

Total No. of Questions : 3]

SEAT No. :

PB-1481

[Total No. of Pages : 2

[6227]-301

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

301 : ELEMENTS OF HRM

(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) Objective type question :

[5]

- i) Identify the source of potential candidate and them to apply for the job is called recruitment.
 - a) Rejecting
 - b) Training
 - c) Attracting
 - d) All of the above
- ii) Promotion is a source of Recruitment.
 - a) External
 - b) Internal
 - c) Macso
 - d) None of the above
- iii) When an employee is appraised by all the members in the organization like superior, peer, customer is called as
 - a) Employee self assessment
 - b) 360 degree appraisal
 - c) Ranking appraisal
 - d) Performance Appraisal
- iv) When an employee is trained for a key position in the organisation is called?
 - a) Talent management
 - b) Replacement planning
 - c) Leadership development
 - d) Succession planning
- v) HRM is a
 - a) Staff junction
 - b) Line junction
 - c) Staff line and accounting junction
 - d) All of the above

P.T.O.

B) Fill in the blanks : [5]

- i) Safety policy is a part of _____ function of HRM.
- ii) HRM Believe that performance appraisal is a _____
- iii) In today computative market condition HR department need to act as _____ to the management.
- iv) _____ Is the tool through which Organizational Development can be implemented.
- v) KSA Represent _____

C) Match the Pair : [5]

- | Group I | Group II |
|--|--|
| i) Planning | a) Control system & Reward |
| ii) Support to strategy of HR function | b) Service |
| iii) Human Resource Dept. | c) Top, middle & lower |
| iv) Personnel management | d) Directly Related Human Being. |
| v) Directing | e) Bridge the gap between where we are now where we want to go |

D) Answer in one sentence : [5]

- i) Define HRM & its element.
- ii) What is cross cultural training?
- iii) Performance appraisal with example.
- iv) Recruitment process.
- v) What is transfer

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

- a) Explain function of HRM? Write the duties and Responsibility of HR manager.
- b) Explain the concept of Recruitment and sources of Recruitment.
- c) Write the type and method of training?
- d) Explain HRM challenges?

Q3) Short answer (solve any 4) : [4 × 5 = 20]

- a) Explain type of interview.
- b) Explain any two methods of appraisal
- c) Short notes of TQM, multiculturalism
- d) Importance of HRM.



Total No. of Questions : 3]

SEAT No. :

PB-1482

[Total No. of Pages : 3

[6227]-302

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

**302 : GLOBAL COMPETENCIES AND PERSONALITY
DEVELOPMENT**

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Objective type questions:

A) Multiple Choice Questions.

[5]

- i) Why is an Emotion not a personality Characteristic?
 - a) It is an Intellectual Characteristics
 - b) It is Transient
 - c) It is a Physical property
 - d) It is a broad pattern
- ii) Which of the following is not a biological factor to determine the personality?
 - a) Heredity
 - b) Hormones
 - c) Brain Disorder
 - d) Home environment
- iii) Which of the following is true about preparing a SWOT Analysis?
 - a) It is should focus on where the organization is today, not where it could be in the future
 - b) It is an Objective tool for self evaluation
 - c) It should be specific and avoided grey areas.
 - d) It should analyze the organization only and ignore the performance of competitors.
- iv) Happy,shy,scared,angry,sad,loved,fearful are all called as _____
 - a) Self-Awareness
 - b) Empathy
 - c) Emotions
 - d) Sympathy

P.T.O.

- v) People from other countries can be easily put at ease by speaking to them in:
 - a) Your Own Language
 - b) Their Language
 - c) English
 - d) Sign Language.

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

- | Group (A) | Group (B) |
|------------------------|----------------------------------|
| i) Negative motivation | a) Non-verbal communication |
| ii) Fear | b) Punishment |
| iii) Self Confidence | c) Obstacle in achieving success |
| iv) Communication | d) Trust your own worth |
| v) Body language | e) Exchange of thoughts |

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

- i) What do you mean by Empathy?
- ii) What is Flexibility?
- iii) State any two obstacles to positive thinking?
- iv) What is International Etiquettes?
- v) What is Global Competencies?

D) State True OR False : **[5]**

- i) People Haigh in extroversion trait seek the company of other.
- ii) In the 1960s, SWOT analysis was introduced as strategic planning tool.
- iii) Public speaking is only verbal Activity
- iv) People should strive to coordinate relationships by using alter costing.
- v) Relying on your inner feeling for making a self-confidence judgment is rarely effective.

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

- a) Discuss the guidelines for effective listening?
- b) What is Self-Assessment? Explain the importance and types of Self-Assessment?
- c) Explain the Johari window in detail?
- d) What is Team Building? what are the benefits of team building?
- e) How to project effective use of Body language?

Q3) Write Short Notes on (any Four) : [4 × 5 = 20]

- a) Qualities of a successful entrepreneur.
- b) Importance of Time management
- c) 7 C's of effective communication
- d) Creating positive self-Image
- e) Importance of Time Management
- f) Dressing etiquettes and Hygiene



Total No. of Questions : 5]

SEAT No. :

PB-1483

[Total No. of Pages : 2

[6227]-303

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

303 : INTERNATIONAL ECONOMICS

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Fill in the blanks.

[5]

- a) According to _____, economics is a study of mankind in the ordinary business of life.
- b) According to _____ international trade bestows on certain Indirect and dynamic gains.
- c) The _____ model is related to trade between two countries and two commodities.
- d) _____ refers to the rate at which the goods of one country exchange for the goods of another country.
- e) _____ policy refers to without any tariffs, quantitative restrictions and other devices obstructing the movement of goods between countries.

