

Total No. of Questions : 3]

SEAT No. :

PB-1408

[Total No. of Pages : 3

[6225]-301

S.Y. B.B.A.

**301: Principles of Human Resource Management
(2019 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) _____ is motivating employees by providing reasonable & satisfactory remuneration.
 - a) Compensation
 - b) Employment
 - c) Human Relation
 - d) Coordinating
- ii) Process of Manpower Planning consists of _____
 - a) Forecasting
 - b) Employee Branding
 - c) Development of employee
 - d) both (a) & (b)
- iii) _____ lower down the morale of employee.
 - a) Discontentment from job
 - b) Demotion
 - c) Frustration
 - d) All of above
- iv) Technology has led to the changes in which area of HRM?
 - a) Customer
 - b) Supplier
 - c) Buyer
 - d) Training & Development
- v) If demand of employees is more than supply of employees _____ Strategy is implemented.
 - a) Recruitment
 - b) Retirement
 - c) Retrenchment
 - d) Demotion

P.T.O.

B) Match the Pairs

[5]

SET A

SET B

- | | |
|--|--|
| i) Studying & collecting the information relating to the operations & responsibilities of the job | a) Job Specification |
| ii) A Statement of minimum acceptable human qualities necessary to perform job properly | b) International Human Resource Management |
| iii) A process of managing the diverse & global pool of talented people. | c) Organising |
| iv) Implementation of HR practices, policies & strategies through the use of web technology based channels | d) Job Analysis |
| v) Aligning people & other resources so as to work together & achieve organizational objectives | e) Electronic HRM |

C) Answer the following (Any 5)

[5]

- i) Define the term Employment.
- ii) Define Career.
- iii) What is employee morale
- iv) What is Work force diversity?
- v) State the approaches of IHRM.
- vi) What are career anchors?

D) Fill in the blanks

[5]

- i) The systematic & orderly process of measuring the worth of job within an organization is called _____
- ii) Maintaining the balance between personal & work life is known as _____
- iii) The retirement stage of a career is also known as _____
- iv) The functions focuses on specific activities of human resources of the organization are _____ functions.
- v) Planning, directing, controlling , Organizing are _____ type of functions.

Q2) Answer the following (Any 3)

[30]

- i) Discuss in detail the challenges before HRM.
- ii) What are the factors contributing job satisfaction? Discuss the advantages of job satisfaction.
- iii) What are the benefits & barriers of HRP?
- iv) What is career planning? Discuss the process of career planning.
- v) Give the advantages & disadvantages of Work from Home.

Q3) Write Short Notes on (Any 4)

[20]

- i) Roles of HRM
- ii) Benefits of HRP.
- iii) Job Description
- iv) Approaches to IHRM
- v) Principles of HRM
- vi) Stages of career



Total No. of Questions: 3]

SEAT No. :

PB1409

[6225]-302

[Total No. of Pages :3

S.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- a) The purpose of supply chain management is to _____.
 - i) Increase the production level
 - ii) Manage and integrate supply and demand management
 - iii) Enhance the quality of a product and services
 - iv) Provide satisfaction to the customer
- b) _____ mainly deals with all activities associated with the flow and transformation and information of goods from the stage of raw material to the end user i.e. consumption.
 - i) Production Line
 - ii) Supply Chain
 - iii) Inventory management
 - iv) Marketing Channel
- c) The concept of supply chain management originated in _____ discipline.
 - i) Production Management
 - ii) Logistics Management
 - iii) Marketing Management
 - iv) Operations Management
- d) Supply chain management is the management of the _____.
 - i) Storage Raw Materials
 - ii) Flow of goods and services
 - iii) Fulfillment of order
 - iv) Satisfaction of customer

P.T.O.

- e) The supply chain concept originated in what discipline?
 - i) Marketing
 - ii) Operations
 - iii) Logistics
 - iv) Production

B) Match the following. [5]

- | Group A | Group B |
|--------------------------------------|--|
| a) Inventory Management | i) Technology is commonly used for tracking and tracing products |
| b) Goal of supply chain management | ii) Minimizing stockouts |
| c) Bullwhip effect | iii) Component of supply chain management |
| d) Radio Frequency Identification | iv) Inefficiencies in inventory management |
| e) Objective of inventory management | v) Minimizing costs throughout the supply chain |

C) Answer in one sentence [5]

- a) What is Supply Chain Management?
- b) What do you mean by Inventory?
- c) Define Manufacturing.
- d) What is Work-flow-automation?
- e) What is Logistics Planning?

- D) Fill in the blanks: [5]
- a) _____ refers to the movement, storage, and control of goods and materials throughout the supply chain.
 - b) The _____ effect describes the amplification of demand fluctuations along the supply chain.
 - c) Green supply chain management focuses on integrating _____ considerations into all aspects of supply chain activities.
 - d) _____ involves planning, implementing, and controlling the efficient flow and storage of goods, services, and information from point of origin to point of consumption.
 - e) _____ management aims to minimize stockouts, reduce excess inventory, and optimize inventory turnover.

Q2) Long Answer type questions (Any three) [30]

- a) Explain the features of SCM
- b) Discuss the advantages & disadvantages of Strategic SCM
- c) Discuss the functions of logistics in detail
- d) Explain the objective of storekeeping
- e) Explain the Importance of channel of distribution

Q3) Write Short notes (Any four) [20]

- a) Different views of SCM
- b) Store layout
- c) Components of logistics management
- d) Advantages of Barcoding
- e) Process of channel design
- f) Material Handling



Total No. of Questions : 3]

SEAT No. :

PB1410

[6225]-303

[Total No. of Pages : 3

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the Blanks:

[5×1=5]

- a) Which of the following is NOT considered a global competency?
 - i) Cultural awareness
 - ii) Communication skills
 - iii) Technical expertise
 - iv) Adaptability

- b) What does intercultural competence refer to?
 - i) Ability to speak multiple languages fluently
 - ii) Understanding and effectively interacting with people from different cultures
 - iii) Expertise in international law and regulations
 - iv) Mastery of global business strategies

- c) The ability to adapt to new situations and environments is known as:
 - i) Emotional Intelligence
 - ii) Flexibility
 - iii) Intercultural competence
 - iv) Adaptability quotient

P.T.O.

- d) Which factor plays a crucial role in effective cross-cultural communication?
- i) Assetiveness
 - ii) Stereotyping
 - iii) Empathy
 - iv) Ethnocentrism
- e) Which of the following is a benefit of developing global competencies?
- i) Limited career opportunities
 - ii) Difficulty in working with diverse teams
 - iii) Improved communications skills
 - iv) Narrow worldview

B) Match the pairs:

[5×1=5]

Group A

Group B

- | | |
|------------------|-----------------|
| a) Goal | i) Integrity |
| b) Communication | ii) Pitch |
| c) Listening | iii) Feedback |
| d) Speech | iv) Concentrate |
| e) Leadership | v) Specific |

C) Answer True or False of following:

[4×1=4]

- a) Emotional intelligence plays a negligible role in personal and professional success.
- b) Resilience is the ability to adapt to new situations and bounce back from setbacks.
- c) Having a growth mindset means believing that intelligence and abilities are fixed traits.
- d) The Big Five personality traits include openness, conscientiousness, extraversion, agreeableness, and neuroticism.

Q2) Short Answer (Any 3):

[3×8=24]

- a) Discuss the concept of Time Management.
- b) Explain in details about the Psychoanalytical theory of sigmund Freud.
- c) Discuss the concept of Workplace ethics in detail.
- d) Explain in details about Positive Self Esteem & Negative Self Esteem.

Q3) Long Answer Questions (any 2):

[2×16=32]

- a) What is Personality? Explain the Determinants of Personality Development in detail?
- b) What is Corporate Social Responsibility? Write types and Social Responsibility for different interest group?
- c) Define Social image? Explain guidelines to project positive social Image?
- d) What is Leadership Skills? Explain the detail about tips for development of leadership skills?



Total No. of Questions : 3]

SEAT No. :

PB-1411

[Total No. of Pages : 2

[6225]-304

S.Y. B.B.A.

304 : Fundamentals of Rural Development

(2019 Pattern) (Semester - III) (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 blanks with the appropriate alternative (Any Five). [5]

- i) The term Agribusiness is coined by _____.
(John Davis, Michael Peter, Ewell Roy)
- ii) Rural Development Implies raising the _____ status of the Rural Population
(Economical, Social, Micro Finance)
- iii) In _____ areas, agriculture & allied activities are predominant.
(Rural, Urban, Semi-urban)
- iv) NGOs with Charitable Orientation focus on _____.
(Education, Need for poor, Health care)
- v) The District Rural Development Agency (DRDA) has traditionally been the principal organ at the _____ level to oversee the implementation of different anti poverty programmes.
(District , State, National)
- vi) _____ refers to technologies that provide access to information through telecommunications.
(ICT, AICT, AIT)

P.T.O.

B) Match the pairs : [5]

Column A	Column B
i) Integrated Approach	a) Approaches of Rural Development.
ii) Bi-modal Strategy:	b) agricultural strategy for both large and small sized landholdings
iii) SHG	c) International NGO
iv) CARE	d) 12-20 Members.
v) Self Help Group (SHG) Bank Linkage programme	e) NABARD

C) True or False : [4]

- i) The term Agribusiness is coined by John Davis.
- ii) Agricultural Entrepreneurship is predominantly related to the marketing & production of various agricultural products.
- iii) OXFAM & CARE are international NGOs.
- iv) NGOs with Charitable Orientation focus on local participation.
- v) Mahatma Gandhi had viewed development of Rural areas through eradication of Wealth.

Q2) Write a short answers (Any Three) : [24]

- a) Explain the Agricultural Entrepreneurship.
- b) Explain the Role of NGO's in Rural Development.
- c) Explain the Rural Development Planning.
- d) Write a note on Rural Development and ICT.

Q3) Write a Long answers (Any Two). [32]

- a) Explain the various approaches to Rural Development.
- b) What are the various challenges in development of rural areas?
- c) What is Agricultural Entrepreneurship? Explain its importance.
- d) Explain the functions and importance of DRDA.



Total No. of Questions : 4]

SEAT No. :

PB-1412

[Total No. of Pages : 2

[6225]-305

S.Y. B.B.A.

**305A : Consumer Behaviour and Sales Management
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) Friends are example of _____ group
 - i) Reference
 - ii) Secondary
 - iii) Disassociate
 - iv) None of these
- b) According to Maslow's Hierarchy of Needs, what is the highest level of need that individual seek to satisfy?
 - i) Physiological needs
 - ii) Safety needs
 - iii) Social needs
 - iv) Self-actualization needs
- c) In a geographic sales organization, how are sales territories typically divided?
 - i) Based on customer demographics
 - ii) Based on product categories
 - iii) Based on geographic regions or locations
 - iv) Based on salesperson expertise
- d) What is a common procedure used for assessing sales ability during the recruiting process?
 - i) IQ tests
 - ii) Personality assessments
 - iii) Job interviews
 - iv) Technical skills tests
- e) Non-monetary compensation as a motivation tool can include:
 - i) Salary increases
 - ii) Health insurance benefits
 - iii) Cash bonuses
 - iv) Stock options

P.T.O.

B) Match the following : [5]

Set A

- a) Maggi
- b) Advertising
- c) Self Actualization
- d) Belonging
- e) Consumerism

Set B

- i) Self-Fulfilment
- ii) Need for love
- iii) Protection against Exploitation
- iv) Product
- v) Promotion

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

- a) Explain the distinction between “customers” and “consumers” in the context of marketing.
- b) What is the significance of culture and sub-culture in marketing?

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

- a) Enlist and explain the sales organisation structure.
- b) Discuss and explain the Momentary and non-monetary compensation.

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

- a) Information search sources.
- b) Customer Satisfaction, Customer Delight.
- c) Sales training types.
- d) Sales Managers Functions and responsibilities.
- e) Geographical sales organisation.
- f) Internal Sources of Recruitment.



Total No. of Questions : 4]

SEAT No. :

PB-1413

[Total No. of Pages : 2

[6225]-306

S.Y. B.B.A.

**B305 : Management Accounting
(2019 Pattern) (Semester - III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- i) The term Management Accounting was coined by _____.
- ii) Marginal costing is a technique which focus on _____ cost only.
- iii) _____ = current assets / current liabilities.
- iv) The full form of P/V ratio is _____.
- v) _____ budget is the first step of budgetary system and all other budgets depends on it.

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

- i) Distinguish between Cost Accounting and Management Accounting.
- ii) Types of Liquidity Ratio
- iii) Types of budget.

Q2) Explain the meaning of Financial statements and methods for analysis of financial statement. [15]

OR

From following balance sheet of Adinath Ltd. as on 3 1.03.2024, calculate ratios as given under. [15]

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	5,00,000	Land & Building	1,00,000
Preference share capital	2,00,000	Machinery	4,00,000
General Reserve	1,00,000	Furniture	50,000
Secured Loan	3,00,000	Inventory	3,00,000
Sundry Creditors	1,00,000	Sundry Debtors	3,00,000
		Cash/Bank Balance	50,000
	12,00,000		12,00,000

P.T.O.

Calculate Following Ratios from the above balance sheet :

- | | |
|--------------------------|--------------------------------|
| a) Current Ratio | d) Liquid Ratio |
| b) Proprietary Ratio | e) Stock Working capital Ratio |
| c) Capital Gearing Ratio | f) Debt Equity Ratio |

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

Sales (4000 units @ Rs.50 each) Rs. 2,00,000

Variable Costs Rs. 1,36,000

Fixed Cost Rs. 32,000

Calculate: P/V Ratio

Break Event Sales (in units)

Margin of Safety (in units)

What additional units should be sold to obtain the same amount of profit if the selling price is reduced by Rs. 11.

Q4) Swastik Co. Ltd. wishes to arrange overdraft facilities with its bankers from the period August to October 2010 when it will be manufacturing mostly for stock.

Prepare a cash budget for the above period from the following data given below: **[10]**

Month	Sales (RS)	Purchases (Rs)	Wages (Rs)	Mfg.Exps (RS)	Office Exps.(RS)	Selling Exps (Rs)
June	180000	124800	12000	3000	2000	2000
July	192000	144000	14000	4000	1000	4000
August	108000	243000	11000	3000	1500	2000
September	174000	246000	12000	4500	2000	5000
October	126000	268000	15000	5000	2500	4000
November	140000	280000	17000	5000	3000	4500
December	160000	300000	18000	6000	3000	5000

Additional Information:

- Cash on hand 1-08-2010 Rs.25,000.
- 50% of credit sales are realized in the month following the sale and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchase
- Lag in payment of manufacturing expenses half month.
- Lag in payment of other expenses one month.

OR

Explain the term Budget and Budgetary control with its advantages and disadvantages? **[10]**



Total No. of Questions : 4]

SEAT No. :

PB-1414

[Total No. of Pages : 2

[6225]-307

S.Y. B.B.A.

Organisational Behaviour

(2019 Pattern) (Semester - III) (305 C HRM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Question: (Objective Type Questions) [10]

A) Multiple Choice Questions [5]

- 1) refers to gradual changes in the operational goals of the organization.
 - a) Structural change
 - b) Incremental Change
 - c) Strategic Change
 - d) Process Oriented Change
- 2) Herzberg theory of motivation is based on employee
 - a) needs
 - b) opportunities
 - c) satisfaction
 - d) criticism
- 3) What is 'O' in S-O-B-C model of human behaviour?
 - a) Obligation
 - b) Onset
 - c) Organism
 - d) Opinion
- 4) Which one is a discipline of Organisational behaviour that deals with study of societies.
 - a) Psychology
 - b) Sociology
 - c) Anthropology
 - d) Geology

P.T.O.

