 1 <sup>st</sup> April, 2017 | b) 1 <sup>st</sup> January, 2017 |
| c) 1 <sup>st</sup> July, 2017  | d) 1 <sup>st</sup> March, 2017   |

v) What is known as charter of a company?

- a) Memorandum of Association
- b) Bye - laws
- c) Articles of Association
- d) Prospectus

***P.T.O.***

B) Match the pairs. [5]

Group (A)	Group (B)
a) Right Issues	i) Goods are sold within a state
b) Money Market	ii) Financial Position
c) Balance sheet	iii) Doctrine of Constrictive Notice
d) Article of Association	iv) Securities issued Privately to investors
e) SGST	v) RBI

**Q2)** Solve any one: [10]

- a) What is Indian Financial System? Discuss the structure of Indian financial system.
- b) Explain in detail “Procedure for Issue of various Types of shares and Debentures”.

**Q3)** Solve any one: [10]

- a) Define a company. Explain in detail characteristics of a company.
- b) What is IEPF? Discuss the IEPF under SEBI regulations.

**Q4)** Write short Notes (any 4): [20]

- a) Functions of IRDA.
- b) Employee stock option scheme.
- c) Format of Income statement of a company.
- d) Procedure of GST Registration.
- e) Difference between Primary Market and Secondary Market.
- f) Types of Derivatives.



Total No. of Questions : 4]

SEAT No. :

**P2105**

**[5802] - 512**

[Total No. of Pages :6

**T.Y. B.B.A.**

**C-506 : CASES IN HUMAN RESOURCE MANAGEMENT  
(2019 CBCS Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Case:**

**[15]**

Sarita had been working in finance department of the Lakshmi Sporting Goods Manufacturing company for the four years since she graduated. From high school, she was bright, attractive and popular and had done well in the company as her recent promotion to the designation of senior accountant proved.

One of her new job responsibilities required Sarita to go to the warehouse once a week to check on and verify various inventory and shipment information. This meant that she often worked for three to four hours at a time in the shipping office. In order to reduce the noise from the operations around the office was completely walled in. On these trips to shipping, Sarita began to work closely with the shipping clerk, Aditya. Aditya, was an expert employee of 10 years with Lakshmi sporting, but was divorced. Aditya maintained all the shipping and inventory information as it was processed.

Since Sarita had never before worked in an actual manufacturing and warehouse operation, she was nervous at first. However, she was very relieved to find that Aditya was very nice and helpful. Sarita found Aditya easy to talk to because he seemed so interested in what Sarita was thinking and doing.

During her 4<sup>th</sup> visit to the warehouse, Sarita and Aditya were talking as usual about the weeks shipping activity. As they were talking, Aditya casually walked to Sarita's side of the desk and sat on the edge of the desk right next to Sarita.

Sarita tried not to feel uncomfortable with Aditya so close. At a break in the discussion, Aditya looked at Sarita very seriously and asked her "Do you like to go dancing?"

Sarita, a little surprised by the question, replied evenly: "Well, I like to, but I have a difficult time getting my boyfriend to go with me. Aditya interrupted: "I wasn't talking about your boyfriend. Would you like to go dancing with me?".

**P.T.O.**

Sarita, not sure what Aditya was getting at, so she -laughed and said “Well, sure, maybe some other time”. Her voice trailed off. She was trying to be polite but did not really want to commit herself. She quickly picked up a file and brought that discussion back to shipping information. She finished her work, then returned to her department. She was uneasy about Aditya’s behavior and invitation.

When she returned to her desk, her supervisor Ramesh noticed that she seemed to be distracted, and asked if everything was OK. Sarita explained what had just occurred and wondered if Aditya had some ulterior motive for asking her to go dancing. Ramesh, not sensing a problem, shrugged off what happened. I wouldn’t give it much thought you are probably misunderstanding Aditya’s comments. He might have just asked very casually. Don’t be concerned”, he advised Sarita.

Next week at her regular time Sarita returned to the warehouse. As she walked into the shipping office and close the door Aditya jumped up from his chair and walked briskly over to Sarita smiling. He was about to put his arms around Sarita, but she quickly moved back. He stared into Sarita’s eyes and told her “Sarita, I really missed you. I am glad you are back.”

Sarita was completely startled, shocked and afraid and began to cry. Dropping the file, she was carrying, she ran from the office back to her department. And decided to go to Ramesh office to describe what just happened.

Case questions:

- 1) Which problem is this a case indicating to?
- 2) Does the company have a responsibility and or liability?
- 3) What should the supervisor do now?

**Q2) Case: [15]**

Looking across the rows of men suits, Brijesh spots Peter working with one of his employees, a sales associate. They are trying to complete a sales transaction on the new WIZARD information system. Brijesh watches as Peter again fumbles his way through another transaction. Almost instinctively, he rolls his eyes and shakes his head.

Brijesh manages the men’s furnishing Group for the central mall store of the H&M store chain. As one of the younger group managers, Brijesh has charge of over 20 full time and part time sales and service representatives in four units: suits and outwear, leisure clothes, shoes and accessories. Brijesh has been with central mall since joining their management associates development program after graduating from college. Peter is about 15 years older than Brijesh, with about that many more years experience in the retail trade. Peter began his career in a floor sales position and after years of hard work, was promoted to supervisor leisure clothes unit.

Beginning about six months ago, central store began its system migration in brackets as the data processing staff called it off replacing the somewhat old computer and information processing system with the one that was more streamlined. Under the new, integrated system all the retail functions like inventory, sales and customer tracking, returns and adjustments, accounting and profitability calculations etc would be joined together and operated out of the same database. Further, all stores would be linked together, giving headquarters better ongoing control of the company as a whole and of stores and departments in particular.

As a result of this migration, virtually every job in the company was changed in some way. The jobs of the sales associates changed most: virtually every product, customer or financial transaction was to be done differently. While the complexity of any task might be small, the combined weight of all the changes resulted in major learning stress on employees. They had to learn how to operate the system, access it, complete all transactions through it, and make any needed correction directly on the point-of-sale terminal - all while the customer waited across the counter.

As the kickoff date for the conversion to the new system near, all employees were brought in for a comprehensive 4 day training program. Managers and supervisors were trained first so that they would serve as aids and coaches to the other employees once the Wiz was operational. Brijesh and Peter attended one of the early programs together. Brijesh was impressed by how much the program covered. The trainers went through every conceivable transaction and procedure, demonstrating and explaining them. Each participant in the class was able to practice some of the procedure on the demo terminal. The notebook provided in the program was reasonably thorough, even if it was poorly organized. As was characteristic, Peter approached the training with gusto and enthusiasm. Peter had never worked much with computers before, and his anxiety about learning how to use the system was more than offset by a strong motivation to learn how to use the system. James was particularly pleased with this matter because he was concerned that Peter's strong people orientation might not have a corresponding technical aptitude.

It has now been more than a month since the new system started up. All the associates in the store completed the system training shortly before the conversion date and by now, most are operating fairly well with it.