(Select Answers –

- | | |
|---------------------|--------------------|
| i) Prof. Mill | ii) Prof. Marshall |
| iii) Terms of Trade | iv) Ricardian |
| v) Free Trade) | |

Q2) True or False. (Attempt any 4)

[4]

- a) According to Classical Economist there are two methods to measure the gains from trade.
- b) International trade increases national income which helps us to get low priced imports.
- c) Gains are measure in terms of trade.
- d) LPG policy commenced in India from 1996.
- e) GFC refers to Great Britain financial crisis.

P.T.O.

Q3) Match the following.

[5]

a) Adam Smith	i) Exchange rate
b) IMF	ii) Preferential Trade Agreement
c) Bretton Woods	iii) Absolute Cost Advantage
d) WTO	iv) Gold Exchange Standard
e) Purchasing Power Parity	v) Gold Standard

Q4) Write short notes on : (Attempt any 3)

[24]

- a) Special Drawing Rights
- b) IMF
- c) Heckscher -Ohlin Theory
- d) Free Trade Policy

Q5) Write Long Answer on : (Attempt any 2)

[32]

- a) Explain the objectives and functions of IMF
- b) Explain the difference between GATT and WTO
- c) Discuss the arguments against free trade policy.
- d) Write in detail about the Welfare comparisons at International and Domestic level.



Total No. of Questions : 3]

SEAT No. :

PB-1484

[Total No. of Pages : 3

[6227]-304

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

**304 : PRODUCTION AND OPERATION MANAGEMENT
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) _____ involves the step-by-step conversion of one form of materials into another through chemical, mechanical and or biological processing to create the product or services.
 - a) Purchasing
 - b) Selling
 - c) Production
 - d) Operation
- ii) ABC stands for _____.
 - a) Anytime Better Control
 - b) Anywhere Best Control
 - c) Anytime Best Control
 - d) Always Better Control
- iii) In EOQ Model 'Q' stands for _____.
 - a) Quantity
 - b) Quality
 - c) Both Quality and Quantity
 - d) Neither Quality nor Quantity
- iv) If Stock Turnover Ratio of Material (A) is 2 Times, Material (B) is 3 Times, Material (C) is 4 Times and Material (D) is 5 Times, then which material is Fast Moving Material?
 - a) Material (A)
 - b) Material (B)
 - c) Material (C)
 - d) Material (D)
- v) Which of the following is the first step in new product development?
 - a) Idea Generation
 - b) Idea Screening
 - c) Testing
 - d) Mass Production

P.T.O.

B) Match the pairs. [5]

Group (A)	Group (B)
i) Automated Guided Vehicles	a) Resembles ABC Analysis
ii) H.M.L	b) Ready to handover to end user
iii) Finished Goods	c) Domestic Waste
iv) Household Waste	d) Batteries
v) Hazardous Waste	e) Computer Operated Trucks

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

- i) In a _____ position layout, the product remains at one place.
- ii) FMS stands for _____.
- iii) _____ determines the Programme for the operations.
- iv) _____ is carried out for confirming that quality is of predetermined standard.
- v) VED stands for _____.

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

- i) Define Waste Management.
- ii) Define Operation Management.
- iii) What do you mean by Inventory?
- iv) Define maintenance.
- v) Define Plant Layout.

Q2) Long Answer Questions. (Attempt ANY THREE) : [30]

- a) Define Automation. Explain in detail types of Automation.
- b) Define Production and Operation Management. Elaborate objectives and scope of Production and Operation Management.
- c) What do you mean by Layout Planning? State Advantages and functions of Layout Planning.
- d) Define Material Management. Explain Material Handling Principles and Practices.
- e) State the meaning of Production Control. Explain factors affecting Production Control.

Q3) Write Short Notes. (Attempt ANY FOUR)

[20]

- a) Locating Foreign Operations Facilities
- b) Objectives of Plant Location
- c) Standardization and Codification
- d) Types of Maintenance Systems
- e) Disposal of Scrap
- f) Criteria of Selection of Material



Total No. of Questions : 6]

SEAT No. :

PB-1485

[Total No. of Pages : 5

[6227]-305

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

A305 : FRENCH - I

(2019 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Use of dictionary is not allowed.*

Q1) Complétez UN dialogue:

[10]

- A) Mme Kendal arrive à l'hôtel Le Printemps. Il a une chambre réservée. Il a la chambre 1001 au neuvième étage. Complétez le dialogue.

Mme Kendal : Bonjour, monsieur. J'ai une chambre réservée ici.
Le réceptionniste : _____ .
Mme Kendal : Au nom de Mme Kendal.
Le réceptionniste : _____ .
Mme Kendal : C'est à quel étage ?
Le réceptionniste : _____ Voici les clés .
Mme Kendal : Merci. C'est où ?
Le réceptionniste : _____ . Montez au neuvième étage. La chambre est juste en face de l'ascenseur.
Mme Kendal : D'accord. Et le restaurant, c'est où ?
Le réceptionniste : _____ . En face des escaliers.

OU

P.T.O.

B) Dans l'avion Lyon et Londres.

- M. Dumarty : Excusez-moi, vous êtes française?
- Mme Lachaise: _____ . Et vous?
- M. Dumarty : Je suis française, mais j'habite en Espagne.
- Mme Lachaise: _____ .
- M. Dumarty : Je travaille dans le marketing. Et vous?
- Mme Lachaise : _____ .
- M. Dumarty : Vous êtes mariée ?
- Mme Lachaise : _____ .
- M. Dumarty: Oui, je suis marié et j'ai deux fils. Et vous ?
- Mme Lachaise : _____ .