- 5) Which of the three stages make up Lewin's change model?
- unfreezing, implementing, refreezing
 - unfreezing, changing, refreezing
 - defrosting, implementing, cementing
 - defrosting, changing, refreezing

B. Match the pairs:

[5]

Group A

Group B

- | | |
|---------------------|---|
| 1) Cohesion - | a) number of members in a group, influencing group's dynamics and performance |
| 2) Group Norms - | b) Group members prioritizing consensus and harmony over personal thinking |
| 3) Social Loafing - | c) Shared expectations or rules about how group members should behave |
| 4) Group Size - | d) Individuals tend to exert less effort in groups than when working alone |
| 5) Groupthink - | e) The degree of attraction among group members |

Q2) Long answer questions (Any One)

[10 × 1 = 10]

- Define Personality and explain the determinants of personality.
- Explain Maslow's Need Hierarchy Theory.

Q3) Long answer questions (Any One)

[10 × 1 = 10]

- Why are Groups formed? Explain the stages of Group development.
- Define Change. Explain the different forces for change in an organization.

Q4) Write short notes on (any four):

[5 × 4 = 20]

- Big Five Model of personality
- Stages of group development
- Modern View of Conflict
- Frustration Model of Conflict
- Type A and Type B personality
- Elements of Organizational Culture



Total No. of Questions : 4]

SEAT No. :

PB-1415

[Total No. of Pages : 2

[6225]-308

S.Y. B.B.A.

**305D: Fundamentals of Services Management
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions [5]

- i) Which of the following is not an element of people?
 - a) Motivation
 - b) Teamwork
 - c) Target achievement
 - d) All of the above are elements of People.
- ii) Services are characterized by all of the following characteristics except for
 - a) Intangibility
 - b) Variability
 - c) Inseparability
 - d) Homogeneity
- iii) Added features to an offering are called _____ service features
 - a) Expected
 - b) Augmented
 - c) Secondary
 - d) Perceived
- iv) The 4p's of marketing include
 - a) Product
 - b) Place
 - c) Promotion
 - d) All of the above

P.T.O.

Total No. of Questions : 3]

SEAT No. :

PB-1416

[Total No. of Pages : 2

[6225]-309

S.Y. B.B.A.

**E - 305 : Agriculture and Indian Economy
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- i) Which sector is the backbone of Indian economy?
 - a) Service Sector
 - b) Financial Sector
 - c) Tourism Sector
 - d) Agriculture Sector
- ii) The acronym JAM stands for
 - a) Jan Dhan, Aadhaar, Mobile
 - b) Jan Dhan Account
 - c) Jan Adhar Mandal
 - d) Jan Adhar, Mobile
- iii) Who carries economic activities?
 - a) Individuals
 - b) Firms
 - c) Government
 - d) All the above
- iv) Which of the following examples does not fall under unorganized sector?
 - a) A farmer irrigating his field.
 - b) A daily wage labourer working for a contractor.
 - c) A doctor in a hospital treating a patient.
 - d) A handloom weaver working on a loom in her house.

P.T.O.

- v) Agriculture related Activities comes under _____ Sector
- a) Primary Sector b) Secondary Sector
c) Tertiary Sector d) Modern Sector

B) True and False : [5]

- i) The climatic conditions of India are highly favourable for farming.
ii) Tertiary activities involve those activities that support the primary and secondary activities.
iii) Silk is not produced in Karnataka, West Bengal, Assam, Jammu and Kashmir and Himachal Pradesh.
iv) An agribusiness enterprise can be a firm, owned and operated by a single person (sole- proprietorship) or group of people.
v) Agriculture and agro- products contributes nearly one third of the GDP and accounts for 64% of the workforce.

C) Match the following: [5]

- | | |
|---|--|
| i) NABARD | a) Agriculture |
| ii) Green Revolution related to | b) National Bank for Agriculture and Rural Deelopt |
| iii) Agricultural Entrepreneurship | c) Self Help Groups |
| iv) SHGs | d) E-Nam |
| v) _____ is the big electronic Market platform about Agricultural products. | e) Agri-preneurship |

Q2) Short answer type questions (3 out of 4) : [15]

- a) Green Revolution
b) Functions of NABARD
c) Regulated market
d) Cropping Pattern Shifts

Q3) Long answer (any 2 out of 3) : [20]

- a) Explain the trends in agriculture production and productivity.
b) What we mean by Self Help Group and discuss it's impact on agricultural credit.
c) Discuss the problems and prospects of Indian agriculture.



Total No. of Questions : 4]

SEAT No. :

PB4516

[6225]-310

[Total No. of Pages : 2

S.Y. B.B.A.

MARKETING MANAGEMENT

DSE A 306 : Retail Management

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

- a) _____ consists of all those activities involved in selling directly to ultimate consumer.
- | | |
|----------------|-------------------|
| i) Wholesaling | ii) Marketing |
| iii) Retailing | iv) Merchandising |
- b) The _____ is a market segment selected by the company for directing its marketing efforts & offerings.
- | | |
|--------------------------|------------------------|
| i) Target Market | ii) Market Positioning |
| iii) Market Segmentation | iv) None of the above |
- c) _____ are also called as Store Brands.
- | | |
|-------------------------|-----------------------|
| i) Private Label Brands | ii) Local Brands |
| iii) National Brands | iv) None of the above |
- d) A _____ is a temporary storefront space operated by an online merchant.
- | | |
|---------------------------|--------------------------|
| i) Omni-Channel Retailing | ii) Private Label Brands |
| iii) Pop-Up Shops | iv) Social Shopping |
- e) The word “Retail” is derived from the _____ word.
- | | |
|--------------|------------|
| i) Latin | ii) French |
| iii) English | iv) German |

P.T.O.

- B) State whether the following statements are True or False:- [5]
- a) Catalogue Retailing is a store format of retailing.
 - b) The manner of presenting and demonstrating the products for the purpose of selling is known as Visual Merchandising.
 - c) Local Brands are also called as Non-Store Brands.
 - d) Omni-Channel Retailing is online retailing.
 - e) Retailing is the last stage in the distribution process.

- Q2)** Answer the following Questions: (Any One) [10]
- a) What is Retailing? Explain the four key factor that drive the growth of Retail Industry.
 - b) Who is a Customer? Explain the process of identifying and understanding Customer Needs.

- Q3)** Answer the following Questions: (Any One) [10]
- a) Explain the various steps in developing an effective Retail Marketing Plan.
 - b) Explain the various trends which are shaping the future of Retail Industry.

- Q4)** Write Short Note on: (Any four) [20]
- a) Unorganised Retailers.
 - b) Online Retailing.
 - c) Retail Strategy.
 - d) Human Resource Management in Retail.
 - e) Multichannel Retailing.
 - f) Private Label Brands.



Total No. of Questions : 3]

SEAT No. :

PB4395

[6225]-311

[Total No. of Pages : 3

S.Y. B.B.A.

B-306 : BANKING & FINANCE

(2019 Pattern)(Semester - III)(Paper - III)

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) Multiple Choice Questions:(any 4)

[4]

- a) _____ is required, while withdrawing cash from ATM.
- i) PIN
 - ii) PAN Card
 - iii) Bank Cheque book
 - iv) Bank Passbook
- b) The withdrawal limit on the _____ is the current bank balance in the account.
- i) Debit card.
 - ii) Credit card.
 - iii) UIP card.
 - iv) Pan card.
- c) In _____ account, the bank pays lowest rate of interest or zero interest.
- i) Fixed deposit
 - ii) Recurring deposit
 - iii) Saving deposit
 - iv) Current deposit

P.T.O.

- d) Identify the feature of recurring deposit
- i) No interest is paid.
 - ii) Fixed amount is deposited at regular intervals.
 - iii) One - time lump sum amount is deposited.
 - iv) Customer can withdraw money at any number of times.
- e) In Immediate Funds Transfer System (IMPS), the funds transfer happens _____
- i) Within 24 hours
 - ii) Within 48 hours
 - iii) Within 30 minutes.
 - iv) At the same time.

B) Match the pairs

[4]

GPay,PhonePay, BHIM	Regulates the insurance industry
Demand Deposits	Combination of time & demand deposits
IRDA	Online money transfer
Auto Sweep account	Saving deposit account

C) True or False:(any 4)

[4]

- a) Lending of money is the main source of profit for the banks.
- b) ATM machines operate only on Bank holidays.
- c) Fixed deposit accounts have the feature of anytime withdrawal.
- d) RTGS is used to transfer funds with the maximum limit of ₹50,000.
- e) The three presidential banks were merged in 1921 into Imperial bank of India.

Q2) Long Answers Questions (any 2 out of 4): **[20]**

- a) Define bank? Explain the Primary functions of a commercial bank?
- b) Explain the role of Technology in Banking?
- c) Explain the objectives and functions of RBI?
- d) Explain the structure of Indian Banking system?

Q3) Short notes (any 3 out of 5) (Six marks): **[18]**

- a) Debit card and Credit card.
- b) Role of SEBI
- c) Functions of ATM
- d) Evolution of Banking in India
- e) Secondary functions of a Bank.



Total No. of Questions : 4]

SEAT No. :

PB-1417

[Total No. of Pages : 2

[6225]-312

S.Y.B.B.A.

**306C: Legal Aspects of 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) Multiple choice questions

[5]

- 1) Employee rights include
 - a) Unsafe working environment
 - b) Lack of social security
 - c) Timely wages
 - d) None of the above
- 2) Salary is payable
 - a) Daily
 - b) Weekly
 - c) Monthly
 - d) Biweekly
- 3) Dependent means _____
 - a) Wife of the employee
 - b) Dependent parents
 - c) Children
 - d) All of the above
- 4) HR department designs _____ manage the hr activities systematically.
 - a) Vision
 - b) Mission
 - c) HR Policies
 - d) Organizational objectives
- 5) HR policies should be _____
 - a) Unfair
 - b) Transparent
 - c) Uniform
 - d) Both b and c

P.T.O.

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

A	B
Aggrieved woman	Right of employee
Salary	Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal)
Safety gear	Payable to employee
Wage differential	Reduction in industrial accidents
Safe drinking water	Occupation based wage difference

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

- a) Explain in detail the scope of HR policies
- b) Explain in detail the factors affecting wage/salary determination.

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

- a) Explain in detail the Vishakha guidelines under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal).
- b) Explain the salient features scope and application of Workmen's Compensation act 1923.

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

- 1) Wages definition under Payment of gratuity act
- 2) Reasons for wage differentials
- 3) Essentials of good HR Policies
- 4) Exceptions to the definition of continuous service
- 5) Objectives of workmen's compensation act 1923
- 6) Vishaka committee



Total No. of Questions : 3]

SEAT No. :

PB-1418

[Total No. of Pages : 2

[6225]-313

S.Y. B.B.A.

**D-306 : PRINCIPLES & FUNCTIONS OF SERVICE
MANAGEMENT**

(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]

- i) The four C's of service marketing are _____
 - a) Customer focus, cost, convenience and communication
 - b) Convenience, control, competition and cost
 - c) Customer solution, cost, convenience and communication
 - d) Competition, cost, convenience and communication
- ii) Brand loyalty indicates customer's _____ Towards the brand.
 - a) Commitment
 - b) Belief
 - c) Attributes
 - d) Quality
- iii) Which of the following is not a characteristics of service marketing?
 - a) Intangibility
 - b) Reparability
 - c) Heterogeneity
 - d) Perishability
- iv) The aim of relationship marketing is _____ delight.
 - a) Product
 - b) Price
 - c) Customer
 - d) Quality
- v) Which of the following is not an element of service marketing mix?
 - a) People
 - b) Packaging
 - c) Process
 - d) Physical evidence

P.T.O.

B) Answer in one sentence : [5]

- i) What is customer delight?
- ii) What do you mean by service performance?
- iii) What is outsourcing?
- iv) State any two challenges of the service sector.
- v) What do you mean by service?

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

- a) Explain in detail the factors influencing customer satisfaction.
- b) Discuss the need of outsourcing.
- c) State and explain the determinants of demand of services.
- d) Explain the challenges faced by KPO/BPO.

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

- a) 4C's of customer service mix
- b) Customer Loyalty
- c) Service Value chain
- d) Strategies of managing demand
- e) Concept of service failure
- f) TQM in service sector



Total No. of Questions : 3]

SEAT No. :

PB-1419

[Total No. of Pages : 3

[6225]-314

S.Y. B.B.A.

E-306 : RURAL DEVELOPMENT PRINCIPLES AND PRACTICES

(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) Sub - programmes of IRDP to take care of the specific needs of the rural population include:
 - a) TRYSEM (Training of rural youth for self-employment)
 - b) DWCRA (Development of Women and Children in Rural Areas)
 - c) GKY (Ganga Kalyan Yojana)
 - d) All of These
- ii) The Food for Work Programme was started in _____.
 - a) 2002-03
 - b) 2000-01
 - c) 2008-09
 - d) 2004-05
- iii) The ministry of rural development consists of :
 - a) Department of Rural Development
 - b) Department of Land Recourses
 - c) Both a & b
 - d) None of these
- iv) Why Agri-Preneurship in India is important?
 - a) Generating employment opportunities for rural youth
 - b) Control migration from rural to urban areas
 - c) Increase national income of Indian Economy
 - d) All of these

P.T.O.

- v) MSMEs stand for?
 - a) Medium, Small and Micro Enterprises
 - b) Micro-Small and Middle Enterprises
 - e) Micro- Small and Medium Enterprises
 - d) None of the above

B) True and False. [5]

- i) Rural Development concerned with increased agricultural production for urban and international markets.
- ii) The objectives of Swarnjayanti Gram Swarojgar Yojana (SGSY) is to bring the assisted poor families.
- iii) NRRD stands for National Rural Roads Development Agriculture.
- iv) Agriculture and agro-products contributes nearly one third of the GDP and accounts for 64% of the workforce.
- v) There is growing demand for agricultural inputs like feed and fodder, inorganic fertilizers, bio-fertilizers.

C) Match the following : [5]

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

Q2) Answer any two of the followings : [20]

- a) What do you mean by rural development? Bring out the key issues in rural development.
- b) Explain the steps taken by the government in developing rural markets.
- c) Do you think the various measures taken by the government to improve agricultural marketing are sufficient? Discuss.

Q3) Short Answers (Any 3 out of 4) :

[15]

- a) Define NGOs?
- b) Goals of Rural Development Policy
- c) Rural Poverty and Rural Income
- d) Equality Orientation Programme



Total No. of Questions : 3]

SEAT No. :

PB-1420

[Total No. of Pages : 3

[6225]-401

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) _____ are not directly involved in innovation, but copy successful innovations of other people by using their ideas, methods, and technology
 - a) Innovative entrepreneur
 - b) Imitating entrepreneur
 - c) Fabien entrepreneur
 - d) Drone entrepreneur
- ii) When there is a low demand of the workforce in the economy, it results in _____
 - a) Classical unemployment
 - b) Frictional unemployment
 - c) Structural unemployment
 - d) Cyclical unemployment
- iii) _____ thinking is also called as critical, vertical, or linear thinking
 - a) Divergent
 - b) Convergent
 - c) Lateral
 - d) Positive
- iv) An industry whose annual turnover is between 5 crores to 75 crores is classified as a _____ industry.
 - a) Small
 - b) Medium
 - c) Micro
 - d) Large
- v) PMEGP stands for _____
 - a) Prime Minister Employment Generation Program
 - b) Prime Minister Employment Government Program
 - c) Prime Minister Employment Generation Policies
 - d) People and Minister Employment Generation Policies

P.T.O.

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

	Group (A)	Group (B)
i)	Intrapreneur	a) Opportunity search
ii)	Divergent thinking mode	b) Form of private equity financing
iii)	SIDBI	c) Senior Executive who started his own venture
iv)	Venture Capital funding	d) Reluctant to change
v)	Drone Entrepreneur	e) Soft loan and seed capital

C) Answer in one sentence.**[5]**

- i) Define a Manager
- ii) What is a Market Survey?
- iii) Give any two symptoms of industrial sickness.
- iv) List any two functions of SIDBI.
- v) What is the long form of QUEST analysis?