Indeed, that's what is so troubling to Bob. British. Brijesh. In spite of the training and the time on the system, Peter just hasn't made satisfactory progress mastering it. Brijesh sees Peter's problem in various ways, like the instance he has just witnessed. There was Peter, working with one of his sales associates, trying to complete a distinct, but not that unusual, procedure. It was clear that the associate actually could complete the procedure better than Peter. Peter was following a trial-and-error process of running through different key combinations to see if any worked. The customer was growing annoyed. Brijesh thought about other instances. For example, Peter had asked Brijesh about how to complete the same procedure on four different occasions in the course of a 10 day. At times, Brijesh would watch Peter refer a customer to another sales station or have the customer wait while he asked another associate to process a complicated transaction. At one point, Brijesh asked Peter to check his manual, but Peter could only say it didn't help him that much and besides, he wasn't sure where he had left it.

On top of it all, Brijesh is now sensing that Peter is becoming more frustrated and stressed by the situation. He now thinks that Peter is trying to hide from Bob his discomfort with the system. In a way, this is Peter's method of signaling to Brijesh that Peter's knowledge of the new system cannot be discussed. Bob one Brijesh wonders how much longer he can go without taking action. Already, there are some grumblings from the other associates that Peter cannot be counted on to help them with their problems. Bob has noticed how Peter's unease with the process is putting some additional burden on the other employees, as well as the customers. Brijesh knows that Peter is smart enough to learn this material, but cannot understand why it is so difficult. Brijesh wants to help but also feels that Peter needs to show some progress and fairly soon or else Brijesh may be forced to take some actions he would rather not take.

Case questions:

- 1) Is there a training problem?
- 2) What can Brijesh do to assist Peter in completing the learning process?
- 3) What should Brijesh expect of Peter's performance in conducting and completing his own learning?
- 4) How should Brijesh respond to Peter in the next few weeks?



**Q3) Case:**

**[10]**

Ravi is VP manufacturing and operations of a medium size pharmaceutical company. Ravi has a Ph.D. in chemistry but has not been directly involved in Research and New product development for 20 years. Through experience and practice he runs the operations well. The company does not have a problem of turnover, but it is obvious to Ravi and their key management personnel that the temporary workers are not working anywhere near their full potential. Ravi is very upset with the situation because with risking costs the only way that the company can continue to prosper is to increase the productivity of its workers.

Ravi called the human resource manager, Rahul and wanted to know-

-What is wrong with our people?

-Our wage surveys show that we are among the best paymasters in the industry.

-The working conditions we provide are excellent.

-The fringe benefits are also good.

Yet these people are not motivated. What in the world do they want?

Rahul replied "I have told you and the president time after time that money, working conditions and benefits are not good enough. Employees also want other things to motivate them. Also, I have been conducting some random confidential interviews with some of our temporary workers, and they tell me that they are very discouraged because, no matter how hard they work they get the same pay and opportunities for advancement as their co-workers who are just scrapping by."

Ravi then replied "okay. you are the motivation expert; what do we do about this? We have to increase their performance."

Case questions:

- 1) Identify various issues in this case.
- 2) How would you respond to Ravi's last question and statement if you were the human resource manager in this company?

**Q4) Case:**

**[10]**

Good people- valuable employees- quit their jobs every day. Usually, they leave for better positions elsewhere. Take Kiran, an experienced Insurance manager in a renowned insurance company who wrote the following remarks on his exit interview questionnaire.

“This job isn’t right for me. I like to have more input on decisions that affect me- more of a chance to show what I can do. I don’t get enough feedback to tell if I’m doing a good job or not, and the company keeps people in the dark about where it’s headed. Basically, I feel like an interchangeable part most of the time.”

In answer to the question about whether the company could have done anything to keep him, Kiran replied simply, “probably not.”

Why do so many promising employees leave their jobs? Why do so many others stay on but perform at minimal levels for lack of better alternatives? One of the main reasons- ken’s reason- can be all but individual, because it’s so common in so many organizations: a system wide failure to keep good people.

Corporations should be concerned about employees like Kiran. By investing in human capital, they may actually help reduce turnover, protect training investments, increase productivity, improve quality, and reap the benefits of innovative thinking and teamwork.

Human resource professionals and managers can contribute to corporate success by encouraging employee’s empowerment, security, identity, connectedness and competence.

How? By recognising the essential components of keeping their best people and by understanding what enhances and diminishes those components.

Kiran doubts that his company will ever change, but other organizations are taking positive steps to focus on and enhance employee retention. As a result, they are reducing turnover, improving quality, increasing productivity and protecting their training investments.

Case questions:

- 1) Do you think that Kiran’s self-esteem had anything to do with his leaving the firm?
- 2) What do you think were Kiran’s satisfaction with and commitment to the job and firm he is leaving?
- 3) What lesson can this company learn from the case of Kiran? What can and should it now do?



Total No. of Questions : 3]

SEAT No. :

**P2106**

**[5802] - 513**

[Total No. of Pages :2

**T.Y. B.B.A.**

**506 - D : PERMISSION & 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 Question. [5]**

- a) When there is little or no personal contract between customer & service provider. This is classified as \_\_\_\_\_
  - i) Low - contract service
  - ii) Medium - contract service
  - iii) High - contract service
  - iv) Intense - contract service
- b) The services a customer expects are called the \_\_\_\_\_ service package.
  - i) Augmented
  - ii) Primary
  - iii) Secondary
  - iv) Perceived
- c) Among many services, the demand for medical services tends to be \_\_\_\_\_
  - i) Inelastic
  - ii) Elastic
  - iii) Substitute demand
  - iv) Price cross elastic demand
- d) Customers ultimately determine the services by \_\_\_\_\_
  - i) The type of competitors
  - ii) The levels of marketing effectiveness
  - iii) The cycle of fluctuation
  - iv) The Price of the competitors
- e) \_\_\_\_\_ involves identifying the benefits & attributes that customers expect in a service.
  - i) Future expectations
  - ii) Requirements
  - iii) Lost customer
  - iv) Process checkpoint evaluation

***P.T.O.***

B) Match the following :- [5]

Group A

Group B

- |                            |  |
|----------------------------|--|
| 1) Service agreement       | a) Made under Article 309 of constitution of India             |
| 2) Service Rules           | b) Defines terms & conditions between contractor & the clients |
| 3) Consumer Protection Act | c) Constitutes Hotel, tourism agencies etc.                    |
| 4) Contract of Agency      | d) Protects rights of consumers                                |
| 5) Hospitality industry    | e) Indian Contract Act.  |

**Q2)** Long answer questions (Solve any 2 out of 4). [20]

- a) Define services. Explain its characteristics.
- b) Explain the effect of Breach of services agreement.
- c) Explain the Consumer Protection Act with reference to the service industry.
- d) Discuss the legal responsibilities of Travel & Tourism.

**Q3)** Write short notes on: (Solve any 4 out of 6). [20]

- a) Overview of service laws.
- b) Contract of Agency.
- c) Precautions while delivering service.
- d) Safety & security issues in the Hospitality Industries.
- e) Service Prospects.
- f) Service agreements.



Total No. of Questions : 4]

SEAT No. :

**P2107**

**[5802] - 514**

[Total No. of Pages : 2

**T.Y. B.B.A.**

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

*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) A) Multiple choice questions: [5]**

i) Which of the following methods of irrigation need less water?

- |                   |                  |
|-------------------|------------------|
| a) Drip           | b) Sprinkle      |
| c) Both (a) & (b) | d) None of these |

ii) \_\_\_\_\_ is produced in Kharif season.

- |           |                 |
|-----------|-----------------|
| a) Rice   | b) Jute         |
| c) Rubber | d) All of these |

iii) \_\_\_\_\_ is famous from Kerala.