Q2) Grammaire et vocabulaire :

- A) **Complétez avec des adjectifs possessifs : (2 au choix)** [2]
- Elle vend sa/son/ses auto.
 - Catherine a deux fils. Son/ses/sa fils sont ingénieurs.
 - Vous avez rendez-vous avec notre/votre/vos directeur.
- B) **Complétez avec des prépositions :(2 au choix)** [2]
- Charles habite en/dans/aux États-Unis.
 - Je regarde des films dans/pendant/avec le vol.
 - Il travaille à/dans/en Londres.
- C) **Quelle heure est-il ?(Choisissez la bonne réponse) (2 au choix)** [2]
- 7 h 30
 - 15 h 20
 - 12 h

D) **Complétez avec des mots donnés : (quatrième, l'ascenseur, vous, gauche) [2]**

Vous prenez _____ et vous montez au _____ étage. Quand _____ sortez de l'ascenseur, vous allez à _____ .

E) **Mettez les verbes entre parenthèses à la forme qui convient (2 au choix) [2]**

- i) L'ingénieur (sortir) de l'ascenseur.
- ii) Nous (voyager) par avion.
- iii) Les touristes (remplir) la fiche.
- iv) L'hôtel (être) au centre-ville.

Q3) A) **Répondez en français aux questions suivantes: (3 au choix) [6]**

- i) Quelle est votre profession?
- ii) Comment s'appelle un habitant de l'Afrique ?
- iii) Comment montez-vous au cinquième étage ?.
- iv) Nommez deux villes françaises.

B) **Reliez les deux colonnes : [4]**

A.

B.

- | | |
|-----------------------------|------------------------|
| i) Un habitant de l'Espagne | a. Négoce et service. |
| ii) Carrefour | b. Chinois |
| iii) Louis Dreyfus | c. Grande distribution |
| iv) Un habitant de la Chine | d. Espagnol |

Q4) **Présentez la personne suivante : [5]**

Nom :	Pertuis
Prénom:	Jean
Nationalité:	Français
Pays de résidence:	Le Singapour.
Situation de famille:	Mariée
Nombre d'enfants:	2 filles

OU

Nom : Gérard
Prénom: Richard
Nationalité: Allemande
Pays de résidence: Le Japon.
Situation de famille: Célibataire
Secteur d'activité professionnelle: Directeur

Q5) A) Traduisez en anglais: [4]

Il trouve du travail comme responsable marketing à Singapour, chez Arcans International, un grand groupe aéronautique. Son père, Charles Pertuis est le président directeur général de l'entreprise familiale Fragance spécialisée dans les parfums.

B) Traduisez en français: (3 au choix) [6]

- i) The temperature is 9°C.
- ii) Thanks for calling 10 3024 94.
- iii) You have a meeting with the banker.
- iv) The weather is good in summer
- v) We will eat in this restaurant.

Q6) Compréhension :

Bonjour Paul,
Nous devons organiser une réunion avec les délégués. Est-ce que vous êtes libre mardi ?
Autre chose : j'aimerais contacter Mme Langlois, la responsable des ventes de la société Socatex, est-ce que vous avez ses coordonnées ?
Merci d'avance
Cordialement
Sandrine

- A) Dites vrai ou faux: [3]
- i) Sandrine écrit le mel.
 - ii) Sandrine veut les coordonnées de Paul.
 - iii) Sandrine veut organiser une rétmion avec les délégués.
- B) **Chercher Ic contraire dans le texte : occupé, détester** [2]



Total No. of Questions : 6]

SEAT No. :

PB-4383

[Total No. of Pages : 4

[6227]-306

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

305 - B : GERMAN - I

German General

(2019 Pattern) (Semester - III)

Time : 2 Hours] Instructions

[Max. Marks : 50

to the candidates:

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

Frage I. Beantworten Sie die folgenden Fragen!

[3]

(Answer the following questions.)

1. Was essen Sie in einem Café?
2. Was machen Sie in der Freizeit?
3. Wie heißt die Hauptstadt von der Schweiz?

Frage II. Übersetzen Sie ins Englisch!

[3]

(Translate into English)

1. Herr Müller, woher kommen Sie?
2. Um 10 Uhr treffe ich meine Freunde.
3. Das ist kein Fahrrad. Das ist ein Auto.

Frage III. Wortschatz (Vocabulary)

[3]

A] Schreiben Sie die Zahlen in Wörter! (Write the numbers in words)

1. 239
2. 163
3. 57

P.T.O.

B] Ergänzen Sie die Vokale! (Fill in the blank with suitable Vowels) [3]

1. W__ch__n__nd__
2. R__ssl__nd
3. B__s

C] Ergänzen Sie das richtige Wort! (Fill in the blank with suitable word)[3]

1. September, Oktober, Januar sind _____ .
2. Fahrrad, Bus, S-Bahn sind _____ .
3. Italienisch, Hindi, Polnisch sind _____ .

D] Welches Wort passt nicht! (Pick the odd one out) [3]

1. Bus- Auto – Zelt - Motorad
2. Land – sprechen – essen - kochen
3. Pilot - Sessel – Lehrer - Arzt

Frage IV. Grammatik (Grammar) [3]

A] Ergänzen Sie die Verben in richtigen Formen! (Fill in the blank with suitable Verb)

(sein , machen. sprechen, hören, lernen)

1. Herr Müller, _____ Sie gut Englisch? .
2. Was _____ Sie beruflich?
3. Jan und Lena _____ laute Musik?

B] Ergänzen Sie die Personalpronomen! (Fill in the Personal Pronoun) [3]

1. Herr Bosch kommt aus Deutschland. _____ wohnt in Hamburg.
2. Rebecca kocht gern. _____ backt auch gern.
3. _____ spielen Fußball gern.