D) Fill in the blanks.**[5]**

- i) _____ unemployment is the one that is likely to result during a certain period of the year.
- ii) ETOP study means Environmental _____ and Opportunity Profile.
- iii) _____ is an unusual and non-stereotypical way of thinking.
- iv) A _____ is a unit which fails to generate an internal surplus on a continuous basis and depends on external funds to survive.
- v) Under SIDBI Trader Finance Scheme, the minimum loan amount is Rs. _____.

Q2) Answer the following (any 3 out of 5) :**[3 × 10 = 30]**

- a) Define an entrepreneur. State the Qualities, and the different types of Entrepreneurs.
- b) Define Unemployment. List down the causes of unemployment.
- c) What is Environmental Scanning? Elaborate the techniques of Environmental Scanning.

- d) Discuss the functions of MSME's
- e) What is meant by industrial sickness? Explain the remedial measures to overcome industrial sickness.

Q3) Write Short Notes (any 4 out of 6) :

[4 × 5 = 20]

- a) Role of Entrepreneurship in the growth and development of small business.
- b) Symptoms of Industrial Sickness
- c) Divergent Thinking
- d) Venture Capital
- e) Khadi and Village Industries Board
- f) Entrepreneurial sketch of Sabina Chopra



Total No. of Questions: 7]

SEAT No. :

PB1421

[6225]-402

[Total No. of Pages :3

S.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- a) Objective of Production and Operations Management
 - i) Maximising profits and minimising costs
 - ii) Ensuring customer satisfaction
 - iii) Enhancing quality and productivity
 - iv) All of the above
- b) Role of Routing
 - i) Allocating resources
 - ii) Determining the sequences of operations
 - iii) Managing finances
 - iv) Forecasting demand
- c) Which of the following is a bio-mechanical factor considered in ergonomics?
 - i) Posture and movement patterns
 - ii) Motivation
 - iii) Financial performance
 - iv) Demand
- d) Functions of production and operation management.
 - i) Inventory management
 - ii) HRM
 - iii) Forecasting
 - iv) None of the above

P.T.O.

- e) CIM is.
 - i) Computer Interface Management
 - ii) Computer Integrated Manufacturing
 - iii) Controlled Internal Manufacturing
 - iv) None of the above

B) Fill in the blanks. [5]

- a) _____ layout arranges work centres and equipment based on the sequence of operations.
- b) _____ is ratio of output to input in production.
- c) _____ refers to implementation of production plan and schedules by aligning varied activities.
- d) In Job stop Production _____ are required.
- e) Research design is the _____ of research.

C) Match the Pair. [5]

- | Group A | Group B |
|------------------------|---------------------------|
| a) Fruits | i) Fixed position layout |
| b) Automobile industry | ii) Factory location |
| c) Gantt chart | iii) Perishable product |
| d) Plant location | iv) Production scheduling |
| e) Dam construction | v) Mass production |

D) Answer in one sentence. [5]

- a) Define production.
- b) What is plant layout.
- c) What is productivity?
- d) What is Ergonomics?
- e) What is inventory?

Q2) Explain the intermittent production system. [10]

- Q3)** Explain the process of production Planning. [10]
- Q4)** Explain the concept of Quality Control. [10]
- Q5)** Explain the types of maintenance system. [10]
- Q6)** Explain objectives of production and operations management [10]
- Q7)** Short Notes (Any 4). [20]
- a) Advantages of automation in industry
 - b) Quality circle
 - c) Service layout
 - d) Production design
 - e) Material Handling
 - f) Advantages of intermittent production



Total No. of Questions : 3]

SEAT No. :

PB-4417

[Total No. of Pages : 3

[6225]-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) *Question No. 1C, 2 and 3 have options.*
- 2) *Numbers on the right indicate marks.*

Q1) A) Choose the correct alternative :

[5]

- i) In Maslow's theory, _____ needs refer to the basic human needs.
(Physiological, Safety, Social, Esteem)
- ii) _____ is a phase in creative decision-making process which is concerned with the individual learning about the problem.
(Preparation, Incubation, Illumination, Implementation)
- iii) _____ refer to principles, standards or qualities that an individual or a group hold in high regard.
(Ethics, Manners, Values, Belief system)
- iv) _____ refers to an individual's ability to recognize and understand other people's emotions.
(Motivation, Self-Awareness, Empathy, None of these)
- v) OODA Loop was conceptualized by _____.
(Irving Janisin, Maslow, Taylor, John Boyd)

P.T.O.

B) Match the following : [5]

- | | |
|---|------------------|
| i) Creative decision-making | a) Brainstorming |
| ii) Qualitative Risk Analysis Technique | b) New Idea |
| iii) Disagreement | c) Shared Value |
| iv) Diversity | d) Chris Argyris |
| v) Ladder of Inference | e) Conflict |

C) Answer in one sentence (Attempt any 5 out of 6) : [5]

- i) State any four shared values adopted by well-known corporations.
- ii) What is followership?
- iii) Define Decision Support System (DSS).
- iv) State any two benefits of Project Integration Management.
- v) What is strategic planning?
- vi) State any two hygiene factors related to work environment.

D) Fill in the blanks : [5]

- i) IQ stands for _____
- ii) _____ serves as a management tool to communicate organization's vision designed by the top management to its employee.
- iii) _____ risk assessment is defined as the process of identifying and prioritizing risks for further assessment.
- iv) _____ decisions are made in response to a structured problem.
- v) 'D' in OODA stands for _____.

Q2) Long Answers (Attempt any 3 out of 5) : [30]

- a) Explain in detail the role of technology in decision making and data analysis.
- b) What is meant by team composition? What factors are to be considered for team composition?
- c) What is rational Decision-Making model? Explain the steps involved in Rational Decision-making model.
- d) Define Decision. State the types of decisions.
- e) Define risk. State the qualitative and quantitative risk analysis methods.

Q3) Write short notes (Attempt any 4 out of 6) :

[20]

- a) OODA Loop Model
- b) Cognitive barriers that lead to suboptimal decisions.
- c) Distinguish between groupthink and wisdom of crowds.
- d) Key elements of Emotional Intelligence.
- e) Maslow's Hierarchy of Needs.
- f) Creative Decision-making process.



Total No. of Questions : 3]

SEAT No. :

PB-1422

[Total No. of Pages : 3

[6225]-404

S.Y. B.B.A.

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]

- i) Which of the following is a key motive for companies to engage in international business?
 - a) Cultural preservation
 - b) Market expansion
 - c) Domestic monopolization
 - d) Political isolation
- ii) What is the primary purpose of a multinational corporation (MNC)?
 - a) To dominate domestic markets
 - b) To promote cultural homogenization
 - c) To operate in multiple countries
 - d) To restrict competition within borders
- iii) The _____ company produces, markets, invests and operates only in two to three countries.
 - a) Domestic
 - b) International
 - c) Transnational
 - d) None of the above
- iv) What is the main function of the World Trade Organization (WTO)?
 - a) To facilitate global environmental regulations
 - b) To regulate international labor standards
 - c) To oversee and regulate international trade agreements
 - d) To promote unilateral trade sanctions

P.T.O.

Q2) Long answer questions (Attempt any 3 out of 5) :

[30]

- a) Define international business. Explain advantages and challenges of globalization.
- b) Explain in detail importance of cultural and demographic environment in international business.
- c) Define exchange rates and explain the various types of exchange rates.
- d) Explain the establishment objectives and functions of world bank.
- e) Explain the Heksher Ohlins theory of international trade along with assumptions and criticism.

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

[20]

- a) Global sourcing.
- b) Regional integration.
- c) Role of MNCs in international business.
- d) IMF.
- e) Franchising.
- f) SAARC.



Total No. of Questions : 4]

SEAT No. :

PB-1423

[Total No. of Pages : 2

[6225]-405

S.Y. B.B.A.

**405A : Advertising and Promotion Management
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- i) _____ carry the company's name and logo.
 - a) Coupons
 - b) Gifts
 - c) Catalogues
 - d) Free Samples
- ii) _____ can be defined as the 'frame' of the advertisement.
 - a) Caption
 - b) Border
 - c) Decoration
 - d) Mascot
- iii) _____ is best fit for new launches, new products and newmakers.
 - a) Blog Advertising
 - b) Social Media Advertising
 - c) Affiliate Marketing
 - d) Social Engine Marketing
- iv) _____ connects the client and the media.
 - a) Advertising Agency
 - b) Advertising Planning
 - c) Advertising Budget
 - d) Advertising Department
- v) _____ is the sales argument for a product or service expressed in a few words.
 - a) Slogan
 - b) Illustration
 - c) Logo
 - d) Trademark

P.T.O.

B) Match the pairs : [5]

A

- i) Advertising
- ii) Portfolio Tests
- iii) POP
- iv) Brand Awareness
- v) Keyword Advertising

B

- a) Displays
- b) Benefit of Internet Advertising
- c) Paid form
- d) Type of Internet Advertising
- e) Recall

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

OR

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

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

OR

b) Describe the various sales promotion techniques. [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. :

PB-1424

[Total No. of Pages : 4

[6225]-406

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- i) Tax rates are fixed by the annual _____.
 - a) Companies Act
 - b) Income Tax
 - c) Finance Act
 - d) SEBI Act
- ii) Savitribai Phule Pune University is _____.
 - a) A Local Authority
 - b) An Association of Persons
 - c) A Trust
 - d) Artificial Juridical Person
- iii) Hostel expenditure allowance is exempt from tax to the extent of _____ per month.
 - a) Rs. 100
 - b) Rs. 200
 - c) Rs. 300
 - d) Rs. 400
- iv) ITR-1 is also known as _____.
 - a) SAHAJ
 - b) SUGAM
 - c) SULABH
 - d) SHUBH
- v) Every person is liable to pay advance tax if advance tax payable is _____.
 - a) Rs. 5,000
 - b) Rs. 10,000
 - c) Rs. 20,000
 - d) Rs. 25,000
- vi) Deduction in respect of Interest on Deposits in Savings Accounts is available under _____.
 - a) 80 E
 - b) 80 CCD
 - c) 80 TTB
 - d) 80 TTA

P.T.O.

- vii) 100% Deduction (as a % of net qualifying amount) is available u/s 80 G to _____.
- Jawaharlal Nehru Memorial Fund
 - Prime Minister's Drought Relief Fund
 - National Children's Fund
 - Any notified temple, mosque, Gurudwara, Church

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

- Assessment Year and Previous Year.
- Short Term Capital Gain and Long Term Capital Gain.
- Deductions u/s 80 (U).
- Agricultural Income.

Q2) Explain in detail how to determine residential status of an Individual. [10]

OR

Explain in detail procedure to file various online Income Tax Returns.

Q3) a) Mr. Akshay Pawar is a General of a Manufacturing Company of Mumbai. He has submitted the following particulars of his Income for the F.Y. 2023-24. [15]

- Basic Salary Rs.20,000 per month.
- Dearness Allowance Rs. 15,000 per month (Only 50% Considered for retirement benefits)
- Children Education Allowance for two children at Rs. 1,200 p.m. per child.
- Entertainment Allowance Rs. 800 pm.
- Travelling Expenses for Official Tours amounted to Rs. 40,000. (Actual expenditure on tours amounted to Rs. 27,000)
- He was given a gift in kind on his birthday worth Rs. 10,000.
- He resides in a Bungalow owned by Company at Mumbai. (He paid Rent Rs. 50,000 during previous year)
- A Watchman, Cook and Gardner have been provided by the employer who were paid by the employers @ Rs. 4,000 p.m. each.
- Employers Contribution to RPF @ 15% of Salary (Basic).
- Interest Credited to RPF @ 12% Rs. 36,000 (Annual)
- Professional Tax Rs. 2,500 paid by Akshay.

Mr. Akshay has not exercised the option under new taxation regime u/s 115 BAC. Compute his Income from Salary for the AY 2024-25.

OR

- b) Mr. Ravindra Mankar (Age 55 Years) has given the following particulars of his Income and savings for the F.Y. ending on 31-03-2024. (Assuming New Tax Regime is not exercised). Calculate Net Taxable Income and tax Liability.
- i) Gross Salary Rs. 6,00,000.
 - ii) Profits from business Rs. 2,00,000.
 - iii) Interest on Government Securities Rs. 6,000.
 - iv) He has received annual rent from a let out property @ Rs. 15,000 p.m.
(Municipal Value Rs. 2,20,000; Fair Value Rs. 2,00,000)
 - v) Dividend received from Foreign Company Rs. 20,000.
 - vi) He paid professional tax Rs. 2,500.
 - vii) He paid Rs. 12,000 for LIC Premium and deposited in PPF Rs. 20,000.
 - viii) He has invested Rs. 5,000 in National Savings Certificates and made Fixed Deposits for 8 Years in Punjab National Bank Rs. 50,000.
 - ix) He has paid Health Premium for himself Rs. 20,000.
 - x) He has donated Rs. 25,000 to a notified temple.
 - xi) He has paid Rs. 1,00,000 to a bank against Loan taken for Construction of Let Out Property (Includes Rs. 45,000 as Interest).

Q4) a) From the following information given by Mr. Gaurav, find out the Income from the house property for the AY 2024-25. **[10]**

Municipal Valuation Rs. 3,60,000, Fair Rent Rs. 3,70,000, Standard Rent Rs. 3,50,000. Property has been let out at Rs. 26,000 P.M. The house remains vacant for two months. One month rent could not be recovered from tenant during previous year. Municipal taxes of Rs. 16,000 are paid by tenant as per agreement. Interest on Loan taken for the construction of property of Rs. 1,69,000 is paid by assessee.

OR

- b) Mr. Jahagirdar owned two houses. For the Financial Year 2023-24, details relating to the properties are given below:

Particulars	House I (Rs.)	House II (Rs.)
Fair Rent	3,35,000	2,32,000
Municipal Valuation	3,36,000	2,35,000
Municipal Taxes	4,000 (Paid)	5,000 (Due)
Annual Rent	3,38,000	2,35,000
Land Revenue (Paid)	2,500	4,000
Ground Rent	3,200	12,000
Interest on Loan	-----	1,14,000
Nature of Occupation	Let out for residence	Let out for residence

You are required to compute Income from House Property for the AY 2024-25.



Total No. of Questions : 4]

SEAT No. :

PB-1425

[Total No. of Pages : 2

[6225]-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) Fill in the blanks with appropriate alternative given: [5]

- i) _____ is an educational process which is concerned with the overall growth of the employees.
 - a) Training
 - b) Development
 - c) E-learning
 - d) none of the above
- ii) _____ is a branch of Human Resource Management.
 - a) SHRM
 - b) Research
 - c) Competency
 - d) None of the above
- iii) JMC stands for _____.
 - a) Junior Management Committee
 - b) Junior Management Council
 - c) Joint Management Committee
 - d) Joint Management Council.
- iv) People in the organization should be treated as _____.
 - a) Important resource
 - b) Natural resource
 - c) Working capital
 - d) All of the above
- v) Promotion is basically a reward for _____.
 - a) Efficiency
 - b) Seniority
 - c) Physical fitness
 - d) Retention

P.T.O.

B) Match the Pair : [5]

- | | |
|--|-------------------------------------|
| i) Initial Diagnosis of the problem | a) Power |
| ii) Capacity to influence behaviour of others | b) System oriented |
| iii) Managerial Grid | c) Knowledge transfer |
| iv) Organizational Development | d) First step of OD process |
| v) Process involved in Organizational learning | e) Instrumental Laboratory training |

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

- a) What are the challenges or common pitfalls in conducting performance appraisals and how can they be addressed?
- b) What do you mean by fringe benefits? What are their types?