- |           |                  |
|-----------|------------------|
| a) Spices | b) Wheat         |
| c) Fruits | d) None of these |

iv) Farming of flowers is known as \_\_\_\_\_

- |                 |                |
|-----------------|----------------|
| a) Apiculture   | b) Sericulture |
| c) Floriculture | d) Monoculture |

V) Turmeric is a \_\_\_\_\_.

- |           |          |
|-----------|----------|
| a) Fruit  | b) Spice |
| c) Flower | d) Seed  |

***P.T.O.***

- B) Match the following. [5]
- |  |           |
|--|-----------|
| a) New farms act                                     | i) 1985   |
| b) NABARD Act  | ii) 1966  |
| c) Seeds Act   | iii) 1937 |
| d) Agricultural Produce<br>(Grading & marketing act) | iv) 1981  |
| e) Fertilizer control order                          | v) 2020   |

**Q2)** Solve any one out of 2 long answer questions. [10]

- Explain the legal & political system with regards to agriculture.
- What is meant by secured transactions. Explain provisions for real estate sales & finance

**Q3)** Solve any one out of 2 long answer questions. [10]

- Explain in detail feature of Fertilizer control order.
- What are the different environmental liabilities owing to agriculture.

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

- Agricultural Labour.
- Salient features of farmer produce Trade & Commerce (promotion & facilitation) Act.
- Grading of agricultural produce.
- NABARD
- Climate change & agriculture.



Total No. of Questions : 3]

SEAT No. :

**P2108**

**[5802] - 601**

[Total No. of Pages : 2

**B.B.A.**

**601 : ESSENTIALS OF E-COMMERCE**

**(2019 Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Solve the following objective type questions.

**[5×4=20]**

A) Solve the following multiple choice questions.

**[5×1=5]**

- i) All electronically mediated exchanges are known as
  - a) E-Business
  - b) E-commerce
  - c) Digital Business
  - d) None of the above
- ii) It refers to the transaction conducted directly between a company's consumers who are the end users of its products & services
  - a) B2B
  - b) B2C
  - c) C2C
  - d) C2B
- iii) Electronic money is called as \_\_\_\_\_
  - a) E - cash
  - b) E - money
  - c) E - Rupee
  - d) E - cheque
- iv) Which of the following is not a benefit of content marketing?
  - a) Increase sales
  - b) Cost savings
  - c) Less engagement
  - d) None of these
- v) What is the name of the IT law that India is having in the Indian legislature?
  - a) India's Technology (IT) Act 2000
  - b) India's Digital Information Technology (DIT) ACT, 2000
  - c) India's information Technology (IT) Act 2000
  - d) The Technology Act, 2008

**P.T.O.**

B) Match the Pair. [5×1=5]

- | Group A   | Group B                    |
|---|----------------------------|
| 1) Visual Search  | a) Card skimming           |
| 2) Cryptocurrency   | b) BHIM                    |
| 3) ATM fraud  | c) B2B                     |
| 4) UPI  | d) Use of real world image |
| 5) Exchange of information goods & services to two businesses | e) Ethereum                |

C) Answer the following questions in one sentence [5×1=5]

- i) What is the fullform of EDI?
- ii) Answer any one application of Internet
- iii) What is FIAT currency?
- iv) Pound is the example of which currency?
- v) Explain the fullform of B2C bussiness model?

D) Fill in the blanks. [5×1=5]

- i) \_\_\_\_\_ is a global web in which millions of users are communicating with each other with the help of computers.
- ii) RTGS stands for\_\_\_\_\_
- iii) Compromissing confidential information comes under\_\_\_\_\_
- iv) NEFT is\_\_\_\_\_
- v) SEO stand for\_\_\_\_\_

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

- i) What is UPI? How does it work?
- ii) Describe in detail various e-commerce models.
- iii) What is ecommerce and its role in business economy?
- iv) What is IT Act - 2000? Explain with its roles and needs
- v) Describe Artificial Intelligence and Augmented reality

**Q3)** Solve any 4 short notes from the following. [4×5=20]

- i) Chatbots
- ii) ATM frauds
- iii) Internet
- iv) EDI
- v) RTGS
- vi) QR code scanner





Total No. of Questions : 3]

SEAT No. :

**P2109**

**[5802]-602**

[Total No. of Pages : 3

**B.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Solve the following objective type questions.

**[20]**

A) Multiple Choice Questions (Any 5)

**[5×1=5]**

- i) A MIS is compose of \_\_\_\_\_.
  - a) Data
  - b) Hardware
  - c) Software
  - d) All of these
- ii) Which of the decision model is based on the descriptive approach?
  - a) Administrative Model
  - b) Classical Mode
  - c) Herbert Simon's Model
  - d) None of these
- iii) A system that is part of a larger system is called \_\_\_\_\_.
  - a) System Unit
  - b) Subsystem
  - c) System Element
  - d) None of these
- iv) \_\_\_\_\_ expressly designed for the support of individual and collective decision making.
  - a) MIS
  - b) TPS
  - c) DSS
  - d) OIS
- v) Basic concepts of ER Diagram:
  - a) Entities
  - b) Attributes
  - c) Relationships
  - d) All of these

**P.T.O.**

- vi) Tactical Information is required by \_\_\_\_\_.
- a) Top management                      b) Executive managers  
c) Middle managers                      d) None of these

B) Match the Pairs [5×1=5]

Column - I

Column - II

- |                            |   |
|----------------------------|---|
| i) Types of IS             | a) Tactical Information   |
| ii) Decision Making Models | b) Graphical Model, Physical Model, Mathematical Model                        |
| iii) Elements of System    | c) ESS, TPS, MIS, KMS   |
| iv) Types of DSS Models    | d) Inputs and Outputs, Processors, Control, Feedback, Environment, Boundaries |
| v) Types of information    | e) Classical Model, Administrative Model, Herbert Simon's Model               |

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

- i) List the objectives of MIS.
- ii) What is decision making?
- iii) Write the name of System Development Model?
- iv) List the components of GDSS.
- v) Write the characteristics of IS?
- vi) What is E - Communication?

D) Fill in the Blanks (Any 5) [5×1=5]

- i) \_\_\_\_\_ can thus help firms increase revenue while sharing in size (Information System, DSS, Expert System)
- ii) \_\_\_\_\_ are also known as objects, purposes, aims and outcomes. (Parameters, Targets, Goals)
- iii) \_\_\_\_\_ of the system from various angles is the basic necessity to build a computerized system. (An Analysis, Shape, Processor)

iv) \_\_\_\_\_ involves the collection, storage and processing of financial and accounting data.

(Financial Information System, Manufacturing Management System, Bank Management System)

v) \_\_\_\_\_ looks at the problem domain, with the aim of producing a conceptual model of the information that exists in the area being analyzed.

(Object Oriented Program, Object Oriented Analysis, Process Analysis)

vi) \_\_\_\_\_ includes any process that a business organisation conducts, business over a computer mediated network.

(E - Development, E - Business, E - Computer Network)

**Q2) Write Long Answer (Any 3)**

**[3×10=30]**

- a) Discuss the meaning and basic concept of Information System in detail?
- b) Explain Attributes of Information?
- c) Explain the stages of Structured System Analysis and Design?
- d) Explain component and functions of DSS?
- e) What is E-Commerce? Discuss the different types of E-Commerce?