C] Ergänzen Sie den Artikel! (bestimmt/ unbestimmt/ Nominativ/ Akkusativ). (Fill in the blank with appropriate Article) [3]

1. Ich habe _____ Stuhl. _____ Stuhl ist grau.
2. Ist das _____ Hotel? Ja, _____ Hotel heißt Paradise.
3. Berlin und Hamburg sind _____ Städte in Deutschland. _____ Städte sind sehr schön.

D] Ergänzen Sie die Possessivartikel! [3]

(Fill in the blank with Possessive Article)

1. Peter, ist Max _____ Bruder?
2. Er ist Roland. _____ Vater spielt Tennis am Wochenende.
3. Sie ist _____ beste Freundin. Sie heißt Maya.

E] Ergänzen Sie die Verben „sein“ oder „haben“ im Präteritum! (Fill in the blank with past tense of the given verb) [3]

1. Jan _____ gestern Geburtstag. (haben)
2. Letztes Wochenende _____ ich krank. (sein)
3. Meine Oma _____ einen Hund. (haben)

F] Bilden Sie die Fragen! [3]

(Frame questions with reference to the underlined part)

1. Das Bett kostet 250 Euro.
2. Am Sonntag spielt Nina Klavier.
3. Mein Freund Max kommt aus Spanien.

Frage V Lesen Sie den Text und beantworte die Fragen! (Comprehension) [10]

Heidi Klum kommt aus Bergisch Gladbach. Sie ist Model und präsentiert Mode von internationalen Designern. Sie hat eine Mode- Kollektion und sie macht Werbung für

H&M und McDonalds. Heidi Klum arbeitet international, in Paris, New York, Mailand und Düsseldorf. Sie spricht Deutsch, Englisch und Französisch. Heidi Klum wohnt in Manhattan und in Bergisch Gladbach. Sie hat eine Tochter, Leni. Designer Mode ist ihr Job, zu Hause mag sie aber Jeans und T-Shirts. Sie macht viel Sport: Ballett und Jazz- Dance.

A. Sind die folgenden Aussagen richtig oder falsch? [3]

1. Heidi Klum arbeitet in vielen Ländern.
2. Heidi wohnt immer in Manhattan.
3. Heidi macht gerne Ballett und Jazz.

B. Beantworten Sie die folgenden Fragen! [6]

1. Wie viele Kinder hat Heidi? Wie heißen sie?
2. Was ist Heidi von Beruf? Macht sie auch Werbungen?
3. Woher kommt Heidi? Welche Sprachen kann sie sprechen?

C. Welcher Titel passt zum Text? (Which Title suits?) [1]

1. Eine Biografie
2. Meine Hobbys

Frage VI. Schreiben Sie 6-8 Sätze über das Thema. (Nur 1)

[4]

(Write an Essay on one of the topics given below)

1. Meine Freizeitaktivitäten

Oder

2. Meine Stadt



Total No. of Questions : 4]

SEAT No. :

PB-1486

[Total No. of Pages : 2

[6227]-307

B.B.A. (IB)

306A: SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Choose the correct option from the following

[5]

- i) Supply Chain Management is the Mgt of the _____
 - a) Storage raw material
 - b) Satisfaction of customer
 - c) Flow of goods and services
 - d) fulfillment of order
- ii) _____ is an integral part of supply chain management.
 - a) Supply management
 - b) Human Resource management
 - c) Relationship management
 - d) Marketing management
- iii) The concept of SCM originated in _____ discipline
 - a) Production management
 - b) Marketing management
 - c) Logistic management
 - d) Operation management
- iv) Zero defect in manufacturing _____
 - a) Is the goal of TQM
 - b) Is readily achievable in all over
 - c) Obtainable & misleading idea
 - d) Is a relevant goal

P.T.O.

- v) _____ are meant to store product for moderate to long period of time.
- a) Storage warehouse
 - b) Distribution warehouse
 - c) Automated warehouse
 - d) Deemed warehouse

B. Match the following : [5]

- a) RFID
- b) EDI System
- c) Component of logistic
- d) Manufacturing schedule
- e) Bull whip effect
- i) Continuous production process
- ii) Occurrence in forecast driven distribution channel
- iii) Wireless technology
- iv) Transfer confidential document with security
- v) Inventory management

Q2) a) Explain current IT trends in supply chain management. [10]

OR

b) Explain various factors influencing network design. [10]

Q3) a) Explain the objective and functions of store keeping. [10]

OR

b) Explain briefly green supply chain management. [10]

Q4) Short Notes. (Any Four) : [20]

- a) Challenges of SCM
- b) Reverse logistics
- c) Kanban system
- d) Function of warehousing
- e) Strategic Logistic planning
- f) Zero Inventory



Total No. of Questions : 3]

SEAT No. :

PB-1487

[Total No. of Pages : 3

[6227]-308

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

**306 B : LOGISTICS MANAGEMENT - I
(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) Compulsory Question (Objective Type Questions) : [10]

- i) What is the Primary Objective of logistics Management?
 - a) Maximizing Inventory levels
 - b) Minimizing transportation costs
 - c) Increasing lead times
 - d) Enhancing supplier partnerships
- ii) In supply chain Management. Which type of logistics deals with the movement of materials with in a Company's Facilities?
 - a) Inbound Logistics
 - b) Internal logistics
 - c) Outbound logistics
 - d) Reverse logistics
- iii) How can effective logistics contribute to maximizing profitability and cash flow in a business?
 - a) By Increasing transportation costs
 - b) By reducing lead times
 - c) By Minimizing inventory levels
 - d) By optimizing order fulfillment and reducing holding costs
- iv) What does 3PL stand for in logistics and supply chain management?
 - a) Three-party logistics
 - b) Third-party logistics
 - c) Transport, transportation and transportation logistics
 - d) Triple-point logistics

P.T.O.