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

- a) Explain the characteristics and objective of workers participation in management.
- b) What do you mean by OD interventions? Explain the categories related with OD interventions.

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

- a) Purpose of training and development.
- b) Internal and external factors of compensation.
- c) Recruitment and selection.
- d) Management by objectives.
- e) Shop councils.
- f) Direct Methods of Compensation.



Total No. of Questions : 4]

SEAT No. :

PB-1426

[Total No. of Pages : 2

[6225]-408

S.Y. B.B.A.

D405 : Banking and Insurance Management

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) _____ provides financial services to individual consumers rather than large institutions
 - i) Retail banking
 - ii) Wholesale banking
 - iii) Basic banking
 - iv) National banking
- b) _____ has great significance in the banking industry
 - i) Loans
 - ii) Borrowings
 - iii) Profits
 - iv) Customer service
- c) Wealth management is a branch of financial services dealing with the _____ needs of rich clients.
 - i) Service
 - ii) investment
 - iii) income
 - iv) expense
- d) The objective of _____ is to maintain the smooth and effective operation of the stock market.
 - i) RBI
 - ii) EPS
 - iii) SEBI
 - iv) SBI
- e) RBI is the lender of last resort for _____
 - i) Central Government
 - ii) State Government
 - iii) Stock Market
 - iv) Commercial Banks

P.T.O.

B) Match the pairs : [5]

A

- a) KYC
- b) top-up loan
- c) NABARD
- d) Debit card
- e) Internet Banking

B

- i) payment card
- ii) e-banking
- iii) extra loan
- iv) Know your Customer
- v) providing credit for the development of agriculture

Q2) Long answer questions (Attempt Any 1 out of 2) : [10]

- a) Explain the importance of Customer Relationship Management in Indian Banking and Insurance sector.
- b) What is E-banking? Explain Electronic Payment System and its types in detail.

Q3) Long answer questions (Attempt Any 1 out of 2) : [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?

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

- a) Types of Insurance
- b) Aadhar Linking
- c) NRI Remittance
- d) Unit based plans
- e) Digital Signature
- f) Pension and Group Schemes



Total No. of Questions : 4]

SEAT No. :

PB-1427

[Total No. of Pages : 3

[6225]-409

S.Y. B.B.A.

E405 : RURAL MARKETING
(2019 Pattern) (CBCS) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice question :

[5]

- i) What are the 4 p's of Rural marketing?
 - a) Price, Place, Promotion, People
 - b) Product, Place promotion, Publicity
 - c) Product, Promotion, Price, Place
 - d) Product, Price, Promotion, Placement
- ii) Which factors affect Rural marketing?
 - a) Technological, Political environment
 - b) Socio-cultural, Economic Environment
 - c) Demographic, Psychological, Governments
 - d) Agricultural, Educational, Infrastructural
- iii) Which of the following are common problems faced by rural consumers?
 - a) Adultration
 - b) Lack of awareness due to illitrecy
 - c) FMCGs
 - d) Cooperative societies

P.T.O.

- iv) Which of the following is NOT a product category covered by APEDA for export from India?
- a) Food grains b) Organic products
c) Dairy products d) Textiles
- v) What are some factors influencing consumer purchase decision?
- a) Awareness b) Salesmen influence
c) Durables d) Haats

B) Match the pair : [5]

- | | |
|---|---|
| i) Role of cooperative and Self Help Groups (SHG) in Rural Marketing | a) Ensuring market stability and providing support to rural communities |
| ii) Role of commodity Board | b) Facilitating direct Access to markets for rural farmers |
| iii) Facilitating export of Various rural Agricultural products | c) Haats |
| iv) Local weekly rural markets | d) APEDA |
| v) A system of management of scarcity through distribution of food grain at affordable prices | e) PDS |

Q2) Attempt any one out of two : [10]

- a) Explain the role and impact of commodity boards in enhancing revenue generation and employment opportunities in rural India.
- b) Describe the distribution models used in Rural markets for FMCGs, durables and agri inputs.

Q3) Attempt any one out of two : [10]

- a) What is the significance of Agricultural marketing and what are some of the potential opportunities and challenges associated with it?
- b) Explain the concept of a Digital village and its relevance in rural areas.

Q4) Write short notes (Any four out of Six) :

[20]

- a) Role of social media in Rural Marketing
- b) Impact of commodity Boards.
- c) Distribution of goods in Rural areas
- d) Jan Dhan Yojana
- e) NAREGA
- f) Challenges of Rural Marketing



Total No. of Questions : 4]

SEAT No. :

PB-1428

[Total No. of Pages : 2

[6225]-410

S.Y. B.B.A.

A 406 : DIGITAL MARKETING

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5 × 1 = 5]

- a) What is the primary goal of increasing visibility in Digital Marketing?
 - i) to minimize online presence
 - ii) to decrease website traffic
 - iii) to enhance online presence and reach
 - iv) to limit engagement with potential customers
- b) What is the significance of visitor Engagement in Digital Marketing?
 - i) it has no impact on online success
 - ii) it helps in reducing website traffic
 - iii) it increases customer interaction and loyalty
 - iv) it lowers conversation rates
- c) Which approach focuses on attracting customers who are already looking for specific products or services?
 - i) Outbound Marketing
 - ii) Inbound Marketing
 - iii) Digital Marketing
 - iv) Traditional Marketing
- d) Which tool is commonly used for SEO Optimization in Digital Marketing?
 - i) Photoshop
 - ii) Microsoft Excel
 - iii) Google Analytics
 - iv) Adobe Illustrator

P.T.O.

e) Which platform is NOT considered a part of Social Media Marketing?

- i) Facebook
- ii) Instagram
- iii) Google AdWords
- iv) Twitter

B) Match the pairs : **[5 × 1 = 5]**

- a) Creating initial digital marketing plan
- b) Target group analysis
- c) Content Marketing
- d) Optimization of Websites
- e) Introduction to Web analytics
- i) Understanding Website traffic and user behaviour
- ii) Improving Website Performance and Visibility
- iii) Creating and distributing valuable content
- iv) Identifying the audience demographics and behaviour
- v) Strategic flow for marketing activities

Q2) Attempt any one out of two : **[10]**

- a) How to convert Traffic into Leads?
- b) What do you mean by Digital Marketing and explain their types?

Q3) Attempt any one out of two : **[10]**

- a) What are the advantages and disadvantages of Social Media Marketing?
- b) Explain creating a business account on YouTube.

Q4) Write short notes. Any four out of six. : **[20]**

- a) Tools of Digital Marketing
- b) Outbound Marketing
- c) Types of Visibility
- d) Content Writing
- e) SEO Optimization
- f) Web Analytics



Total No. of Questions : 4]

SEAT No. :

PB-1429

[Total No. of Pages : 2

[6225]-411

S.Y. B.B.A.

B-406 : FINANCIAL SERVICES

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks :

[5]

- i) Which of the following is NOT typically included in an investment portfolio?
 - a) Stocks
 - b) Bonds
 - c) Real Estate
 - d) Credit Cards
- ii) A certificate of deposit offers.
 - a) Flexible interest rates
 - b) High liquidity
 - c) Fixed interest rates
 - d) No interest
- iii) Diversification in investing aims to
 - a) Increase Risk
 - b) Reduce Risk
 - c) Guarantee returns
 - d) Focus on Single Asset
- iv) Insurance provides protection against
 - a) Competition
 - b) Weather changes
 - c) Financial Loss
 - d) Market Volatility
- v) Where are securities such as stocks & bonds brought & sold?
 - a) Bank
 - b) Stock Exchange
 - c) Insurance
 - d) Credit Union

P.T.O.

B) Match the Following : [5]

Group A

- i) Money Market
- ii) Cumulative preference shares
- iii) SWAP
- iv) SEBI
- v) Financial Services

Group B

- a) Primary & Secondary
- b) Hedging of Risk
- c) Protection of Investors
- d) Accumulation of dividend
- e) Wholesale debt market

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

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

OR

- b) What is stock exchange? Write functions & role of stock exchange in Economic Development of India?

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

- a) What is Venture Capital? Write Importance & process of obtaining venture capital?

OR

- b) Difference between Money market & Capital market?

Q4) Write Short notes on (Any Four) : [20]

- a) Credit Rating
- b) Future & option
- c) Factoring
- d) Types of mutual fund
- e) Call Money
- f) SEBI



Total No. of Questions : 4]

SEAT No. :

PB-1430

[Total No. of Pages : 2

[6225]-412

S.Y. B.B.A.

**406(C) : EMPLOYEE RECRUITMENT & RECORD
MANAGEMENT**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Question

[5]

- i) The process of analysing organisations human resource requirement needs under changing circumstances is called _____.
 - a) Manpower Planning
 - b) Strategic Planning
 - c) Long-range Planning
 - d) Operating Planning
- ii) The process aims at choosing the most appropriate candidate who meets all the requirements of a position is _____.
 - a) Recruitment
 - b) Selection
 - c) Judgement
 - d) Prediction
- iii) The assignment of a particular job to a newly appointed employee is _____.
 - a) Resource
 - b) Skills
 - c) Placement
 - d) Recruitment
- iv) _____ includes filling up the application forms by the candidate.
 - a) Screening
 - b) Reference
 - c) Planning
 - d) Placement
- v) _____ refers to the data that cannot be considered as evidence.
 - a) Record Management
 - b) Record
 - c) Documents
 - d) Information

P.T.O.

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

SET A		SET B
i) Internal factor affecting recruitment	a)	Labour Market
ii) External factor affecting recruitment	b)	A new appointees to the organisation
iii) Formal Induction	c)	Barrier to Manpower Planning
iv) Inaccurate Forecast	d)	Recruitment Policy
v) Manpower Demand Forecasting Technique	e)	Delphi

Q2) Answer the following questions. (Any 1 out of 2)**[10]**

- Define Manpower planning. Explain the Barriers of Manpower Planning.
- What is Talent Acquisition? What are strategic trends in Talent Acquisition?

Q3) Answer the following questions. (Any 1 out of 2)**[10]**

- Explain the factors affecting Recruitment.
- Explain Essentials of Good Record Management System.

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

- Techniques of manpower Forecasting
- E-Recruitment
- Advantages of Internal Sources
- Process of Selection
- Campus Recruitment
- Objectives of Record Keeping



Total No. of Questions : 4]

SEAT No. :

PB-1431

[Total No. of Pages : 2

[6225]-413

S.Y.B.B.A.

**406D: Social Services and 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]

- 1) Social workers practice under all of the following auspices EXCEPT _____
 - a) Public
 - b) Not For Profit
 - c) For Profit
 - d) Media
- 2) Social welfare administration is coming under the _____
 - a) Direct method of social work
 - b) Indirect method of social welfare
 - c) Not coming under any method
 - d) All th above
- 3) Who among the following said “Man is a social animal.”
 - a) Maclever
 - b) Freud
 - c) Aristotle
 - d) Rousseau
- 4) Social work administration is coming under _____
 - a) Primary method of social work
 - b) Secondary method of social work
 - c) Method of public administration
 - d) All the options

P.T.O.

Total No. of Questions : 4]

SEAT No. :

PB-1432

[Total No. of Pages : 2

[6225]-414

S.Y. B.B.A.

E406 : BANKING OPERATIONS & FINANCE

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks :

[5]

- i) Public Sector banks are known as ____ sources of agriculture finance.
(Institutional, non-institutional, credit, direct)
- ii) The Kisan Credit Card scheme was launched _____ year.
(1998, 1995, 1996, 1985)
- iii) NABARD was established as on _____ 1982.
(12th July 1982, 5th July 1980, 3rd Nov. 1967, 20th June 1981)
- iv) Capital budgeting decisions are _____
(Irreversible, Unimportant, Reversible, All of the above)
- v) The _____ is the major source of finance of agricultural credit societies in India.
(IDBI, SEBI, NABARD, IRDA)

B) Match the pair :

[5]

- | | |
|------------------------|----------------------------------|
| i) PACS | a) Core principle of finance |
| ii) Landlord | b) Primary credit |
| iii) Crop insurance | c) PM Fasal Bima Yojana |
| iv) Capital budgeting | d) Long term investment decision |
| v) Time Value of Money | e) Private Finance |

P.T.O.

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

- a) Comment on Agri-fintech startups and their importance.
- b) Write a detail note on traditional and modern source of finance.

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

- a) What is agriculture finance? Explain the need and importance of Agriculture finance.
- b) What is capital budgeting? Explain the importance of capital budgeting in decisions making?

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

- a) Land development bank - Explain
- b) Agriculture technology - Explain
- c) Describe the types of finance for agri-business
- d) Importance of NABARD
- e) Time Value of Money - Explain
- f) Scope of banking operation and finance in India



Total No. of Questions : 3]

SEAT No. :

PB-1433

[Total No. of Pages : 3

[6225]-501

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple-Choice Questions. (Any 5) [5 × 1 = 5]

- i) If the null hypothesis is false then which of the following is accepted?
 - a) Null Hypothesis
 - b) Positive Hypothesis
 - c) Negative Hypothesis
 - d) Alternate Hypothesis
- ii) Which of the following is Non-Probability Sampling method?
 - a) Simple random Sampling
 - b) Cluster Sampling
 - c) Systematic Sampling
 - d) Snowball Sampling
- iii) To study and analyse the human behaviour _____ research is conducted.
 - a) Qualitative
 - b) Quantitative
 - c) Manual
 - d) Numerical
- iv) Which of the following options most appropriately explains “Research Ethics”?
 - a) It states how to write a research report by copy and paste.
 - b) It gives the guidelines for duplicating the original.
 - c) It highlights about showing others work as own work.
 - d) It provides a common set of do’s & dont’s of conducting ethical research.
- v) The Master plan specifying the methods & procedures for collection & analysing the needed information in research is_____.
 - a) Research Design
 - b) Building design
 - c) Architect’s Plan
 - d) Research School

P.T.O.

- vi) The purpose of review of literature is _____
- a) to find research gaps b) to analyze data
c) to interpret data d) to prepare a research report

B) Match the Pairs : [5 × 1 = 5]

- | | |
|----------------------------------|------------------------------------|
| i) Primary Data | a) Non Probability Sampling Method |
| ii) Secondary Data | b) Exploratory Research |
| iii) Stratified Sampling | c) Questionnaire |
| iv) Purposive Sampling | d) Literature |
| v) Discovery of ideas & insights | e) Probability Sampling Method |

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

- i) What is Primary data?
ii) Define Null Hypothesis.
iii) What is Probability Sampling.
iv) Define Stratified Random Sampling.
v) Name the referencing styles.

D) Fill in the blanks (Any 5) [5 × 1 = 5]

- i) Pure research is also known as _____.
ii) Absolute zero exists in _____ scale.
iii) _____ Sampling indicate that all the units of universe are given equal chance of being selected in the sample.
iv) A process of _____ includes drawing out conclusions from data analysis.
v) ANNOVA stands for _____.
vi) Sample is regarded as subset of _____.

[Probability Sampling, Data Interpretation, Analysis of Variance, Population, Basic or Fundamental Research, Ratio Scale]

Q2) Long Answer Questions (any 3 out of 5) [3 × 10 = 30]

- a) State & Explain the objectives & significance of Research
b) State & Explain the types of Probability Sampling.
c) Discuss advantages & disadvantages of Primary & Secondary data.
d) Explain in detail the structure of Research paper.
e) Define Research design & elaborate the types of Research Design.

Q3) Write Short Notes on (Any 4 out of 6) :

[4 × 5 = 20]

- a) Sources of collecting Primary data.
- b) Criteria for good research.
- c) Features of good research design
- d) Types of measurement scales.
- e) Principles of Ethical Research
- f) Challenges faced by researcher.



Total No. of Questions : 3]

SEAT No. :

PB-1434

[Total No. of Pages : 3

[6225]-502

T.Y. B.B.A.