**Q3) Write Short Notes (Any 4)**

**[4×5=20]**

- a) Characteristics of MIS
- b) Explain Type of Information
- c) Waterfall Model
- d) Components of Expert System
- e) ERP
- f) Need of Information



Total No. of Questions : 3]

SEAT No. :

**P2110**

**[5802]-603**

[Total No. of Pages : 3

**T.Y. B.B.A.**

**603 : BUSINESS PROJECT MANAGEMENT  
(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 Blanks (any 5)**

**[5]**

- i) The basic nature of a project is a \_\_\_\_\_ one.
  - a) Project
  - b) Process
  - c) Project management
  - d) Project cycle
- ii) Project involving an investment level of less than rupees 5 crores are considered as \_\_\_\_\_.
  - a) Small scale project
  - b) MSME
  - c) Public sector
  - d) Domestic project
- iii) \_\_\_\_\_ means predicting or forecasting future activities and jobs in advance.
  - a) Planning
  - b) Organising
  - c) Controlling
  - d) Managing
- iv) \_\_\_\_\_ can be thought of as a meta plan or a plans & is a collection of similar plans and strategies.
  - a) Managing plans
  - b) Project management plan
  - c) Domestic project
  - d) WBS

***P.T.O.***

- v) Work break down structure (WBS) is of the work with increasing detail in each year.
- a) Layered description      b) Step change
- c) Ball Park estimate      d) Project execution
- vi) \_\_\_\_\_ Method does not take into considered the entice operating life of the project.
- a) ROI      b) Payback period
- c) Capital cost      d) ARR

B) Match the following [5]

- |                             |   |
|-----------------------------|---|
| i) Project                  | a) Designed a bar chart for planning and controlling his shipbuilding project |
| ii) Herry Gantt             | b) Scope of the project   |
| iii) CPM                    | c) Quality management tool  |
| iv) Fishbone diagram        | d) Invested task to be executed over a fixed period                           |
| v) Work breakdown structure | e) Critical Path Method   |

C) True or False (any 4) [4]

- i) Full form of SIPOC is Suppliers, inputs, process, outputs, and customers.
- ii) Project management is divided in 5 process groups.
- iii) Training requirement is a HR factor.
- iv) Capacity planning increases cost.
- v) Activity in a network diagram is represented by triangles.

**Q2) Short Answer (any 3)**

**[24]**

- a) What is Business Project management? What are its advantages?
- b) State and Explain the steps for Change Management plan?
- c) What is PERT? What are the advantages of PERT Tools.
- d) What are the limitations of the Pay Back Period?

**Q3) Long Answer (any 2)**

**[32]**

- a) What is Business Project Management? Explain the Process of Business Project Management.
- b) Explain the steps involved in developing Business Project Management Plan.
- c) State and explain different types of the Organisational Structure.
- d) What is the meaning of Project Life Cycle in Project Management? Explain its Phases.



Total No. of Questions : 3]

SEAT No. :

**P2111**

**[5802] - 604**

[Total No. of Pages :3

**T.Y. B.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Solve the following objective type questions:

**[4×5=20]**

A) Solve the following Multiple Choice questions :

**[5×1=5]**

- a) \_\_\_\_\_ shows the process of creating something new.
  - i) Innovation
  - ii) Business Model
  - iii) Modeling
  - iv) Creative Flexibility
- b) Technical innovator is also referred as \_\_\_\_\_.
  - i) Perfect scientist
  - ii) All Rounder
  - iii) Mad scientist
  - iv) Expert
- c) The services which are bought by the customer for self - consumption are termed as
  - i) End consumer services
  - ii) Business consumer services
  - iii) Service connected to tangible goods
  - iv) Professional services
- d) Sustainability can also be defined as a \_\_\_\_\_ characterised by the pursuit of a common ideal.
  - i) Socio - Ecological process
  - ii) Socio - Political process
  - iii) Socio - Economic process
  - iv) Socio - Cultural process
- e) Green organisation also called as \_\_\_\_\_.
  - i) Green company
  - ii) Green Business
  - iii) Green management
  - iv) All of the above

**P.T.O.**

B) Match the pair : [5×1=5]

Group A

Group B

- |                            |  |
|----------------------------|--|
| i) Approach to Innovation  | a) Is a form of radical innovation                                       |
| ii) Space for creativity   | b) Key feature of innovative organisations                               |
| iii) Major Innovation      | c) Research Driven Ideas   |
| iv) Conventional Economics | d) Organizational characteristics that facilitate the innovation process |
| v) Autonomy of Individuals | e) Denoted as 'chrematistics'  |

C) Answer in one sentence. [5×1=5]

- a) Define innovation.
- b) What is Product Development?
- c) What is innovation strategy?
- d) Define services.
- e) Define Sustainable Development.

D) Fill in the blanks. [5×1=5]

- a) \_\_\_\_\_ is a process of receiving and using new ideas to satisfy the stakeholders of an organisation.
- b) The \_\_\_\_\_ structure which offer less suitable environment for innovation & creativity is effective.
- c) \_\_\_\_\_ is provided by seller to buyer in exchange of money but it also not provide the ownership of the services provided to the buyer, only values are exchanged.
- d) \_\_\_\_\_ results due to modest changes in the existing services.
- e) \_\_\_\_\_ relates with maintenance of carrying capacity of natural resource base & life support system.



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

- a) Discuss the approaches to innovation. State the differences between invention and innovation.
- b) What are the organisational characteristics that facilitate the innovation process? State the factors enabling the organisational innovation.
- c) Explain different types of services in detail.
- d) Describe the parameters of sustainable development. Mention the reasons for business to embrace sustainability.
- e) Classify the characteristics of service innovation. Also mention several forms of service innovation.

**Q3)** Solve any 4 short notes from the following. **[4×5=20]**

- a) Product Portfolios.
- b) Dynamic Capabilities
- c) Growth in service
- d) Sustainability Innovation
- e) Socio - Political aspects of sustainable development.
- f) Contribution of IT in organisations.



Total No. of Questions : 4]

SEAT No. :

**P2112**

**[5802] - 605**

[Total No. of Pages :2

**T.Y. B.B.A**

**A 605 : INTERNATIONAL BRAND MANAGEMENT  
(2019 CBCS Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Select correct alternatives from given. [5]**

- a) \_\_\_\_\_ helps in identifying the product or brand and describe several things about the product
- |                     |               |
|---------------------|---------------|
| i) Labelling        | ii) Packaging |
| iii) Store branding | iv) Supplying |
- b) The brand image includes two aspects of a brand one is association and second is \_\_\_\_\_
- |               |                 |
|---------------|-----------------|
| i) Awareness  | ii) Personality |
| ii) Labelling | iv) Packaging   |
- c) Brand \_\_\_\_\_ is the customers personal opinion about & evolution of the brand.
- |              |              |
|--------------|--------------|
| i) judgement | ii) evaluate |
| iii) imagery | iv) identity |
- d) The offering of all brands and the brand lines by a particular company is considered as \_\_\_\_\_.
- |                      |                          |
|----------------------|--------------------------|
| i) company portfolio | ii) brand line portfolio |
| iii) brand portfolio | iv) corporate portfolio  |
- e) A measure of the value and strength of brand, including an assessment of brands wealth is known as \_\_\_\_\_.
- |                     |                    |
|---------------------|--------------------|
| i) brand stretching | ii) brand heritage |
| iii) brand name     | iv) brand equity   |

**P.T.O.**

B) Match the pairs.