- v) What is the primary focus of reverse logistics?
 - a) Efficiently moving goods from suppliers to customers
 - b) Handling Inbound logistics
 - c) Managing returned products, recycling and waste disposal
 - d) Enhancing supplier partnerships
- vi) What does JIT stand for in the context of inventory management.
 - a) Just in Time
 - b) Just in Transportation
 - c) Just in Total
 - d) Just in Tools
- vii) What is one of the primary factors influencing the decision-making process of outsourcing in supply chain management?
 - a) Maximizing in-house control
 - b) Reducing Lead Times
 - c) Lowering transportation costs
 - d) Enhancing supplier partnership
- viii) Which type of Ware house primarily stores goods for customer's and its services are provided on a contract basis?
 - a) Public Warehouse
 - b) Private warehouse
 - c) Climate-controlled ware house
 - d) Bonded warehouse
- ix) What is the main role of a Warehouse Management System (WMS) in logistics?
 - a) Managing transportation routes
 - b) Optimizing supplier partnerships
 - c) Tracking and controlling inventory with in a warehouse
 - d) Handling procurement activities
- x) In Transportation Management, What is the primary role of "Cross-docking"
 - a) Storing goods for extended periods
 - b) Combining different modes of transportation
 - c) Reducing inventory holding times by directly transferring goods from in bound to out bound transportation
 - d) Managing supplier partnerships

Q2) Long Answer Questions (Any Two) :

[20]

- a) What is Logistics Management? Explain its objectives.
- b) State & explain the factors influencing selection of transporter.
- c) What is Inventory Management? Explain its importance.
- d) What do you mean by Warehousing? Discuss its types in detail.

Q3) Write Short Notes on (Any Four) :

[20]

- a) Advantages of outsourcing.
- b) Role of IT in SCM.
- c) In bound Logistics.
- d) Process of E-procurement.
- e) Modes of Transportation.
- f) Importance of Material handling system.



Total No. of Questions : 3]

SEAT No. :

PB-1488

[Total No. of Pages : 2

[6227]-401

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

401 : IMPORT EXPORT PROCEDURE

(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 side indicate full marks.*

Q1) a) Fill in the blanks (Attempt any 5 out of 6)

[5 × 1 = 5]

- i) Bill of lading is issued by _____
- ii) The shipping bill is made in _____ copies
- iii) Exporter has to register with _____
- iv) Mate's Receipt is issued by _____
- v) The exporter gets _____ from DGFT
- vi) CCIE stand for _____

b) Match the following :

[5 × 1 = 5]

Group A

Group B

- | | |
|-------------------------|------------------------|
| i) Custom Act | a) 1995 |
| ii) WTO | b) C & F agent |
| iii) CHA | c) 1962 |
| iv) Pre-shipment credit | d) Anticipatory credit |
| v) Red clause letter | e) 180 days |

P.T.O.

- c) True or False [4 × 1 = 4]
- i) A geographical indication specifies Place and special characters of the product.
 - ii) The Director General of Foreign trade is appointed by Ministry of commerce.
 - iii) The IEC number is a number with 12 digits.
 - iv) IEC is not prerequisite for export and import.
 - v) Incoterms stands for international commercial terms.

Q2) Write short notes (Solve any 3/4) [3 × 8 = 24]

- a) Classification of import & export
- b) Packaging, Marketing, Labeling
- c) Warehousing of Imported Goods
- d) Replenishment license

Q3) Write Long Notes (Solve any 2/4) [2 × 16 = 32]

- a) What is an exporter? Describe the various categories of exporters.
- b) What is export procedure? Explain the documents required for export procedure in detail.
- c) What is import? Explain the pre-import procedure in detail.
- d) Explain the Duty Entitlement Pass Book Scheme in detail.



Total No. of Questions : 3]

SEAT No. :

PB-1489

[Total No. of Pages : 3

[6227]-402

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

402 : RESEARCH METHODOLOGY

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- i) Magazines is a source of _____ data.
 - a) Primary
 - b) Secondary
 - c) Inhouse
 - d) External
- ii) Good Research is always _____.
 - a) Slow
 - b) Fast
 - c) Narrow
 - d) Systematic
- iii) The first page of the research report is _____.
 - a) Appendix
 - b) Bibliography
 - c) Index
 - d) Title page
- iv) An abstract is a _____.
 - a) Synopsis
 - b) Finding
 - c) Recommendation
 - d) Review
- v) Research design is a blue print, outline and a _____.
 - a) Proposal
 - b) Strategy
 - c) Plan
 - d) Printout

P.T.O.