502 : DATABASE ADMINISTRATION AND DATA MINING

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Solve 5 select the correct option.

[5]

- i) Collections of operations that from a single logical unit of work are called_____
 - a) Views
 - b) Networks
 - c) Units
 - d) Transactions
- ii) Data Analysis is a process of _____
 - a) Inspecting data
 - b) Cleaning data
 - c) Transforming data
 - d) All Above
- iii) How many categories of functions involved in Data Mining?
 - a) 2
 - b) 3
 - c) 4
 - d) 5
- iv) Which one of the following options can be considered as the cloud?
 - a) Hadoop
 - b) Intranet
 - c) Web Application
 - d) All of these
- v) Which of the following is related to the services provided by cloud?
 - a) Sourcing
 - b) Ownership
 - c) Reliability
 - d) PaaS

P.T.O.

B) Match the Following : [5]

- | | |
|---------------------|--|
| i) Big Data | a) Accuracy, completeness, consistency, and validity of an organization's data. |
| ii) Data Security | b) A real world Object. |
| iii) Data Integrity | c) same data resources available to multiple applications, users. |
| iv) Entity | d) The biggest phenomenon that has captured the attention of the modern industry since today "Internet" is Big Data. |
| v) Data Sharing | e) Protective Digital Policy |

C) Answer in one Sentence : [5]

- i) What is File?
- ii) What is Data Cleaning?
- iii) What is Data Analytics?
- iv) What is the full form of OLAP?
- v) What is Big Data?

D) Fill in the Blanks [5]

- i) Data warehouses hold _____ type of data.
- ii) _____ is fundamental unit for a multidimensional database.
- iii) _____ is the first activity in data mining.
- iv) The process of conversion of range of data is _____
- v) Reducing the number of attributes of data is _____

Q2) Write Long Answers (Solve any 3 Out of 5) [3 × 10 = 30]

- i) What are the objective and purpose of DBMS?
- ii) What is data analysis? Write purpose of Data Analysis.
- iii) Define Data Warehousing concepts in detail with Example.
- iv) What are the ACID properties of Transaction?
- v) What are the need and Advantages of Cloud Computing?

Q3) Write short Note on any 4 out of 6.

[4 × 5 = 20]

- i) Relational Database
- ii) Iaas
- iii) File
- iv) Logical Data Model
- v) DBA Responsibilities
- vi) Data Analysis



Total No. of Questions : 3]

SEAT No. :

PB-1435

[Total No. of Pages : 2

[6225]-503

T.Y. B.B.A.

503 : BUSINESS ETHICS

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- i) Who are organisational stakeholders?
 - a) Government
 - b) Employees
 - c) Shareholders
 - d) All of the above
- ii) _____ is the act of disclosing confidential information to unauthorized individuals for personal gain or other reasons.
 - a) Bribery
 - b) Insider trading
 - c) Whistleblowing
 - d) Transparency
- iii) _____ is a set of principles that guides business practices to ensure fairness and integrity in dealings with all stakeholders.
 - a) Corporate Governance
 - b) Whistle blower
 - c) Complainer
 - d) None of the above
- iv) Study of ethical issues arising out of product information dissemination and making it available in the market is known as
 - a) HRM ethics
 - b) Marketing ethics
 - c) Information Technology (IT) ethics
 - d) All of the above
- v) _____ is the responsibility of businesses to contribute to the well-being of society and the environment beyond their economic obligations.
 - a) Profit maximization
 - b) Sustainable development
 - c) Stakeholder management
 - d) Legal compliance

P.T.O.

B) Match the pairs : [5]

A	B
i) Ethical Responsibility	a) Negotiations power to employees
ii) Ethical Dilemma	b) Using profit for societal activities
iii) Collective bargaining	c) Environmental sustainability
iv) Marketing ethics	d) Misleading advertisement
v) Ecofriendly packaging	e) Conflict of interest

C) Answer in one sentence : [5]

- i) Define whistleblowing.
- ii) Give 2 objectives of business ethics.
- iii) What is the meaning of the term bribery?
- iv) What is meant by fair price?
- v) Mention any two argument in favor CSR.

D) Fill in the blanks : [5]

- i) Ethics is derived from the word _____.
- ii) Whistle blower protection act was initiated in the year _____.
- iii) CSR stands for _____.
- iv) _____ pollution reflects visible and invisible impurities in water.
- v) International business is business between _____ or more countries.

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

- a) Explain in detail the functions of business ethics.
- b) Explain in detail the concept of workplace safety and its significance.
- c) Define CSR. Explain in detail arguments against CSR.
- d) Explain types of functional ethics in detail.
- e) Explain the obstacles and impact of sustainable development.

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

- a) Difference between workplace Ethics and Laws
- b) Leadership Ethics
- c) Employee rights
- d) Ethics in advertising
- e) Environmental ethics
- f) Protection of consumer privacy online.



Total No. of Questions : 3]

SEAT No. :

PB-1436

[Total No. of Pages : 3

[6225]-504

T.Y. B.B.A.

**504 : MANAGEMENT OF CORPORATE SOCIAL
RESPONSIBILITY**

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) _____ devising corporate strategies and building a business with the society's needs in mind.
 - a) Corporate Social Responsibility
 - b) Corporate Citizenship
 - c) Corporate Management
 - d) Indian Corporate System
- ii) The _____ started with charity which was driven by religion, customs and voluntary donations.
 - a) Philanthropy
 - b) Responsibilities
 - c) Ethical obligation
 - d) Economic view
- iii) _____ is much more long term, more strategic, focused on rebuilding.
 - a) Philanthropy
 - b) Pyramid
 - c) Fiscal Policies
 - d) Legal Policies
- iv) _____ model expects companies to perform according to the "triple bottom line" approach.
 - a) Stakeholders Model
 - b) Indian Model
 - c) European Model
 - d) None of these
- v) Liberal Model was encapsulated by _____.
 - a) Milton Friedman
 - b) Edward Freeman
 - c) Micheal Porter
 - d) Micheal Freeman

P.T.O.

B) Match the pairs : [5]

- | A | B |
|---|-------------------------|
| i) It aims to relieve the pain of a particular social problem | a) MGD 2 |
| ii) Achieve universal primary education | b) Small company |
| iii) Paid up share capital of which does not exceed fifty lacs rupees or such higher amount as may be prescribed which shall not be more than five crore rupees | c) Independent Director |
| iv) A director other than a managing director or a whole time director or a nominee director | d) A. H. Hanson |
| v) Public enterprises mean state ownership and operation of industrial, agricultural, financial and commercial undertakings | e) Charity |

C) Answer in one sentence : [5]

- i) Corporate Governance
- ii) Chief Executive officer
- iii) Dependent Director
- iv) Public Sector
- v) Private Sector

D) Fill in the blanks : [5]

- i) A corporate foundation is a category of _____ that will typically provide funding and support for other charitable organisations through grants.
- ii) Section _____ lays down the manner of calculation of net profit of a company in any financial year for the purpose of both CSR and Managerial Remuneration.
- iii) A general meeting of a company may be called by giving not less than clear _____ notice either in writing or through electronic mode in such manner as may be prescribed.
- iv) International labour organisation was established by _____ as a symbol of human dignity, social justice and universal peace.
- v) The pyramid was developed by _____ and highlights on the four main responsibilities of the organisation, namely, Economic, Legal, Ethical and Discretionary or Philanthropic.

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

[3 × 10 = 30]

- a) Write in detail Carroll's Model. Give Features of it.
- b) Explain any three pillars of UNGPs.
- c) Explain models of CSR. Explain international framework of CSR.
- d) Discuss the appointment of independent directors on the board.
- e) Discuss CSR as a strategic tool for sustainability. What are the importance of CSR strategies in creating sustainable business.

Q3) Short answer question (4 out of 6) :

[4 × 5 = 20]

- a) Explain importance of Corporate Philanthropy.
- b) Define Trusteeship Model.
- c) Explain in detail Millennium development goal No.6.
- d) Explain Carroll's Model.
- e) Explain the role of non-profit and local self-governance in implementing CSR.
- f) Discuss the role of public sector in CSR.



Total No. of Questions : 4]

SEAT No. :

PB-1437

[Total No. of Pages : 2

[6225]-505

T.Y. B.B.A.

A505 : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) Which of the following is not external uncontrollable factors that affect the business environment?
 - a) customers or competitors
 - b) demographic factors
 - c) social and cultural factors
 - d) technological factors
- ii) What was the first step of the Business Analysis Process?
 - a) Identifying and analyzing various documents required for the project
 - b) data collection and analysis
 - c) support technical implementation
 - d) assessment of business outcomes
- iii) A _____ is the logical and systematic planning and directing a prize of research.
 - a) Hypothesis
 - b) Research Objective
 - c) Research Design
 - d) Analysis of data

P.T.O.

- iv) Which of the following is not personal factors which affects buying behavior of the consumer?
 - a) age
 - b) income
 - c) occupation
 - d) motivation
- v) Which of the following types are categorized in large-scale retailers?
 - a) departmental store
 - b) street traders
 - c) unit stores
 - d) hawkers and peddlers

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

- | | |
|----------------------------|-------------------|
| i) Wholesalers | a) Chain stores |
| ii) Small-scale Retailers | b) D- Mart |
| iii) Large-scale Retailers | c) Auctioneers |
| iv) Super Market | d) Drop Shipper |
| v) Agent Middlemen | e) Market Traders |

Q2) Attempt any one out of two: **[10]**

- i) Define Business Analysis. State and explain its need in the business organization.
- ii) Explain the impact of Marketing Environment on Marketing Decisions.

Q3) Attempt any one out of two: **[10]**

- i) Explain the various Data Collection Techniques.
- ii) Define Product Life Cycle. Explain the various Stages of Product Life Cycle.

Q4) Write short notes. (Any four out of six) **[20]**

- i) Technological Environment
- ii) BCG Matrix
- iii) Ethics in Marketing Research
- iv) Writing a Research Report
- v) Factors influencing Pricing
- vi) Mail Order Houses



Total No. of Questions : 4]

SEAT No. :

PB-1438

[Total No. of Pages : 3

[6225]-506

T.Y. B.B.A

505 - B : Analysis of Financial Statements

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Use of a simple Calculator is allowed.*

Q1) Fill in the blanks.

[5 × 1 = 5]

- a) Quick ratio is also termed as _____
- b) _____ Provide comparisons of financial statements
- c) Net Profit ratio is _____ type of ratio.
- d) Accumulated profit is also termed as _____.
- e) Schedule III of companies act mentions formats for preparation of _____.

Q2) Write short Notes: (Any Three)

[15]

- a) Common Size Financial Statements
- b) Trend Analysis
- c) Solvency Ratios
- d) Uses of Cash flow statement
- e) Liquidity ratios

OR

Explain the components of Financial statement with meaning and importance of Analysis of Financial Statements?

[15]

P.T.O.

Q3) The following Trading and profit Loss Account of Fantasy Ltd. For the year 31-3-2024 is given below: [15]

Particular	Amt.Rs.	Particulars	Amt.Rs.
To Opening Stock	76,250	By Sales	5,00,000
To Purchases	3,15,250	By Closing stock	98,500
To Carriage and Freight	2,000		
To Wages	5,000		
To Gross Profit b/d	2,00,000		
	5,98,500		5,98,500
To Administration expenses	1,01,000	By Gross Profit b/d	2,00,000
To Selling and Dist. expenses	12,000		
To Non-operating expenses	2,000	Non-operating Incomes:	
To Financial Expenses	7,000	By Interest on Securities	1,500
To Net Profit c/d	84,000	By Dividend on shares	3,750
		By Profit on sale of shares	750
	2,06,000		2,06,000

- Calculate:
- | | |
|---------------------------------|--------------------------|
| a) Gross Profit Ratio | b) Expenses Ratio |
| c) Operating Ratio | d) Net Profit Ratio |
| e) Operating (Net) Profit Ratio | f) Stock Turnover Ratio. |

Q4) The following is the balance sheet of Amitabh Ltd. As on 31 dec. 2023 & 2024. [15]

Liabilities	2023	2024	Assets	2023	2024
Share Capital	100000	120000	Goodwill	15000	13000
Profit/loss a/c	25000	45000	Building	50000	45000
Debenture	50000	75000	Machinery	100000	120000
Creditors	10000	15000	Furniture	1000	2000
Bills Payable	1000	2000	Investment	NIL.	60000
Provision for Dep. On Building	5000	7000	Debtors	13000	12000
Machinery	3000	4000	Stock	12000	11000
			Cash	2000	4500
			Preliminary Exp.	1000	500
	194000	268000		194000	268000

Additional Information:

- A Part of building of the original cost of Rs.5000 on which accumulated depreciation was Rs 500 was sold during the year 2024 for Rs. 6000.
 - One Machine costing Rs 10000 on which accumulated depreciation Rs. 300 was sold during the year for Rs. 8000 in 2024.
 - An Interim Dividend Paid during the year 2024 was Rs. 15000.
- you are required to prepare a Fund flow Statement.

OR

Following are the Balance sheet of a Vijayan & Bros :

Liabilities	1-1-2024	31-12-24	Assets	1-1-2024	31-12-2024
Creditors	36,000	41,000	Cash	4,000	3,600
Loan from Partner	-	20,000	Debtor	35,000	38,400
Loan from Bank	30,000	25,000	Stock	25,000	22,000
Capital	1,48,000	1,49,000	Land	20,000	30,000
			Building	50,000	55,000
			Machinery	80,000	86,000
	2,14,000	2,35,000		2,14,000	2,35,000

During the year Rs. 26,000 paid as dividend.

The provision made for depreciation against machinery as on 1.1.2024 was Rs. 27,000 and on 31.12.2024 Rs 36,000.

Prepare a cash flow statement.



Total No. of Questions : 4]

SEAT No. :

PB-1439

[Total No. of Pages : 2

[6225]-507

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Fill in the blanks with the most appropriate alternative :

[5]

- i) The perceived gap between the top and the bottom of the organization's hierarchy _____.
 - a) Masculinity vs. Femininity
 - b) Uncertainty avoidance
 - b) Power distance
 - d) Individualism vs. collectivism
- ii) An organization must develop _____ training programmes creating conditions for development of a common organizational culture and climate.
 - a) Diverse
 - b) Cross cultural
 - c) Leadership
 - d) Technical
- iii) What is Culture?
 - a) A persons' ethnicity
 - b) A persons' religion
 - c) What is normal for a particular group of people
 - d) The rules and regulations of a country

P.T.O.

- iv) Section 19 of Factories Act discusses about the _____.
- a) Drinking Water b) Lighting
- c) Latrines and Urinals d) Artificial Humidification
- v) As per Maternity Benefits Act 2017, the woman will be allowed _____ visits to the crèche in a day.
- a) One b) Two
- c) Three d) Four

b) Match the pairs : [5]

Sl.No.	SET A		SET B
i)	Both Management and Workers see each other's as less reliable	a)	Factories Act, 1948
ii)	Overcrowding.	b)	Section 19
iii)	Certifying Surgeon.	c)	Psychological Approach
iv)	Latrines and urinals.	d)	Section 16
v)	Industrial Peace Law.	e)	Industrial Disputes Act, 1947

Q2) Answer the following (any ONE). [10]

- a) Describe conflict across culture. Discuss its types.
- b) What is negotiating across culture? Explain it in detail.

Q3) Answer the following (any ONE). [10]

- a) Explain Grievance Redressal machinery under Industrial Disputes Act, 1947.
- b) Explain provisions regarding working hours of adults.