[5]

Column I	Column - II
1) Brand	a) Qualitative Research
2) Digital Marketing	b) Quantitative Research
3) Projective technique	c) Joint venture
4) Brand awareness	d) Social media
5) Strategic alliance	e) Identifying product

**Q2)** Define Branding? Explain types of branding?

[10]

OR

Explain qualitative & Quantitative tools for measuring brand image?

[10]

**Q3)** Explain use of digital platforms for marketing of brand?

[10]

OR

Define strategic alliances? Explain advantages & disadvantages of it?[10]

**Q4)** Write short notes (Any 4)

[20]

- a) Brand Equity
- b) Brand Loyalty
- c) Brand Portfolio
- d) Email marketing
- e) Brand extension
- f) Advantages of brand management.



Total No. of Questions : 4]

SEAT No. :

**P2113**

**[5802] - 606**

[Total No. of Pages :2

**T.Y. B.B.A**

**B 605 : FINANCIAL MANAGEMENT**

**(Specialization Finance)**

**(2019 CBCS 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) Fill in the blanks and Rewrite the sentence** **[5]**

- a) \_\_\_\_\_ shares also known as ordinary shares.
- b) The sources that provide funds for a period exceeding 5 years are called \_\_\_\_\_
- c) Owned source of capital = share capital + \_\_\_\_\_.
- d) Capital Budgeting deals with \_\_\_\_\_.
- e) An excess of true asset values over the aggregate of stocks and bonds outstanding is called as \_\_\_\_\_.

**Q2) Write short notes (Any three)** **[15]**

- a) Hire Purchasing.
- b) Bank overdraft & Bill Discounting.
- c) Over capitalization and under capitalization.
- d) Net present value(NPV).
- e) Types of preference shares.

**P.T.O.**

Q3) Write long answer.

[15]

- a) What do you mean by sources of finance? Explain in detail long term sources of finance?

OR

- b) What is cost of capital? Explain in details types & measurement of cost of capital with suitable examples?

Q4) a) A firm has sales of ₹20,00,000, variable cost of ₹14,00,000, fixed cost of ₹4,00,000 and debentures of ₹10,00,000, in its capital structure obtained @ 10% interest. What are its financial, operating and combined leverage? [5]

- b) Calculate operating leverage, financial leverage and combined leverage from the following information. [10]

Particulars	P company Ltd. (₹)	Q Company Ltd. (₹)
Sales	25,00,000	35,00,000
Variable cost	7,00,000	11,00,000
Fixed cost	8,00,000	10,00,000
Interest	3,00,000	4,00,000

Also state change in the above leverage if selling price is increased by 15% of both the companies?



Total No. of Questions : 4]

SEAT No. :

**P2114**

**[5802]-607**

[Total No. of Pages : 3

**T.Y. B.B.A.**

**605 - C : GLOBAL HUMAN RESOURCE MANAGEMENT  
(CBCS 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)** Objective questions.

**[10]**

A) Multiple choice questions

**[5]**

- i) The non citizens employees of a country in which they are working is classified as \_\_\_\_\_
  - a) Subordinates
  - b) Expatriates
  - c) Coordinates
  - d) None of the above
- ii) \_\_\_\_\_ is the widely accepted technique of recruitment through it mostly provides one way communication.
  - a) Advertising
  - b) Communication
  - c) Marketing
  - d) None of the above
- iii) \_\_\_\_\_ is given to the employees to impact knowledge about cultural difference.
  - a) Global Training
  - b) On-the-job Training
  - c) Off-the-job Training
  - d) None of the above
- iv) \_\_\_\_\_ means the procurement, allocation, utilization and motivation of human resource in the international area.
  - a) IHRM
  - b) HRM
  - c) KMS
  - d) None of the above

***P.T.O.***

- v) MNC stands for \_\_\_\_\_.
- Multi-national cooperation
  - Multi-national corporation
  - Multi-national co-ordination
  - Multi-national collaboration

B) Match the pairs:- [5]

Column A	Column B
i) GHRM	a) Pay practices relating to employees who are working on international assignments in another country.
ii) E-Recruitment	b) Element of Knowledge Management
iii) Global Compensation	c) Procedure of sourcing, assigning & using the human resource in an effective manner in MNCs
iv) Knowledge Creation	d) Local managers who are hired by MNCs
v) Host Country Nationals	e) This recruiting can be extremely effective in generating applicants due to its low cost, speed & ability to target applicants with technical skills.

**Q2)** Write long answer from the following (any one) [10]

- Explain the features & objectives of Global Human Resource Management.
- What is Global Staffing? Explain the process of Global Staffing.

**Q3) Write long answer from the following (any one) [10]**

- a) Discuss various approaches to global compensation. Also elaborate key components of global compensation.
- b) Explain in detail the evolving role of HRM functions in MNCs and also explain the Performance Appraisal in MNCs.

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

- a) Difference between Global HRM & Domestic HRM
- b) Staffing Policy approaches in International HRM
- c) Importance of Global Training & Development
- d) Importance of Knowledge Management System
- e) Categorization of countries & employees in Global HRM
- f) Global Recruitment & E-Recruitment





Total No. of Questions : 4]

SEAT No. :

**P2115**

**[5802]-608**

[Total No. of Pages : 2

**T.Y. B.B.A.**

**D 605 : GLOBAL TOURISM & 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]**

- i) Pull factors in tourism are \_\_\_\_\_
  - a) Rest and relaxation
  - b) Escape
  - c) Amenities
  - d) None of the above
- ii) \_\_\_\_\_ is not served by 'Toy Train'.
  - a) Darjeeling
  - b) Coonoor
  - c) Mount Abu
  - d) Matheras
- iii) Which is not a major sea port on eastern coast of India?
  - a) Paradip
  - b) Visakhapatnam
  - c) Ennore
  - d) Puri
- iv) The restaurant service orders are taken by:
  - a) Captain
  - b) Steward
  - c) Busboy
  - d) Waiter
- v) Concept of hospitality includes:
  - a) Swagat
  - b) Suchana
  - c) Suvidha
  - d) All of the above

***P.T.O.***

B) Match the following: [5]

- |                            |   |
|----------------------------|---|
| i) Educational tourism     | a) Low cost accommodation                       |
| ii) Gambling tourism       | b) Destination                                  |
| iii) Dharmashala           | c) Legally appointed agent                      |
| iv) Termination of journey | d) To study culture of a place                  |
| v) Travel agent            | e) Participation in money-winning activity/Game |

**Q2)** Answer the following questions in long answers (1 out of 2) [10]

- a) Explain in detail different types of tourism.
- b) Explain in detail various opportunities presented by development of tourism.

**Q3)** Answer the following questions in long answers (1 out of 2) [10]

- a) Write a detailed note on emerging trends in accommodation.
- b) Define the term hotel. Explain how hospitality & travel & tourism industries are linked to each other?

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

- a) Components of tourism
- b) Travel organisation in India.
- c) Bed & breakfast hotels
- d) Travelers at rest
- e) Types of airlines
- f) Poshtel tourism



Total No. of Questions : 3]

SEAT No. :

**P2116**

**[5802]-609**

[Total No. of Pages : 2

**T.Y. B.B.A.**

**E 605 : AGRICULTURAL EXPORTS  
(CBCS 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)** Objective type questions.