B) Match the pairs: [5]

Group - A

Group - B

- | | |
|-------------------------------|------------------------|
| i) Non - probability sampling | a) Pure Research |
| ii) Fundamental Research | b) Dissertation |
| iii) Census Report | c) Judgmental sampling |
| iv) Thesis is also known as | d) Secondary Data |
| v) Newspapers | e) Primary Data |

C) Answer in one sentence. [5]

- i) Define Research Methodology.
- ii) What is meant by Testing of Hypothesis?
- iii) What is Probability sampling?
- iv) What is Secondary Data?
- v) State different types of research.

D) Fill in the blanks. [5]

- i) Sending Questionnaire to a respondent with a request to complete and return by post is called _____.
- ii) _____ sampling method works like chain referral.
- iii) The data which are collected from the place of origin is known as _____.
- iv) The process of _____ includes drawing-out conclusions from data - Analysis.
- v) A _____ is a list of questions arranged in a specified manner in order to enquire regarding a particular subject.

Q2) Long Answer. (ANY 3) : [3 × 10 = 30]

- a) What is research report? Discuss steps in writing research report.
- b) What are the different types of research design?
- c) Explain the different types of Research.
- d) Discuss the Merits and Demerits of a good questionnaire.
- e) Explain the research process in detail.

Q3) Short answer (any 4).

[4 × 5 = 20]

- a) Limitations of research.
- b) Interview method of data collection.
- c) State the Criteria of Good Research.
- d) Explain the various steps in writing Report.
- e) “Internal” Sources of Secondary Data.
- f) Types of Random Sampling.



Total No. of Questions : 3]

SEAT No. :

PB-1490

[Total No. of Pages : 3

[6227]-403

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

403 : BUSINESS ETHICS

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) _____ Concerning the practical means of determining a moral course of actions.
 - a) Applied Ethics
 - b) Normative Ethics
 - c) Meta-Ethics
 - d) Business Ethics
- ii) "Ethics deals with the right actions of individuals" said by _____.
 - a) J.R. Betty
 - b) C.S. Rao
 - c) C. K. Pralhad
 - d) Peter Drucker
- iii) Most companies begin the process of establishing organizational ethics programs by developing _____.
 - a) Ethics Training Programs
 - b) Codes of Conduct
 - c) Ethics Enforcement Mechanisms
 - d) Very strict and rigid rules
- iv) _____ interest groups represent people or organizations with similar concerns and priorities.
 - a) Public
 - b) Ideological
 - c) Consumer
 - d) Public Servants
- v) _____ is an ethical or philosophical branch that studies the relationship between humans and the environment.
 - a) Ecological Ethics
 - b) Biodiversity Ethics
 - c) Environmental Ethics
 - d) Sustainable Ethics

P.T.O.

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

Group (A)	Group (B)
i) Cool Customer	a) Feel obligated to use certain products or types of goods.
ii) Discount Driven Consumers	b) Aware of responsibility to protect environment
iii) Impulsive Consumer	c) Make fast purchase decisions
iv) Green Consumer	d) Buy products and services for rebate.
v) Habitual Consumer	e) A relaxed client

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

- i) _____ is the systematic handling of values in business and industry.
- ii) _____ refers to the written opinions of the courts according to Act.
- iii) Customers and employee are those stakeholders who are interested in _____.
- iv) _____ is mode of fixing the terms of employment by means of negotiations between the employer and organized body of employees.
- v) Factories Act passed in the year _____.

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

- i) What is OSHA?
- ii) What is 'Morality'?
- iii) Define Loyalty.
- iv) What do you mean by Philanthropic Responsibility?
- v) Define Soil Erosion.

Q2) Long Answer Questions (Attempt ANY THREE) : **[30]**

- a) Explain in detail Ethical Decision Making process with suitable example.
- b) Define Collective Bargaining. Explain various forms of Collective Bargaining.
- c) Explain in detail Government Protection Policies against the Illegal Business Practice.
- d) Elaborate different legislation related to environment.
- e) Define Consumer. Explain the rights of consumers.

Q3) Write Short Notes (Attempt ANY FOUR) : **[20]**

- a) The 3 C's of Business Ethics.
- b) Why Ethical Problems Occur in Business.
- c) Impact of Business Decisions on Stakeholders.
- d) Salient Features of Whistle-Blower Act.
- e) Types of Responsibilities.
- f) Intrinsic and Extrinsic Value.



Total No. of Questions : 3]

SEAT No. :

PB-1491

[Total No. of Pages : 3

[6227]-404

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

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions. [5]

- a) Information is not only relevant but also _____ for the decision - maker as the quality of information.
 - i) Important
 - ii) Critical
 - iii) Imperative
 - iv) Indispensable
- b) The organizations connections to internet and the Remote Diat - in capabilities are the two major _____.
 - i) Internal security threats
 - ii) External security threats
 - iii) Theft target
 - iv) Cyber crime
- c) Which of the following is not one of the three major categories of cyber crime?
 - i) Property
 - ii) Individual
 - iii) Government
 - iv) Corporate
- d) Which of the following is an interactive computer based system that facilitates the solution of unstructured problems by a set of decision makers working together as a group?
 - i) EIS
 - ii) ESS
 - iii) ES
 - iv) GDSS
- e) _____ indicates what a system should do to meet information requirements.
 - i) System Development
 - ii) System Analysis
 - iii) System Design
 - iv) System Architecture

P.T.O.