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

- a) Cross Cultural Human Resource Management.
- b) Lay Off.
- c) Skills of Global Manager.
- d) Retrenchment.
- e) Multicultural Team.
- f) Application of Maternity act



Total No. of Questions : 4]

SEAT No. :

PB-1440

[Total No. of Pages : 2

[6225]-508

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) *Figurs to the right indicate full marks.*

Q1) A) Multiple Choice Questions:

[5 × 1 = 5]

- i) _____ is the overall management of a healthcare facility, such as a clinic or hospital.
 - a) Healthcare management
 - b) Fitness
 - c) Stress Management
 - d) IT management
- ii) Fitness is very important for _____.
 - a) Yoga
 - b) Good health
 - c) Cooling
 - d) Exercise
- iii) _____ is the process where health care providers effectively and efficiently administer everything
 - a) Planning
 - b) Organising
 - c) Hospital management
 - d) Communication
- iv) Human Resource manager assists and advices management in developing _____ polices
 - a) Sales
 - b) Purchase
 - c) Planning
 - d) Workplace
- v) Information Technology plays a _____ role in health care management
 - a) Vital
 - b) least important
 - c) ineffective
 - d) stress

P.T.O.

B) Match the Pairs**[5 × 1 = 5]**

Part A	Part B
HMS	Yoga and meditation
EMR	Daily routine
Exercise	Hospital Management Service
Stress free life	Anytime accessibility
Good Hospital Management	Electronic Medical Record

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

- a) What is Health Care Management? Explain the objectives of Health Care Management in detail
- b) Explain various opportunities in the Health Care Management system

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

- a) What is Hospital Administration? Explain the need of Hospital Administration
- b) Explain the role of IT management in Health Care Management

Q4) Short notes (Attempt any 4 out of 6)**[4 × 5 = 20]**

- a) Types of Health care services
- b) Supply Chain in Health care Management
- c) Stress free life
- d) Structure of MIS specific to the hospital
- e) Problems faced by Health care industry
- f) Role of HR in Health care Management



Total No. of Questions : 4]

SEAT No. :

PB-1441

[Total No. of Pages : 2

[6225]-509

T.Y. B.B.A.

**505-E- Warehouse Management
(2019 Pattern) (Semester-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions :

[5]

- i) The type of warehouses that can be set up only after obtaining a licence from the government is:
 - a) Government warehouse
 - b) Bonded warehouse
 - c) Private warehouse
 - d) Public warehouse
- ii) Which of the following is not a need for a warehouse?
 - a) Small scale production
 - b) Large - scale production
 - c) Seasonal production of goods
 - d) None of the above
- iii) Lean production involve
 - a) Elimination of cost only
 - b) Improvement of quality only
 - c) Improvement of speed only
 - d) Elimination of all types of waste
- iv) A successful TQM program incorporates all of the following except
 - a) continuous improvement
 - b) employment involvement
 - c) benchmarking
 - d) centralized decision making authority

P.T.O.

- v) RFID stands for
 - a) Radio frequency issue date
 - b) Radio frequency identification
 - c) Rear field identification
 - d) Real far identification

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

A	B
WMS	Incoming vehicle & unloading outgoing vehicle loading
Bar code scanner	Ware house management system
Crossdocking	Modern technology in warehouse operations
Fire insurance	Last in first out
LIFO	Warehousing cost

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

- a) Explain in detail the need for warehousing management
- b) Explain in detail the various types of warehouses.

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

- a) Explain in detail the various technological aids in warehouse management.
- b) Explain the process of inventory management in a warehouse

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

- a) Internal customer
- b) Docking and marshalling
- c) Lean management
- d) Retail logistics
- e) Importance of HR Policy
- f) Characteristics of an ideal warehouse



Total No. of Questions : 3]

SEAT No. :

PB1982

[6225]-510

[Total No. of Pages : 3

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[10]

- a) What is the primary purpose of regulations governing misleading advertisements?
 - i) To restrict competition in the marketplace
 - ii) To protect consumers from unfair or deceptive practices
 - iii) To promote freedom of speech for advertisers
 - iv) To encourage creativity in advertising campaigns

- b) Which of the following is a potential disadvantage of doorstep selling for sales representatives?
 - i) Limited earning potential
 - ii) Lack of direct customer feedback
 - iii) Inability to access customer homes
 - iv) Limited flexibility in work hours

- c) What is the primary goal of door - to - door pitching in doorstep selling?
 - i) Building brand awareness
 - ii) Generating leads
 - iii) Directly selling products or services
 - iv) Providing product demonstrations

P.T.O.

- d) Which of the following is NOT a commonly used online marketing channel?
- i) Social media marketing
 - ii) Email marketing
 - iii) Television advertising
 - iv) Search engine optimization (SEO)
- e) What is the primary goal of Search Engine Optimization (SEO) in online marketing?
- i) To increase website traffic through paid advertisements
 - ii) To improve a website's visibility and ranking in search engine results
 - iii) To create engaging content for social media platforms
 - iv) To directly sell products or services online
- f) How can CRM software benefit a business?
- i) By reducing customer satisfaction
 - ii) By increasing customer churn rate
 - iii) By centralizing customer data and improving communication
 - iv) By limiting access to customer information
- g) What is the primary objective of Customer Relationship Management (CRM) software?
- i) To manage financial transactions
 - ii) To automate employee payroll
 - iii) To streamline communication and interactions with customers
 - iv) To optimize supply chain logistics
- h) What is the term for a paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor?
- i) Marketing
 - ii) Public Relations
 - iii) Advertising
 - iv) Branding

- i) Which of the following is an example of traditional advertising?
 - i) Influencer marketing
 - ii) Social media advertising
 - iii) Television commercials
 - iv) Search engine optimization (SEO)
- j) What is the primary purpose of pricing laws related to assets?
 - i) To ensure fair competition and protect consumers
 - ii) To maximize profits for businesses
 - iii) To reduce government intervention in the economy
 - iv) To eliminate all forms of competition

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

- a) What do you mean by Online Marketing? Explain its characteristics.
- b) What are the conditions of successful Customer Relationship Management?
- c) Explain the legal considerations for Data protection.
- d) Explain the meaning and importance of Pricing related laws.

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

- a) Claims for misleading advertisement.
- b) Features of advertisement.
- c) Laws governing telesales.
- d) Obligation of doorstep sellers.
- e) Role of advertising Standards Council of India.
- f) Steps to develop cookie policy.

* * *

Total No. of Questions : 4]

SEAT No. :

PB-1442

[Total No. of Pages : 2

[6225]-511

T.Y. B.B.A.

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

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Select the correct answer : [5]

- i) Which of the following is/are the examples of derivatives?
 - a) Forwards
 - b) Futures
 - c) Swaps
 - d) All of the above
- ii) Multiple listings means _____.
 - a) Listing of various securities of the company
 - b) Listing of securities on various stock exchanges
 - c) Listing of securities of group concern
 - d) None of the above
- iii) IEPF stands for _____.
 - a) Investor Education and Protection Fund
 - b) Investor Educating and Protecting Fund
 - c) Investment and Education Protection Fund
 - d) Investment and Export Promotion Fund
- iv) IGST stands for _____.
 - a) International Goods and Services Tax
 - b) Integrated Goods and Services Tax
 - c) Interdistrict Goods and Services Tax
 - d) Intergovernmental Goods and Services Tax

P.T.O.

Total No. of Questions : 4]

SEAT No. :

PB-1443

[Total No. of Pages : 5

[6225]-512

T.Y. B.B.A.

**C-506 : CASES IN HUMAN RESOURCE MANAGEMENT
PROJECT & VIVA**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Case 1 :

[15]

When Mahesh joined ABC bank private sector he had one clear goal to prove his metal he did prove himself and has been promoted five times since his entry into the bank. Compared to others, his progress has been the fastest. Currently, his job demands that Mahesh should work 10 hours a day with practically no holidays. At least two day in a week, Mahesh is required to travel. Peers and subordinates at the bank have appreciation for Mahesh. They don't grudge the ascension achieved by Mahesh, though there are some who wish they too had been promoted as well.

The post of General Manager became vacant. One should work as GM for a couple of years if he were to climb to the top of the ladder. Mahesh applied for the post along with others in the bank. The chairman assured Mahesh that the post would be his. A sudden development took place which almost wrecked Mahesh's chances. The bank has a practice of subjecting all its executives to medical checkup once in a year. The medical reports go straight to the Chairman who would initiate remedial where necessary. Mahesh was only 35, he too, was required to undergo the test. The chairman of the bank received a copy of Mahesh physical examination results, along with a note from the doctor.

The note explained that Mahesh was seriously overworked and recommended that he be given and immediate four-week vacation. The doctor also recommended that Mahesh workload must be reduced and he must take to physical exercise everyday. The note warned that if Mahesh did not care for advice, he would be in for heart trouble in another six months. After reading the doctor's note, the Chairman sat back in his chair and started brooding over. Three issues where

P.T.O.

uppermost in his mind — (i) How would Mahesh take this news ? (ii) How many others do have similar fitness problems? (iii) Since the environment in the bank created the problem, what could he do to alleviate it?

Questions :

Q1) If the news is broken to Mahesh, how would he react?

Q2) If you were giving advice to the Chairman on this matter, what would you recommend?

Case 2 :

[15]

Himalaya stores private limited was established in 2001 as a family concern with a small general store to begin with. It has now grown into a large private limited company and runs a multi storied departmental store which has about 300 employees. With the growth in companies business, qualified managers, salespersons and other employees were appointed in various departments. Ms. Verma aged 58, now working as manager of Sales Planning is in the organization right from the beginning. She started as a sales girl in the shop and has so far handled almost all types of work in the company. She had to leave college studies and had to take up a job, due to some family problem. She has a younger brother, who is well settled as an aeronautics engineer in Bangalore.

Ms. Verma is known to be very sincere and loyal to the organization and very strict executive. The management committee has made a special mention of her services and contribution on several occasions. The managers in other departments often consult her on various matters. They have always found her advice to be valuable. Ms. Verma's job includes sales planning and budgeting.

The departmental store has 120 sales girls' who are supervised by five floor supervisors. Many of the sales girls are graduates. But they have continuous turnover.

The sales girls tend to leave jobs for family reasons, especially when they get married. So it becomes necessary, almost every year, to recruit and appoint few new sales girls. Recently, the Sales Manager has come across certain problems and does not know how to solve them. The trainee sales girls from the sales promotion approached him one day and asked whose instructions they should follow. They said that, they thought they were supposed to follow directives of the Sales Promotion manager, as he was their boss. But they were also getting instructions and directions from Ms. Verma from time to time, which were clashing with that of their own manager.

One of the floor supervisors has complained that Ms. Verma often checks on the work of the sales girls at the sales counters. She rebuked and reprimanded them for small mistake. She also criticizes their sales stock and the way they dress. The supervisor narrated one instance, Venice sales girl broke down to tears, when Ms. Verma objected to her going out with some relatives during the lunch break. The sales manager is apprehensive that he should not get into unnecessary squabbles with Ms. Verma. He respects her for her age and seniority in the company and the weightage she carries with the top management. He would not mind few healthy suggestions from her. But he now feels Ms. Verma is encroaching rather too far in other manager's territory. He is also concerned that open confrontation may not be desirable, since that would create a bad image for him with the top management. He thinks he knows the problem but does not know 'how to bell the cat', without hurting his image and the interpersonal relations between himself and other managers especially Ms. Verma.

Questions :

Q1) Analyse the case.

Q2) What should the Sales manager do?

Q3) If you were appointed as HR by top management, how would you deal with the situation?

Case 3 :

[10]

Swagata foods limited is a homegrown company in the business of processing and marketing jams , ketchups and Pickles stop it enjoy hi Brandy equity and the management is professional . Still love you buddy CEO had decided to quit and he was personally involved in the recruitment of his successor, Mr.Raj. After Mr. Raj joined the company, he wanted to review the performance appraisal system, which was started about 15 years ago. Initially, it was a trait based system where in superiors rated employees on the basis of job knowledge, integrity, communication, health/hygiene, loyalty etc. In the last two years, the erstwhile CEO Mr. Ravi, had introduced 360 degree appraisal system, which essentially involved a manager being appraised by his subordinates, peers and superiors.

In the new system the subordinates had the opportunity to give feedback freely about their manager's behavior. He carried out a pilot study through a questionnaire and was of the opinion that it is essential to heed to the views,

concerns and opinions of subordinates with care and respect. He then designed a subordinate appraisal form and made it an integral part of the managerial performance appraisal system. The name of the subordinates giving the feedback was kept confidential and only the responses were shown to the managers. The introduction of this system evoked a lot of hue and cry in the organization. Managers were up in arms, as many of the top performing managers got a negative feedback from their subordinates. They wanted that feedback be given in a face to face discussion.

But Mr. Raj had his doubts about this system as it questions the very basics of organizational control mechanisms and group dynamics. Therefore, he agreed that performance appraisal system needs to be top-down and vice versa. The problem is that the existing system could not be totally scrapped out because it would send the wrong message to the subordinate level employees that their views does not matter to the management. However, continuation of the existing system would create greater conflict. Time was running out and Mr. Raj had to quickly come to some conclusion because the new appraisal cycle had to start within two weeks.

Questions :

Q1) What went wrong with the assessment of Mr.Raj regarding implementing 360 degree performance appraisal system?

Q2) Why are the managers up in arms?

Q3) What should Mr. Raj do now? Please advise him

Case : 4

[10]

Shailesh a machine operator, worked as a mechanist for Srinivas, the supervisor. Srinivas told Shailesh to pick up some trash that had fallen from Shailesh's work area and Shailesh replied, "I won't do the janitor's work".

Srinivas replied, "when you drop it you pick it up". Shailesh became angry and abusive , calling Srinivas a number of names in a loud voice and refusing to pick up the trash. All employees in the department heard Shailesh's comments.

Srinivas had been trying for two weeks to get his employee to pick up trash in order to have cleaner workplace and prevent accidents. He talked with all the employees in a weekly departmental meeting and to each employee individually at least once. He stated that he was following the instructions of the General Manager. Only objection came from Shailesh.

Outburst by Shailesh hurt Srinivas badly. Srinivas told Shailesh to come to the office and suspended him for one day for insubordination and abusive language to a supervisor. The discipline was within the company policy and similar behavior had been punished in other departments in the past.

After Shailesh left Srinivas's office, Srinivas phoned the Human Resource Manager, reported what he had done and said that he was sending a copy of the suspension order for Shailesh's file.

Questions :

Q1) If you were the human resource manager, what comments would you make?

Q2) Do you assess the need for any of employees? If yes, what inputs should be embodied in the training programme?



Total No. of Questions : 3]

SEAT No. :

PB-1444

[Total No. of Pages : 2

[6225]-513

T.Y. B.B.A.

DSE-D (506) SM : PERMISSIONS & LEGAL ASPECTS IN SERVICES

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Choose the correct answer from the option given below. [10]

- i) _____ operates as a legally appointed agent, representing the principal in certain geographic area.
 - a) Tour operator
 - b) Travel agency
 - c) Tour broker
 - d) Ground operator
- ii) _____ Tour operators provide travel services within the tourist's native country.
 - a) Domestic
 - b) Inbound
 - c) Outbound
 - d) Ground
- iii) A wholesaler who sells package tours is called a _____.
 - a) Travel Agent
 - b) Travel agency
 - c) Tour operator
 - d) None of the above
- iv) The transport cost can be minimal in a _____.
 - a) Road Freight Transport
 - b) Air freight
 - c) By Sea freight
 - d) By any mode depending on volume, time etc.
- v) Ministry of Tourism is supporting AYUSH as a strategic approach to develop _____.
 - a) Health & Medical Tourism
 - b) Religious Tourism
 - c) Sports Tourism
 - d) Cultural Tourism

P.T.O.

Total No. of Questions : 4]

SEAT No. :

PB-1445

[Total No. of Pages : 2

[6225]-514

T.Y. B.B.A.