**[10]**

A) Multiple Choice Questions

**[5×1=5]**

- i) White revolution is related to \_\_\_\_\_.
  - a) Food production
  - b) Milk production
  - c) Beekeeping
  - d) Flower production
- ii) Green revolution was confined to \_\_\_\_\_.
  - a) Rice in West Bengal
  - b) Cotton in Maharashtra
  - c) Wheat in Punjab & Haryana
  - d) Oil seeds in Punjab
- iii) The Apex Bank for providing Agricultural Refinance in India is \_\_\_\_\_.
  - a) RBI
  - b) NABARD
  - c) LDB
  - d) SBI
- iv) Which of the following is the international trade?
  - a) Trade between provinces
  - b) Trade between regions
  - c) Trade between countries
  - d) (b) & (c) of above
- v) A tariff is \_\_\_\_\_.
  - a) A restriction on the number of export firms
  - b) Limit on the amount of imported goods.
  - c) Tax & imports
  - d) (b) & (c) of above

**P.T.O.**

B) Match the Pairs [5]

Group - A

Group - B

- |                              |  |
|------------------------------|--|
| i) Food corporation of India | a) Laws relating to domestic agriculture |
| ii) Agricultural Policy      | b) Exchange of products                  |
| iii) Imports & Exports       | c) Run by government of India            |
| iv) Trade                    | d) Backbone of India Economy             |
| v) Agriculture sector        | e) Components of international trade     |

**Q2)** Long answer questions (Solve any Q2 out of Q4) [20]

- Discuss the need of import & export.
- Explain the role of agriculture in Indian Economy.
- Role of Technology in agricultural development.
- Explain the import export procedure in detail.

**Q3)** Write a short note on (Any four) [20]

- Agricultural policy in India.
- Marketing plans for reports.
- Export assistance
- International Trade
- World agriculture
- Institutional infrastructure for export promotion in India.



Total No. of Questions : 4]

SEAT No. :

P7270

[Total No. of Pages : 6

[5802]-610

T.Y. B.B.A

A606 : CASES IN MARKETING

(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 only) (attempt any 1) : [5]**

- a) What are the ideal elements included in a case study?
- b) Why case studies are essential?

**Q2) Case Study 1 : [15]**

Over a period spanning six and a half decades, the Haldiram's Group (Haldiram's) had emerged as a household name for ready-to-eat snack foods in India. It had come a long way since its relatively humble beginning in 1937 as a small time sweet shop in Bikaner, in the Rajasthan state of India. In 2001, the turnover of the Haldiram's was Rs. 4 billion.

The company offered a wide variety of traditional Indian sweets and snacks at competitive prices that appealed to people belonging to different age groups. Haldiram's had many 'firsts' to its credit. It was the first company in India to brand 'namkeens<sup>3</sup>'. The group also pioneered new ways of packaging namkeens.

Its packaging techniques increased the shelf life of namkeens from less than a week to more than six months. It was also one of the first companies in India to open a restaurant in New Delhi offering traditional Indian snack food items such as "panipuri," "chatpapri," and so on, which catered to the needs of hygiene conscious non-resident Indians and other foreign customers. Since the very beginning, the brand 'Haldiram's' had been renowned for its quality products.

**P.T.O.**

The company employed the best available technology in all its manufacturing facilities in India. Given the increasing popularity of Haldiram's products, the group planned to expand its operations. Similarly, Haldiram's launched 'Bhelpuri,' keeping in mind customers residing in western India. The company offered certain products such as 'Nazarana,' 'Panchratan,' and 'Premium' only during the festival season in gift packs. These measures helped Haldiram's compete effectively in a market that was flooded with a variety of snack items in different shapes, sizes and flavors.

Haldiram's offered its products at competitive prices in order to penetrate the huge unorganized market of namkeens and sweets. The company's pricing strategy took into consideration the price conscious nature of consumers in India. Haldiram's launched namkeens in small packets of 30 grams, priced as low as Rs.5. The company also launched namkeens in five different packs with prices varying according to their weights. The prices also varied on the basis of the type of namkeens and the raw materials used to manufacture it. The cost of metallized packing<sup>7</sup> also had an impact on the price, especially in the case of snack foods. The company revised the prices of its products upwards only when there was a steep increase in the raw material costs or additional taxes were imposed.

Haldiram's developed a strong distribution network to ensure the widest possible reach for its products in India as well as overseas. From the manufacturing unit, the company's finished goods were passed on to carrying and forwarding (C&F) agents. C&F agents passed on the products to distributors, who shipped them to retail outlets. While the Delhi unit of Haldiram's had 25 C&F agents and 700 distributors in India, the Nagpur unit had 25 C&F agents and 375 distributors.

Haldiram's also had 35 sole distributors in the international market. The Delhi and Nagpur units together catered to 0.6 million retail outlets in India. C&F agents received a commission of around 5%, while distributors earned margins ranging from 8% to 10%. The retail outlets earned margins ranging from 14% to 30%. At the retail outlet level, margins varied according to the weight of packs sold.

Retailers earned more margins ranging from 25% to 30% by selling 30 gms pouches (priced at Rs.5) compared to the packs of higher weights. Apart from the exclusive showrooms owned by Haldiram's, the company offered its products through retail outlets such as supermarkets, sweet shops, provision stores, bakeries and ice cream parlors. The products were also available in public places such as railway stations and bus stations that accounted for a sizeable amount of its sales.

- a) What strategies were used by Haldiram to sell their products?
- b) What pricing strategy Haldiram adopted?
- c) What distribution strategy was adopted by Haldiram?

**Q3) Case Study 2 :**

**[15]**

In 1997, BIL, whose business seemed to be doing well, instead of concentrating on it, virtually charted a new course by seeking to reinvent itself. It built a new corporate identity and adopted a colourful and identifiable logo with a new base line - 'Eat Healthy, Think better.' From being a manufacturer of baked products, BIL kicked off a diversification exercise to become a comprehensive foods and beverages company making cheese and other dairy products, in addition to its bakery products.

Others felt that BIL's makeover decision may have been influenced, by the threat of potential competition. They also felt that with the organised biscuit market in India being commoditised, and the major chunk being controlled by the unbranded segment, reliance on biscuits alone could be detrimental to its long-term interests.

However, some analysts were of the opinion that the diversification of BIL into relatively new areas was risky, and that it should have concentrated on its core competence, the biscuit business.

As a first step in its makeover plan, BIL hired a Paris based design studio-Shining Strategic design, to craft a new logo and corporate slogan. Its work involved understanding the perceived and potential value of the brand where everything from colours and symbols to the typeface, was evaluated. The work also involved looking at the potential of the market and seeing where BIL could venture in future.

Research<sup>3</sup> showed that the brand 'Britannia' was synonymous with trust and quality, and the wide portfolio of products was seen as a source of strength. But, BIL was aiming at faster growth, by expanding its business within the bakery segment and in select synergistic areas.

The fact that the existing brand was too closely associated with the bakery business, could have been a hindrance to BIL's diversification efforts. Therefore, Britannia needed a more dynamic expression. So there was a need to restage the logo, with the twin objectives of communicating modernity and dynamism.