- B) Match the pairs : [5]
- | | |
|-------------------------|-------------------------------|
| a) IPR | i) Leavitt |
| b) Change model | ii) Decision support system |
| c) Theft of Information | iii) '0' and '1' |
| d) BITs | iv) Information Breach |
| e) DSS | v) Copyrights & related right |
- C) Answer in one sentence. [5]
- What is EIS?
 - Name any two antivirus softwares.
 - What is closed loop system?
 - What is AI?
 - What is information?
- D) Fill in the blanks : [5]
- _____ is defined as a set of instructions.
 - _____ can control who, if anyone can surf the web.
 - The Herbert simon model is a type model of _____.
 - _____ is an acronym for computer Aided Software Engineering.
 - _____ model is a risk - driven process model generator for software projects.
- Q2)** Solve any 3 (Three) out of (5) five. Answer the following long answer questions : [3 × 10 = 30]
- Define the term intellectual property Rights' related to its service?
 - Define and explain "CASE TOOLS" and their advantages.
 - What are the contemporary approaches to information system development?
 - What are the Ethical Dimensions of I.T.?
 - What is online Real Time processing system?

Q3) Attempt any (4) four out of (6) six write a short note :

[4 × 5 = 20]

- a) Virus
- b) Critical success factors
- c) Strategic uses of MIS
- d) Malicious software
- e) Prototyping
- f) Factors contributing to EIS/ESS



Total No. of Questions : 6]

SEAT No. :

PB-1492

[Total No. of Pages : 4

[6227]-405

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

A - 405 : FRENCH - II

(2019 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

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

[10]

A. Mme. Gérard va dans une agence de publicité pour faire la publicité de son agence de voyages. Il discute avec le webmestre.

Mme. Gérard : Bonjour. Nous devons faire la de la publicité pour nos voyages. _____ ?

Le webmestre : Un e-mail commercial?

Mme. Gérard: C'est une bonne idée. _____

Le webmestre: Je vois une page avec des photos des destinations en promotion .

Mme. Gérard: _____ ?

Le webmestre: Oui, le nom du pays et le prix du voyage.

Mme. Gérard: C'est super. _____ ?

Le webmestre: Oui, on peut mettre des rubriques spécifiques, comme "l'hôtel", "vol"...

Mme. Gérard: Parfait! _____ ?

Le webmestre: En haut de la page.

B. Lundi, M. Schmidt va aller en voyage d'affaires à Strasbourg. Il vérifie son planning avec sa secrétaire, M. Pilat.

M. Schmidt: Excusez-moi M. Pilat. Je voudrais _____ .

M. Pilat : Oui, j'arrive.

M. Schmidt: Alors, demain, je _____ .

M. Pilat: Oui, monsieur. Demain vous partez de l'aéroport Paris-Orly.

M. Schmidt: Par _____ ?

M. Pilat: Par le vol Air France. Embarquement à 7h 40, puis décollage à 8h 05.

M. Schmidt: Et l'arrivée à _____ ?

M. Pilat: Vous arrivez à Nice à 9 h 25.

M. Schmidt: Et le soir _____ ?

M. Pilat: Le soir, vous prenez le vol de 18h 30 pour arriver à Paris à 19h 35.

M. Schmidt: Merci, c'est parfait.

Q.2. Grammar

[10]

A. Choisissez la bonne réponse

[2]

1. Les passagers vont voyager/a voyagé en avion.
2. L'informaticien fera/feront leur travail.
3. Nous devons/doit envoyer un mél.

P.T.O.

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

1. Je mange (avec/dans) dans le restaurant du bureau.
2. Les Français arrivent au bureau (entre/en) 8 h et 9 h 30.
3. Je mange du poulet (avec/pour) des légumes.

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

1. Je déjeune avec mes/ma collègues.
2. Vous recevez votre/vos mail?
3. Les clients téléphonent à leur/leurs collaborateurs.

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

1. Nous prenons cette/ce train.
2. J'ai vérifié mon boîte mail ce/ces matin.
3. Le directeur sort avec ces/cette clientes.

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

1. La directrice canadienne/canadien travaille au Total.
2. Myriam étudie les nouveaux/nouvelles circuits.
3. Un Français peut travailler pleine/plein temps

Q.3. Vocabulaire [4]

A. Répondez au questions (2 au choix)

1. Quel plat conseillez-vous à des Français dans votre pays ?
2. A quelle heure sortez-vous du college ?
3. Quel âge avez-vous ?

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

- | A. | B. |
|-------------------|------------------------|
| 1. Chocolats | a. La salade |
| 2. Les chaussures | b. Chez le chocolatier |
| 3. Une entrée | c. En cuir |
| 4. Des crudités | d. Le chèvre chaud |

C. Donnez le contraire (2 au choix)

[2]

1. Les hôtels résidentiels sont souvent au centre-ville.
2. Les hôtes arrivent le premier.
3. Il fait très froid.

Q.4. Compréhension

[5]

Pierre

Je déjeune à la cantine de ma société. En général, je choisis d'abord des crudités. Ensuite, je mange de la viande (du bœuf ou du poulet) avec des légumes ou du riz. Je ne mange pas de fromage mais je prends un yaourt et un fruit en dessert. Je prends un verre de vin pour accompagner mon repas

A. Dites vrai ou faux :

1. Pierre mange des crudités.
2. Il mange du yaourt.
3. Il boit de l'eau.

B. Donnez l'infinif : prends, choisis.

Q.5. A. Traduisez en anglais

[4]

Nous touchons plusieurs secteurs d'activités. Le commerce avec les parfumeries, les pharmacies, les hôtels, les coiffeurs et les salons de beauté mais aussi les entreprises et les hôpitaux. Nous exportons nos produits dans le monde entier. Nous avons plus de 6000 clients.