**506 E : PERMISSIONS AND LEGAL ASPECTS IN
AGRICULTURE**

(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) Multiple choice questions :

[5]

- i) Farmers are entitled to save, use _____ their farm produce.
 - a) Snow
 - b) Resow
 - c) Exchange and share
 - d) All of these
- ii) The 3 categories of commercial farming are
 - a) commercial grain farming,
 - b) mixed farming
 - c) plantation agriculture.
 - d) All of the above
- iii) Essential Commodities (Amendment) Act was established in the year
 - a) 2020
 - b) 2002
 - c) 2022
 - d) 2202
- iv) In the year 1937 the following farming act was passed
 - a) Seeds Act
 - b) Agricultural Produce (Grading and Marking) Act,
 - c) Fertilizer Control Order
 - d) Essential Commodities (Amendment) Act
- v) _____ is used to kill small pests and insects on plants
 - a) Rodenticide
 - b) Fungicide
 - c) Pesticide
 - d) Herbicide

P.T.O.

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

A	B
i) NABARD	a) Last in first out
ii) Agricultural chemicals	b) 12 July 1982
iii) Environmental liability	c) The Insecticide Act of 1968
iv) Right to Participatory Research	d) Flood
v) LIFO	e) Farmers' right

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

- a) Explain in detail the various schemes and policies regarding agricultural finance.
- b) Explain in detail the features and application of Essential Commodities (Amendment) Act, 2020

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

- a) Explain in detail the various types of gradings for agricultural products under Agricultural Produce (Grading and Marking) Act, 1937.
- b) Explain the various environmental liabilities

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

- a) Agricultural policies regarding promotion
- b) Production contracts
- c) Price assurance agreements
- d) Application of seeds act
- e) Causes of climate change
- f) Farm bankruptcy



Total No. of Questions : 3]

SEAT No. :

PB-1446

[Total No. of Pages : 2

[6225]-601

T.Y. B.B.A.

**601 : ESSENTIALS OF E-COMMERCE
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

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

B) Match the pairs : [5]

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

P.T.O.

C) Answer in one sentence : **[5]**

- i) What is mean by EDI?
- ii) What is E-branding?
- iii) What is mean by Data Theft?
- iv) Explain the full form of PPC & AR?
- v) What is mean by Mobile Hacking?

D) Fill in the blanks : **[5]**

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

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

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

Q3) Short Notes Question (4 out of 6) : **[4 × 5 = 20]**

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



Total No. of Questions : 4]

SEAT No. :

PB-1447

[Total No. of Pages : 4

[6225]-602

T.Y. B.B.A.

602 : MANAGEMENT INFORMATION SYSTEM

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5 × 1 = 5]

- a) Pro-type is a _____.
 - i) Working Model with existing system
 - ii) Mini Model of existing system
 - iii) Mini Model of processed system
 - iv) None of the above
- b) System Development process is also called as _____
 - i) System Development Life Cycle
 - ii) System Life Cycle
 - iii) Both A and B
 - iv) System Process Cycle
- c) The _____ of MIS comes from the internal and external source.
 - i) Data
 - ii) System
 - iii) Information
 - iv) Subsystem
- d) ERP term is derived from the _____.
 - i) Expert Systems
 - ii) Learning Systems
 - iii) Material resource planning(MRP)
 - iv) None of the above

P.T.O.

e) The tools that support different stages of software development life cycle

- i) CASE Tools
- ii) CAME Tools
- iii) CAQE Tools
- iv) CARE Tools

B) Match the pairs : **[5 × 1 = 5]**

Column - I

Column - II

- a) Types of IS
 - b) Decision Making Model
 - c) Information Processing
 - d) Prototype
 - e) Types of System
- i) Sample Model
 - ii) Open/Close, Natural/Permanent/Temporary
 - iii) ESS, TPS, MIS, KMS
 - iv) Input, Processing, Output
 - v) Classical Model, Administrative Model, Herbert Simon's Model

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

- a) What is E-Commerce
- b) State the components of Decision Support System
- c) What is information processing
- d) What is organization change
- e) What is Competitive Advantage
- f) What is another name for Change Model

D) Fill in the Blanks (Any 5) : **[5 × 1 = 5]**

- a) _____ is the first step in the SDLC.
(Design Development, Data Analysis, Documentation, Problem Identification)
- b) _____ introduced the principle of competitive advantage.
(Peter Ducker, Michael Porter, Philip Kotler, Henry Mintzberg)
- c) E-business is not possible without _____.
(Intranet, extranet, internet, PC)
- d) _____ is other type of IS used for decision making.
(CRM, MIS, GDSS)
- e) _____ Is also known as objective, purpose, aims and outcomes.
(Parameters, Targets, Goals)
- f) How many stages are there in SDLC model.
(One, two, three, four)

Q2) Write Long Answer (Any 3) :

[3 × 10 = 30]

- a) Explain the approaches in MIS.
- b) State the Poter-Millar Postulates.
- c) What is MIS and state its characteristics?
- d) Explain The Herbert Simon's Model.

Q3) Write Short Notes (Any 2) :

[2 × 5 = 10]

- a) Difference between E-Commerce Vs B-Business.
- b) Waterfall Model.
- c) Evolution of MIS.

Q4) Answer the following case study :

[1 × 10 = 10]

Case Study

Office Products Corporation receives more than 15,000 customer orders a month, drawing on a combined inventory of over 2000 office products stocked at the company's warehouse. About 100 PCs are installed at Office Products headquarters and connected in a local area network to several IBM servers. Orders are received by phone or mail and entered into the system by customer representative at network computers, or they entered directly by customers who have shopped at the electronic commerce website developed of Office Products. Formatted screens help users follow data entry procedures. The IBM servers store these orders on magnetic disks. As the order is entered, a server checks the availability of the parts, allocates the stock, and updates customer and part database stored on its magnetic disks. It then sends the order picks list to the warehouse printer, where warehouse personnel use the printout to fill the order. It has a networked PC workstation in her office and so the controller, sales manager, inventory manager, and other executives.

They use simple database management inquiry commands to get response and reports concerning sales orders, customers, and inventory to review product demands and services.

Questions :

- a) Identify the people, hardware, software, data, and network resources and the information products of Office products order processing system.
- b) Identify the inputs, processing, output, and storage activities that occurred.
- c) Draw a suitable MIS diagram for this case study.



Total No. of Questions : 3]

SEAT No. :

PB-1448

[Total No. of Pages : 3

[6225]-603

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) Multiple Choice Questions : [5]

- i) Which of the following is not a primary objective of project planning?
 - a) Defining project scope
 - b) Allocating Resources
 - c) Identifying project risks
 - d) Completing project tasks
- ii) During which phase of the project management process are project performance metrics Monitored & Adjusted?
 - a) Planning
 - b) Execution
 - c) Closing
 - d) Initiating
- iii) In SIPOC what does the “P” stand for?
 - a) Product
 - b) Process
 - c) Procedure
 - d) Project
- iv) Which of the following is not a part of project cost management process?
 - a) Resource Allocation
 - b) Cost Estimating
 - c) Cost control
 - d) Cost Budgeting
- v) Which one is the latest form of organisation that is a combination of functional & project organisation?
 - a) Line organisation
 - b) Line & staff organisation
 - c) Matrix organisation
 - d) Informal organisation

P.T.O.

B) Match the following : [5]

- | Group A | Group B |
|---------------------------------------|----------------------------|
| i) Hierarchical Decomposition | a) Project Network Diagram |
| ii) Morgan R Walker & James E. Kelley | b) WBS |
| iii) Estimation techniques | c) CPM |
| iv) Graphical Depiction | d) PERT |
| v) Logical Representation of task | e) Gantt chart |

C) Answer in one sentence : [5]

- i) What is project?
- ii) What is work schedule?
- iii) What is project Database?
- iv) What is cost Budgeting?
- v) What is ROI?

D) Fill in the blanks : [5]

- i) _____ is the period of time required for the return on investment to repay the sum of the original investment.
(ROI, Payback period, NPV, ARR)
- ii) _____ is a timeline, outlining key milestones for completing the project.
(Project objective, Project network, Project plan, Project Schedule)
- iii) Evaluation of project's out comes & Impact after its completion is called as _____.
(Handing over a project, Closure of a project, Reviewing the project, Pay back period)
- iv) _____ is a document outlining the project's boundaries, deliverables.
(Cost Estimation, Cost Budgeting, Vision Statement, Scope Statement)
- v) _____ is the longest phase of the project life cycle.
(Project planning, Project closure, Project initiation, Project execution)

Q2) Long Answer (Any 3) :

[3 × 10 = 30]

- a) What is Business project management? Explain the Developing project management skills?
- b) What is project Risk Management? Explain in detail about steps of Identifying and managing the risk?
- c) What is managing change? Explain the various steps of change management plan?
- d) What is Business project management? Explain in details advantages of Business project management?
- e) Explain in detail about creating on effective work schedule?

Q3) Short Answer (Any 4) :

[4 × 5 = 20]

- a) Fishbone Diagram
- b) Handling over a project
- c) Difference between project & program
- d) Address of problems
- e) SIPOC
- f) Reviewing a project



Total No. of Questions : 3]

SEAT No. :

PB-1449

[Total No. of Pages : 3

[6225]-604

T.Y. B.B.A.

**GC 604 : MANAGEMENT OF INNOVATIONS AND
SUSTAINABILITY**

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) Reasons of innovation for the organization are _____
 - a) Reduce costs
 - b) Improve channel of distribution
 - c) Improve overall profitability and cash flows
 - d) All the above
- ii) _____ is the first step of the process of innovation
 - a) Idea Generation and mobilization
 - b) Experimentation
 - c) Commercialization
 - d) Research and Development
- iii) Counseling is an example of _____ service
 - a) Highly Tangible
 - b) Highly Intangible
 - c) Service linked to tangible goods
 - d) None of these
- iv) _____ is a combination of three aspects: social, economic and environmental.
 - a) Sustainable development
 - b) Sustainable environment
 - c) Sustainable culture
 - d) Sustainable innovation
- v) The word 'innovation' is derived from Latin verb Innovare which means to _____
 - a) Renew
 - b) Reuse
 - c) Recycle
 - d) None of these

P.T.O.

B) Match the following : [5]

A	B
i) Does not make negative impact on environment, economy or community	a) Value
ii) Service Innovation means changing the way to serve customer	b) Green Business
iii) Objective of sustainable development	c) Innovation for survival
iv) One of the reason behind the innovation	d) Ownership
v) Characteristics of service	e) Economic growth, environmental protection and social inclusion

C) Answer in one Sentence: [5]

- i) What is innovation management?
- ii) Define sustainable development
- iii) Define Innovation.
- iv) Define green organization culture.
- v) What are the three stages of technology innovation process?

D) Fill in the blanks : [5]

- i) _____ Involves making small scale improvements to add sustain value to existing products, service and processes.
- ii) _____ Is a transformative business model that seeks to completely demolish and replace an existing industry or create whole new industry.
- iii) Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
- iv) _____ is making incremental changes and improvements to products, services and processes.
- v) Solar cells, organic food, fair trade products and car sharing are the examples of _____

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

- i) Discuss the indicators and characteristics of innovation in different sectors.
- ii) What is sustainable development? State the need and importance of sustainable development.
- iii) Explain the strategies for a successful management of Innovation.
- iv) Explain different types of services in detail
- v) Explain about the socio political aspects of sustainable development.

Q3) Short Notes : (Solve any 4 out of 6)

[20]

- i) Types of Innovation
- ii) Sustainable Development Goals
- iii) Product Innovation
- iv) Risk Associated with Innovation
- v) Role of individual in the innovation process
- vi) Characteristics of services.



Total No. of Questions : 4]

SEAT No. :

PB-1450

[Total No. of Pages : 2

[6225]-605

T.Y.B.B.A.

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

- i) A _____ is a relational asset whose value through the firm is contingent on past, present on future interactions with various firms stakeholders
 - a) brand personalities
 - b) brand mark
 - c) brand Positioning
 - d) brand equity
- ii) _____ brand association and brand personality,
 - a) brand relationship
 - b) brand dilution
 - c) brand image
 - d) brand symbol
- iii) _____ methods are ideal for measuring brand Association.
 - a) qualitative research
 - b) awareness
 - c) recognition
 - d) quantitative research
- iv) The strategic brand management process starts with understanding what the brand represents and how it is _____ with respect to its competitors.
 - a) positioned
 - b) targeted
 - c) segmented
 - d) promoted
- v) Projective techniques are commonly used in _____ market research.
 - a) quality
 - b) quantity
 - c) qualitative
 - d) none of the above

P.T.O.

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

Column A	Column B
Branding	Gattu of Asian paint
Brand name	Asian paint
Brand mark	The process of giving name or a symbol to a product
Brand extension	New product category and existing brand name
Brand awareness	Qualitative research

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

- a) What do you mean by brand? What are the types of branding?
- b) Explain the concept of brand development and discuss the process of developing brand

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

- a) Explain the concept of brand repositioning and state its importance in developing a brand.
- b) Enumerate the characteristics of strong brands.

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

- a) Brand loyalty
- b) Social media marketing
- c) Blog marketing
- d) Brand evaluation
- e) Types of market segmentation
- f) Email marketing



Total No. of Questions : 4]

SEAT No. :

PB1451

[6225]-606

[Total No. of Pages :2

T.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Fill in the blanks and rewrite the sentence:

[5]

- a) Financial Leverage is also known as_____.
- b) _____ refers to excess capital.
- c) If cost of debt is 12% and Tax Rate is 40% then cost of debt After Tax is _____.
- d) Benefit cost Ratio is also known as_____.
- e) Shares having no face value are also known as _____.

Q2) Write short notes: (Attempt ANY THREE).

[15]

- a) Difference between Leasing and Hire Purchase.
- b) Types of preference shares.
- c) Causes of under capitalization.
- d) Weighted Average cost of capital.
- e) Mutually Exclusive Proposal.

P.T.O.

Q3) Long Answer Questions. (attempt any ONE).

[15]

- a) What do you mean by short Term sources of Finance? Explain in detail different short term sources of finance.
- b) Define capital Budgeting. Examine need and importance of capital Budgeting.

Q4) a) A firm has sales of Rs. 20,00,000; Variable cost of Rs. 14,00,000 and fixed costs Rs. 4,00,000 and debt of Rs.10,00,000 at 10% rate of internet

Prepare a statement of profit and calculate combined Leverage.[5]

- b) Calculate financial leverage and operating leverage under situations (A) & (B) and given capital structure from the following information relating to the operation and capital structure of ABC Ltd. **[10]**

Installed Capacity	2,000 Units
Actual production and sales	1,600 Units
Selling price per unit	Rs.40
Variable cost per unit	Rs.30
<u>Fixed cost:</u>	
Situation (A)	Rs.1,600
Situation (B)	Rs.3,000
<u>Capital Structure:</u>	
1) Ordinary Shares	Rs.10,000
2) Debt @ 10%	Rs.10,000



Total No. of Questions : 4]

SEAT No. :

PB1452

[6225]- 607

[Total No. of Pages :3

T.Y.B.B.A.

**C - 605 : GLOBAL HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective Questions.

A) Multiple choice questions.

[5]

- a) The scope of international human resource management (IHRM) includes:
 - i) Staff recruitment
 - ii) Staff development
 - iii) Compensation
 - iv) All of the above
- b) Understanding the behaviour and culture of host country's market by host manager in corporation orientation is known to be.
 - i) Ethnocentric
 - ii) Polycentric
 - iii) Geocentric
 - iv) Expat- centric
- c) The non - citizen employees of a country in which they are working is classified as.
 - i) Expatriates
 - ii) Subordinates
 - iii) Coordinates
 - iv) None of above

P.T.O.