While developing the new logo and brand statement, the existing red and white shield like unit was retained with a modern rendition. The new corporate identity had three colours red (symbolising energy and vitality), green (nutrition and freshness) and white (purity) which collectively represented what consumers looked for in foods and beverage. Research had shown that the brand statement, Eat Healthy, Think Better, captured the essence of the Indian concept of the unity of body and mind.

- a) What potential challenges BIL had to face?
- b) What steps BIL took as its makeover plan?
- c) What ideas were behind designing a new logo?

**Q4) Case Study 3 :**

**[15]**

In 2002, Luxor Writing Instruments Private Limited (LWIPL) had emerged as the market leader in the premium pens<sup>2</sup> segment in India, with a market share of 60%. The company held a 10% share in the writing instruments industry, next only to the market leader, Reynolds that held 12%. LWIPL had been in the pen industry for nearly four decades. The company adopted innovative marketing strategies that had made it one of the most popular pen manufacturers in India.

The 1980s witnessed an increased acceptance of ball point pens and Wilson Jotter was considered to be the market leader in this segment. The pens manufactured by Jotter were popularly called Jotter pens. The market for ball point pens was also dominated by domestic players in the unorganized market. With the increase in demand, existing players started expanding their capacities while many new players began entering the market.

In 1982, Deepak Jain, managing director of Luxor Pen Company (Luxor) entered into an agreement with the Pilot Corporation of Japan to officially launch Pilot pens in India. In 1984, Suraj Mal Jain<sup>5</sup> started a manufacturing unit for ball point pens and refills in Kolkata and named it as Line Writing Aids Private Limited. The company launched new varieties such as disposable pens into the market.

In 1986, the French pen company, Reynolds entered the Indian market through its subsidiary, GM Pens International Limited by setting up a manufacturing plant at Chennai. It used the latest technology to make pens and refills of better quality and offered them at an affordable price. The Reynolds 045 pens became very popular among the regular pen users; especially among the school and college students.



By early 2002, some of the most popular brands in the Indian pen market comprised of domestic brands such as Reynolds, Luxor, Cello, Rotomac, Kores, Today's, Montex and Add pens and foreign brands such as Mont Blanc, Flair (with Pierre Cardin), Uniball and more. Consumers now had a wider choice, both in terms of different variety and the number of brands available.

Gradually, the competition among different pen brands intensified, which in turn, prompted these companies to increase their spending on promotional activities. According to the 2001-2002 figures, the writing instruments industry in India was worth approximately Rs.15 billion<sup>10</sup>. Studies<sup>11</sup> on the industry has revealed that there were around fifteen organized players, which included both domestic and international companies and more than 600 unorganized players.

Though, in the past, unorganized players accounted for a sizable share of the industry, their share had decreased significantly from around 90% in 1990 to just 20% in 2002. The huge potential that the industry offered prompted existing companies to expand their manufacturing facilities and encouraged new companies to enter the industry. This had led to intense competition in the industry. The studies also revealed that the companies in the organized sector were putting efforts in offering good quality products at competitive prices. At the same time, impetus was given to increase the visibility of their products in the minds of target customers.

In November 2001, LWIPL launched 'Special Moment', a gift pack consisting of Parker Vector and Parker Beta pens, which had the signature of the brand ambassador, Amitabh Bacchan inscribed on it.

These pens were primarily targeted at pen collectors, who were fond of Parker pens. In February 2002, Parker launched the 'Black and White' range of Parker Vector ball pens which were priced at Rs.145 each.

In mid 2002, the company launched the 'Football Legends World Cup edition' of Parker Vector pens in order to cash in on the popularity that the event enjoyed. The pens had photographs of famous football stars such as Maradona, and Pele inscribed on them. These pens were primarily targeted at avid football fans, who would be interested in collecting pens bearing photographs of their favorite players.

In December 2002, LWIPL launched the "Gajgamini" range of Parker Sonnet fountain pens. The limited edition of pens (only 500 pens were released) was named after the paintings created by noted artist MF Hussain<sup>16</sup> and also had his signature inscribed on them. LWIPL priced these pens at Rs.5000 each.

As the Parker pens were initially targeted at the premium segment and carried a high price tag, they were launched only in the four metros - Delhi, Mumbai, Kolkata and Chennai. The pens were made available in large stationary stores and point of purchase displays were attached a lot of significance.

These pens were put on display in special racks so that people could notice the complete range of pens. As the demand of Parker pens grew, they were made available in other urban areas of the country. In order to increase the reach of Parker pens, the low priced versions were made available in small stationary shops. LWIPL later opened exclusive outlets of Parker Pens in all major cities in India. When LWIPL launched Papermate pens in India, it changed its distribution strategy vis-a-vis that of Parker pens. The pens were targeted at a wider cross - section of people, which included students, executives and elderly.

- a) What strategy Reynolds adopted after entering in India?
- b) What promotional strategies Luxor adopted?
- c) What distribution strategies were adopted by Luxor?



Total No. of Questions : 4]

SEAT No. :

**P2117**

**[5802]-611**

[Total No. of Pages : 3

**T.Y. B.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Question No.1 is compulsory.*
- 2) *Answer any TWO questions from the remaining.*
- 3) *Use of Calculator is allowed.*

**Q1)** SKS Pvt. Ltd. company is considering a new project to increase its production capacity of machine. Two alternative projects have been suggested each costing Rs. 1,00,000. Earning after tax is expected to be as follows. **[20]**

Year	Project 1	Project 2
1	30,000	10,000
2	40,000	30,000
3	50,000	40,000
4	30,000	60,000
5	20,000	40,000

Company has target return on capital of 10% and present value of Rs.1 @10% follows.

1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year	5 <sup>th</sup> year
0.91	0.83	0.75	0.68	0.62

Calculate :-

- a) Payback period
- b) Discounted payback period
- c) NPV
- d) Profitability Index and give your opinion to the management about the option which is financially more preferable.

**P.T.O.**

**Q2)** The Board of directors of PQL Engineering Co. Pvt. Ltd. requests you to prepare a statement showing the working capital requirement. A level of activity of 1,56,000 units of production. **[15]**

Particular	Per unit (Rs.)
Raw materials	90
Direct labour	40
Overheads	<u>75</u>
Total cost	<u>205</u>
Profit	60
Selling price per unit	<u>265</u>

- a) Raw materials are in stock on an average for one month.
- b) Materials are in process 50% complete on an average for two weeks.
- c) Finished goods are in stock on an average for one month.
- d) Credit allowed by suppliers for one month.
- e) Time lag in payment from debtors is two months.
- f) Lag in payment of wages 1 1/2 weeks.
- g) Lag in payment of overheads one month.

20% of the output is sold against cash. Cash in hand and bank expected Rs. 60,000. Assume that production is carried on evenly throughout the year, wages and overheads occurred similarly and a time period of 4 weeks is equivalent to a month.

**Q3)** M/S. Riya and Co., has the following capital structure as on 31<sup>st</sup> December, 2021: **[15]**

Particulars	Amount (Rs.)
10% Debentures	3,00,000
9% Preference Shares	2,00,000
Equity 5,000 Shares of Rs. 100 each	5,00,000
<b>Total</b>	<b>10,00,000</b>

The equity shares of the company are quoted at Rs. 102 and the company is expected to declare a dividend of Rs. 9 per share for 2021. 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 Rs. 5,00,000 to finance an expansion. Calculate the revised weighted cost of capital. The company assessment is that it will be in a position to increase the dividend from Rs. 9 per share to Rs.10 per share, but the business risk associated with new financing may bring down the market price from Rs. 102 to Rs. 96 per share.