- d) Global assignments in which employees are sent to understand global operations and are required to have intercultural understanding are called:
 - i) Strategic assignments
 - ii) Development assignments
 - iii) Non developments assignments
 - iv) Managerial assignments

- e) The financial payments, above and over a regular base pay for employee are called:
 - i) Ethnocentric allowances
 - ii) Mobility premiums
 - iii) Hardship allowances
 - iv) Foreign Service Premiums

B) Define terms. [5]

- a) Global HRM
- b) Expatriates
- c) E - recruitment
- d) Global compensation
- e) Strategic HRM

Q2) Write Long Answers (Attempt Any One). [10]

- a) Write features, objectives & significance of Global HRM.
- b) Enumerate the various criteria which should be considered while selecting employees at international level.

Q3) Write Long Answer (Attempt any one).

[10]

- a) Write meaning, objectives and importance of global training & development?
- b) What is Global Compensation? Discuss its objectives and key components?

Q4) Write Short notes (Attempt any 4).

[20]

- a) Strategic HRM in MNC.
- b) Role of technology in Global HRM
- c) Global Recruitment function
- d) Global compensation
- e) Ethics Related Challenges to global HRM
- f) Difference between Global HRM & Domestic HRM.



Total No. of Questions : 4]

SEAT No. :

PB1453

[6225]-608

[Total No. of Pages : 3

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

Q1) A) Multiple choice questions. [5]

- a) Which of the following factors contributes significantly to the seasonality of tourism?
 - i) Technological advancements
 - ii) Economic fluctuations
 - iii) Environmental sustainability
 - iv) Political stability

- b) Which of the following is NOT a characteristic of luxury tourism?
 - i) Exclusive experiences
 - ii) High price sensitivity
 - iii) Exceptional service
 - iv) Personalization

- c) What does the acronym OTA stand for in the context of hospitality management?
 - i) Online Travel Agency
 - ii) Overseas Tourist Association
 - iii) Operational Tourism Analysis
 - iv) Organizational Travel Administration

P.T.O.

- d) The ending point of the journey known as_____.
- i) Stop over's
 - ii) Origin
 - iii) Destination
 - iv) None of these
- e) Formalities undertaken by a passenger at an airport before departure known as.
- i) Check Out
 - ii) Check in
 - iii) Reservation
 - iv) None of these

B) Match the pairs

[5]

A	B
Baggage tag	Issued at ticket counter
Kesari tours and travels	Document noting the passengers name & address that is attached to luggage
E- ticket	Travel company
Farm resort	Japan
Capsule hotel	Agro Tourism

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

[10]

- a) Explain the history of tourism in detail.
- b) Explain in detail the objectives and functions of WTTC.

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

- a) Explain in detail the emerging trends in accommodation.
- b) Explain in detail the meaning and features of virtual tours.

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

- a) Poshtel tourism
- b) Air travel
- c) Factors affecting growth of tourism
- d) Major hotel chains in India
- e) Guest expectation
- f) Attiti Devo Bhava.



Total No. of Questions : 3]

SEAT No. :

PB1454

[6225]-609

[Total No. of Pages : 3

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 indicates full marks.*

Q1) A) Compulsory Question: (Objective Type Questions). [5]

- a) Agriculture is a_____.
 - i) Greek word
 - ii) Latin word
 - iii) German word
 - iv) Spanish

- b) Primary resource for agriculture
 - i) Land, air and water
 - ii) Seed, Fertilizer and Pesticide
 - iii) Seed, air and water
 - iv) Land, Fertilizer and water

- c) Success of a farm plan depends to a great extent, on the accuracy of basic data regarding:
 - i) Estimates of production from crops animals
 - ii) Right production of crops and livestock in relation to fodder and feed requirement
 - iii) Availability of capital for investment in a particular enterprise
 - iv) All of these

P.T.O.

- d) When farmers pool their land, labour and capital and work jointly under the direction of an elected managing committee and divide the profit among themselves in proportions of land contributed and wages earned by each one of them it is called?
- i) Co-operative farming
 - ii) Collective farming
 - iii) Capitalist farming
 - iv) Peasant farming
- e) In which planning period profit rules says that gross return should cover variable cost:
- i) Long run
 - ii) Short run
 - iii) Both (i) and (ii)
 - iv) None of the above

- B) Answer in one sentence: [5]
- a) What is export?
 - b) What do you mean by agricultural policy?
 - c) What is Trade?
 - d) Define agricultural production.
 - e) What is meant by market surplus?

Q2) Long Answer questions (any 2) [20]

- a) Explain the forms of agriculture production.
- b) State and explain the need for imports.
- c) Explain the issues impacting agricultural trade.
- d) Explain the role of technology in agriculture.

Q3) Write short notes on (any four).

[20]

- a) World agricultural trade
- b) Export documents and procedure
- c) State trading organization in india
- d) Foreign market for agriculture exports
- e) Marketing plan for exports
- f) Export assistance



Total No. of Questions : 4]

SEAT No. :

PB-1455

[Total No. of Pages : 4

[6225]-610

T.Y. B.B.A.

**A606 : CASES IN MARKETING
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write Short Notes (in 150 words) : (Attempt any one) [5]

- a) What is Case Study? Explain its importance.
- b) What is Case Study? Explain different guidelines for analysing case study.

Q2) Case No. 1 [15]

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

Questions :

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

P.T.O.

Q3) Case No. 2

[15]

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

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

It was expected that the market for the electronics toys for kids will be growing at the rate of 15% per annum. The sales were expected to reach U.S. \$ 146 billion by 2019. Its kid tronics products range was in accordance with the trend in the toy market. It differentiated itself by promoting an entire product range instead of pushing single item in the toy market. It promoted high tech toys as an aid for the educational tools for a child's development.

Questions :

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

Q4) Case No. 3

[15]

In 1997, BIL whose business seemed to be doing well, instead of concentrating on it. Virtually charted a new course by seeking to reinvest 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 designed 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 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.

Consumer research conducted with these specific objectives in mind, bought to the flore two key issues. (1) Although the brand had tremendous strength associated with it, it needed to communicate modernity strongly. (2) It needed to assure the customers that apart from being a trusted and a familiar brand, it was also a contemporary one, and changed with the times.

The fact that the existing brand was too closely associated with the bakery business, could have been a bindrance to BIL 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.

At the low end price-point was the 'Tiger' brand, a calcium enriched glucose biscuit launched in 1997, which cuted as the umbrella brand for the mass market, leaving parte's Parte-G to rule the mass market, with the mass segment accounting for half of the unorganised market, it seemed strategically important for BIL to make in roads into the same.

Therefore, as a part of its new plan to attack the mass market, BIL launched the 'Tiger' brand and positioned it as a 'health force biscuit' as consumer research showed that goods health was the overwhelming consideration when choose snack for their children. Analysts felt that since Glucose had become a generic brand, BIL by establishing a new brand was clearly differentiating its Glucose biscuits from others.

Questions :

- a) What potential challenges BIL had to face?
- b) What steps BIL took as its makeover plan?
- c) As per the consumer research what were the two key issues?
- d) What ideas were behind designing a new logo?
- e) What strategy BIL adopted to attack the mass market?



Total No. of Questions : 4]

SEAT No. :

PB-1456

[Total No. of Pages : 3

[6225]-611

T.Y. B.B.A.

B-606 : CASES IN FINANCE + PROJECT

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Answer any Two questions from the remaining.*
- 3) *Use of Calculator is allowed.*

Q1) A Firm whose cost of capital is 10% is considering two mutually exclusive projects X and Y, the details of which are given below : [20]

	Year	Project X	Project Y
Initial Investments		1,00,000	1,00,000
Year cash inflows	1	10,000	50,000
	2	20,000	40,000
	3	30,000	20,000
	4	45,000	10,000
	5	60,000	10,000

The present value of Re.1 @ 10% and @ 15% is as follows :

Year	PV @ 10%	PV @ 15%
1	0.909	0.870
2	0.826	0.756
3	0.751	0.658
4	0.683	0.572
5	0.621	0.497

You are require to calculate :

- i) Payback Period
- ii) Net Present Value at 10%,
- iii) Profitability Index,
- iv) Internal Rate of Return (IRR) for the two projects at 15%

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

P.T.O.

Q2) Mittal Cements Ltd., Mumbai provided the following data : [15]

Particulars	Cost Per Unit (Rs.)
Raw Materials	52
Direct labour	19.5
Overheads	39
Total Cost	110.5
Profit	19.5
Selling price per unit	130

The following additional information is available :

- Average raw material in stock : One Month
- Average material in process : Half a month
- Average finished goods in stock : One Month
- Credit allowed by suppliers : One Month
- Credit allowed to Debtors : Two Months
- Time lag in payment of wages : One and a Half Weeks
- Overheads : One Month

One - fourth (1/4) of sales are on cash basis.

Cash balance is expected to be Rs. 1,30,000.

You are required to prepare a statement showing the working capital needed to finance a level of activity of 80,000 units of annual output.

The production is carried throughout the year on even basis and wages and overheads accrue similarly. (Calculation is made on the basis of 30 days a month and 52 weeks a year).

Q3) Existing capital structure of Cosmos Co. Ltd., Mumbai is as follows : [15]

- 14% Term Loan from Axis Bank Rs. 10,00,000
- 12% Debentures (100 each) Rs. 6,00,000
- Equity Share Capital (20,000 Shares) Rs. 4,00,000

The equity shares of the company are quoted at Rs. 450/- per share. It is expected that the company will pay current dividend of Rs. 30/- 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).

Q4) Existing capital structure of Kelkar Industries Ltd., Pune is as follows :

[15]

Equity share capital (1,00,000 Shares)	Rs. 20,00,000
5% Preference Share	Rs. 5,00,000
6% Debentures	Rs. 15,00,000

The market price of the company's equity share is Rs. 20/-. It is expected that the company will pay current dividend of Rs. 3 per share which will grow at 8% forever.

The tax rate applicable may be assumed @ 50%.

The company wants to raise an additional debt of Rs. 10,00,000/- by issuing 8% debentures. But this would result in increasing the expected dividend to Rs.4 and growth rate will remain the Same and the market price of the equity share will fall to Rs. 15 per share.

Management wants to know :

- What is the Weightage Average Cost of Capital (WACC) under Existing Capital Structure and Revised Capital Structure.
- What will be the effect of Weightage Average Cost of Capital (WACC) after addition of Rs. 10,00,000/- debt by issuing 8% debentures.



Total No. of Questions : 3]

SEAT No. :

PB-1457

[Total No. of Pages : 2

[6225]-612

T.Y. B.B.A.

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

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 (any 4 out of 5) : [4]

- i) Employee Engagement results to _____
(fall in profits, increase in absenteeism, rise in output and efficiency, increase in undue expenditure)
- ii) _____ is involved in measuring the costs incurred in staffing, training and developing human assets.
(Human Resource outsourcing, Human Resource Advancement, Human Resource Accounting, Human Resource Budgeting)
- iii) _____ in a checklist fashion, ensures that the government regulations and company policies of Human Resource are adhered to.
(Personal Audit, Personnel research, Human Resource Audit, Human Resource Venture)
- iv) _____ is a process utilizing information technology to track employees and their employment related information.
(HRP, HRIS, HRSI, PIS)
- v) _____ employees drag themselves to work and anxiously wait or count down time to head home.
(Highly engaged employees, Barely engaged employees, Utmost satisfied employees, Happily engaged employees)

B) Match the following : [4]

i) HR Audit	a) Core Platform for Employees data
ii) Human Resource Valuation	b) Lack of Clarity among staff
iii) HRIS	c) Identify lapses in HR practices
iv) Hurdle in Employee Engagement	d) Economic Value method

P.T.O.

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

- i) Human Resource Accounting is an accounting for machines and inventories as an organization resource. (True / False)
- ii) As a measure of transparency towards employee engagement, employees should be given an explanation regarding the breakdown of the salary structure. (True / False)
- iii) Weaken the connection and trust among the leaders and their team to ensure fruitful employee engagement. (True / False)
- iv) Time tracking and scheduling of employees is an important element component of HRIS (True / False)
- v) In the Case study approach to Personnel Research, there is a systematic collection of data from the population through personal contact. (True / False)

Q2) Short notes (any 2 out of 4) : [14]

- a) Challenges to Employee Engagement
- b) Human resource Valuation
- c) Personnel research
- d) Components of HRIS

Q3) Long Answer (any 2 out of 4) : [24]

- a) What is Employee Engagement? What are the strategies the companies implement to improve the Employee Engagement?
- b) What is HRIS? Explain the process of designing HRIS.
- c) Define human resource Accounting? State the importance of Human Resource Accounting with its merits and demerits?
- d) What do you mean by HR Audit? State the checklist of HR Audit with its approaches?



Total No. of Questions : 3]

SEAT No. :

PB-1458

[Total No. of Pages : 2

[6225]-613

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Question: (Objective Type Questions) [10]

A) Multiple Choice Questions : [5 × 1 = 5]

- i) The legal staff, computer operators and accountants are the examples of services of
 - a) Government sector
 - b) Private non-profit sector
 - c) Manufacturing sector
 - d) Business sector
- ii) Which sector has not benefited from the policy of globalization?
 - a) Agricultural Sector
 - b) Manufacturing Sector
 - c) Service Sector
 - d) All of the above
- iii) “Every business is a service business”- Who quoted this sentence?
 - a) Philip Kotler
 - b) Gary Hamel
 - c) Ravi Shankar
 - d) Ramaswamy & Namakumari
- iv) Charging customers different prices for essentially the same service is called
 - a) Price discrimination
 - b) Supply and demand.
 - c) Complementary
 - d) Substitutes.
- v) Services are characterized by all of the following characteristics except for
 - a) Intangibility
 - b) Homogeneity
 - c) Perishability
 - d) Inseparability

P.T.O.

B) Answer in one sentence :

[5 × 1 = 5]

- i) What do you mean by E-services?
- ii) What is Rural Enterprise?
- iii) What is Franchising?
- iv) What is Hospitality?
- v) What do you mean by Logistics?

Q2) Long Answer questions (Attempt any 2)

[20]

- a) Explain the types of services in detail.
- b) Explain the challenges of the service industry.
- c) Explain the role of technology in the service sector.
- d) Discuss the advantages of Franchising.

Q3) Write short notes on (any four):

[20]

- a) Automation in services
- b) Concept of Self-service
- c) Service enterprises
- d) Globalization of services.
- e) Clustered service
- f) Professional Services



Total No. of Questions : 3]

SEAT No. :

PB-1459

[Total No. of Pages : 2

[6225]-614

T.Y.B.B.A

**E - 606 : Tourism Development in Rural India
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory question : (Objective type questions)

- a) Multiple choice questions: [5]
- i) Internal tourism includes
 - a) Domestic & Inbound tourism
 - b) Inbound tourism
 - c) Domestic tourism
 - d) Outbound tourism
 - ii) A tourism policy includes
 - a) Rules
 - b) Regulations
 - c) Objectives and strategies
 - d) All of the above
 - iii) A person who moves from one location to another is known as _____.
 - a) Tourist
 - b) Traveler
 - c) Inbound tourist
 - d) Outbound tourist
 - iv) A country is mainly benefited from tourism by the _____.
 - a) Tourist expenditure
 - b) Tourist travel
 - c) Accommodation
 - d) None of these
 - v) Charminar is located in _____.
 - a) Delhi
 - b) Goa
 - c) Hyderabad
 - d) Orissa

P.T.O.

- b) Answer in one sentence: [5]
- i) What is Agro Tourism?
 - ii) What is Inspirational Tourism?
 - iii) What is Tourism?
 - iv) What do you mean by Business Plan?
 - v) What do you mean by Hospitality?

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

- a) Explain the challenges and issues of Rural Tourism in India.
- b) State and explain the characteristics of Rural Tourism.
- c) Discuss the tourism initiatives taken by the Government in India.
- d) Explain the impact of Rural Tourism on the rural community.

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

- a) Sustainable Tourism
- b) Tourism projects in India
- c) Importance of Rural Tourism
- d) Innovation in Rural Tourism
- e) Factors affecting the business of Rural Tourism
- f) Costs associated with Rural Tourism