**Q4)** Existing Capital structure of XYZ Co. Ltd. is as follows. **[15]**

14% Term Loan from SBI Bank	5,00,000
12% Debentures (1000 each)	3,00,000
Equity Share Capital (20,000 Shares)	2,00,000

The equity shares of the company are at Rs. 225. It is expected that the company will pay a current dividend of Rs. 15 per share. A growth rate of 9% was registered in the past which is expected to be maintained. The tax rate applicable may be assumed at 40%.

Calculate the Weighted Average Cost of Capital (WACC).

What will the effect on weighted average cost of capital after addition of Rs. 5,00,000 debt by issue of 14% Debentures?



Total No. of Questions : 3]

SEAT No. :

**P2118**

**[5802]-612**

[Total No. of Pages : 2

**T.Y. B.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Fill in the blanks (any 4 out of 5) [4]**

- i) Employee Engagement is an indicator of \_\_\_\_\_ approach of an employee towards the work. (optional, compulsive, positive, neglect)
- ii) \_\_\_\_\_ plays a very important role to strategize qualitative employee commitment. (constructive, feedback, work life imbalance, casual employment contract, employer empowerment)
- iii) Team oriented and Selfless approach is an indicator of \_\_\_\_\_ employee. (Highly engaged, Moderately engaged, Barely engaged, disengaged)
- iv) \_\_\_\_\_ cost is associated with income or foregone or sacrificed to acquire or replace a resource (opportunity cost, direct cost, outlay cost, original cost)
- v) \_\_\_\_\_ method relates to real life problem.  
(Case study, Experiential method, historical method, Exploratory method)

**B) Match the following [4]**

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| i) Open door policy              | a) Human resource as an asset     |
| ii) HRIS                         | b) Non-Monetary method            |
| iii) Human Resource Accounting   | c) Measure to Employee Engagement |
| iv) Discounted Net Present value | d) Composite of database          |

***P.T.O.***

- C) True or False (any 4 out of 5) [4]
- i) Engaged employees drag themselves to the office and count down the time to go home. (True / False)
  - ii) HRIS is an integrated system to gather, store and analyze information regarding the financial balance sheet of the company (True / False)
  - iii) Efficient Job Analysis is one of the essential pre-requisites of Employee engagement (True / False)
  - iv) Database in HRIS helps to reduce paper work in the administrative process of Personnel Management. (True / False)
  - v) Human Resource Accounting helps in creating goodwill for an organization. (True / False)

**Q2) Short notes (any 2 out of 4) [14]**

- a) Hurdles to effective Employee Engagement.
- b) Benefits of Human Resource Information System
- c) Human Resource Audit
- d) Monetary method of Human resource valuation.

**Q3) Long Answer (any 2 out of 4) [24]**

- a) Define Employee Engagement? Explain the factors affecting the Employee's Engagement?
- b) What are the strategies the companies implement to improve the Employee Engagement?
- c) What is Personnel Research? Explain in detail various approach of personnel Research.
- d) Define human resource Accounting? State the importance of Human resource Accounting with its merits and demerits?



Total No. of Questions : 3]

SEAT No. :

**P2119**

**[5802]-613**

[Total No. of Pages : 2

**T.Y. B.B.A.**

**SM-606 -D: RECENT TRENDS IN SERVICES AND PROJECT  
(CBCS 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)** Objective type questions.

A) Multiple choice type questions (MCQ)

**[5]**

- i) ITES stands for \_\_\_\_\_
  - a) Information Technology enabled services
  - b) Information Technology end services
  - c) Information Technology enabled server
  - d) None of the above
- ii) Service processes that are developed to producing knowledge based or advice based services are called \_\_\_\_\_
  - a) Customer Centric services
  - b) Professional services
  - c) Value services
  - d) Customised services
- iii) Tele-marketing is a part of \_\_\_\_\_
  - a) Viral marketing
  - b) Social marketing
  - c) Direct marketing
  - d) Relationship marketing
- iv) Banking is the example of \_\_\_\_\_
  - a) Production services
  - b) Business services
  - c) Consumer services
  - d) Government provided services
- v) Which of the following is not a service?
  - a) Insurance
  - b) Mail Delivery
  - c) Medical checkup
  - d) None of these

***P.T.O.***



B) Match the Pairs. [5]

Group - A

Group - B

- |                                |                                   |
|--------------------------------|-----------------------------------|
| i) Intangibility               | a) Determinant of service quality |
| ii) Physical evidence          | b) Creating new service           |
| iii) Responsiveness            | c) Meeting customers expectations |
| iv) New service development    | d) Characteristics of services    |
| v) Customer - Centric Services | e) Employee training              |

**Q2)** Long answer questions (Solve any 2 out of 4) [20]

- a) State and explain the benefits of services.
- b) Explain the disadvantages of franchising
- c) Impact of technology and innovations on service sector, discuss.
- d) Explain the benefits of IT services.

**Q3)** Write short note on. (Solve any 4 out of 6) [20]

- a) It enabled services
- b) Tourism industry
- c) Globalisation of services
- d) Current trends in Agriculture service
- e) Telecom industry
- f) Characteristics of services



Total No. of Questions : 3]

SEAT No. :

**P2120**

**[5802] - 614**

[Total No. of Pages : 2

**T.Y. B.B.A.**

**E 606 : TOURISM DEVELOPMENT IN RURAL INDIA  
(2019 CBCS 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) Objective type questions. [10]**

**A) Multiple Choice Questions. [5]**

- i) The main aim to tourism industry in India is \_\_\_\_\_.
  - a) To spread word of mouth & create repeat visitors.
  - b) Create repeat visitors
  - c) To spread word of mouth
  - d) None of the above
- ii) A tourism policy includes \_\_\_\_\_.
  - a) Rules
  - b) Regulations
  - c) Objectives & Strategies
  - d) All of the above
- iii) In the following which is not a basic purpose of travel in ancient times.
  - a) Trade
  - b) Seeking knowledge
  - c) For religious purpose
  - d) Recreation
- iv) Push factors in Tourism are \_\_\_\_\_.
  - a) Facilities
  - b) Prestige
  - c) Services
  - d) None of the above
- v) Which type of tourism is focused on protection of agriculture?
  - a) Farm
  - b) Social
  - c) Cultural
  - d) Agro-Tourism

***P.T.O.***

- B) Answer in one sentence. [5]
- i) Rural Territory means what?
  - ii) What is cost associated with Rural Tourism?
  - iii) What is Rural development?
  - iv) What is Agro-tourism?
  - v) Define sustainable tourism.

**Q2)** Long answer questions (Solve any 2 out of 4) [20]

- a) Explain the types of Rural Tourism.
- b) Role of technology in Rural development.
- c) The village as a primary tourism product showcase the rural life, art, culture & heritage. Comment.
- d) Role of professional agencies in the development of Rural Tourism.

**Q3)** Write short notes on (Solve any 4 out of 6) [20]

- a) Tourism projects in India.
- b) Inspirational Tourism.
- c) Impact of Rural Tourism on the rural community.
- d) Rural Tourism in Indian context.
- e) Benefits of Rural Tourism.
- f) Financial Assistance required for Rural Tourism.