B. Traduisez en français (3 au choix)

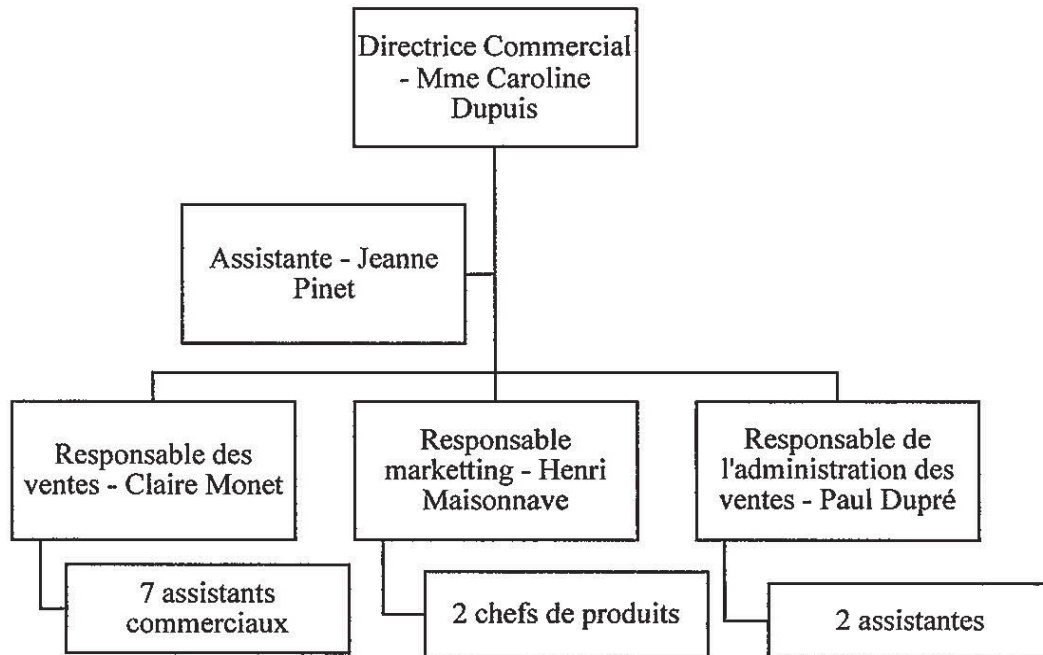
[6]

1. The kitchen is furnished.
2. Bill, please.
3. You climb to the 5th floor.
4. I went on the site.

Q.6. Écrivez un paragraphe

[5]

A. Voici l'organigramme de l'entreprise GDA.



OU

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



Total No. of Questions : 5]

SEAT No. :

PB-4384

[Total No. of Pages : 4

[6227]-406
B.B.A. (IB)
GERMAN - II
B - 405 : German General
(2019 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Frage 1: Beantworten Sie die folgenden Fragen!

[3]

(Answer the following questions)

1. Was machen Sie in Ihrer Freizeit?
2. Beschreiben Sie Ihren Freund / Ihre Freundin!
3. Was essen Sie und trinken Sie gern?

Frage 2: Übersetzen Sie ins Englisch !

[5]

(Translate into English)

Heute ist Montag. Sabine ist Lehrerin und hat jeden Montag bis 1 Uhr Unterricht. Sie steht immer um 6 Uhr auf und geht ins Bad. Dann frühstückt sie von 6.15 Uhr bis 6.45 Uhr. Beim Frühstück hört sie Radio und liest die Zeitung. Sie hat nicht viel Zeit. Um sieben fährt sie mit dem Fahrrad zur Schule. Ein bisschen Sport ist immer gut. Sie macht noch Kopien für den Englischunterricht in der Klasse 8 A. Die Klasse schreibt heute einen Grammatiktest. Um eins fährt sie wieder nach Hause.

Frage 3: Wortschatz (Vocabulary)

[3]

A. Ergänzen Sie das richtige Wort !

(Fill in the blank with the suitable word)

(Hotel, Freizeit, Professor,)

1. Herr Arends ist _____. Er arbeitet an der Universität.
2. Wir machen Urlaub in München. Wir bleiben im ‚_____ Ritz.‘
3. Was machst du in der _____? – Ich spiele Violine.

B. Welches Verb passt am besten?

[3]

(Pick out the suitable verb)

(machst, liest, haben)

1. Am Wochenende _____ mein Vater lange die Zeitung.
2. Was _____ du in Toronto? – Ich arbeite.
3. Wie viele Geschwister _____ Sie? – Zwei Brüder.

P.T.O.

C. Bilden Sie die Sätze ! [3]

(Build sentences)

1. Morgen, ich, koche, Reis mit Gemüse
2. Sie, gern, essen, Pizza, ?
3. treffen, wir, unsere Freunde, am Montag

D. Welches Wort passt nicht ! [2]

(Pick the Odd one out)

1. Morgen – Abend – Nacht – Wochenende
2. Zug – Flughafen – Flugzeug – Bus

Frage 4: Grammatik :

A. Ergänzen Sie das Perfekt ! [4]

(Fill in the blank with suitable Verb in perfect tense)

1. Rita _____ den ganzen Abend mit Max _____. (tanzen)
2. Es war so laut. Ich _____ nichts _____. (hören)
3. _____ du die Blumen für mich _____? (kaufen)
4. Was _____ Sie zu Mittag _____? (essen)

B. Ergänzen Sie die Präposition ! [4]

(Fill in the preposition)

1. Ich parke mein Auto _____ dem Haus.
2. Die Bäckerei ist hier _____ die Ecke.
3. Morgen fahren wir _____ dem Bus zur Schule.
4. _____ dem Wohnzimmer ist ein schönes Sofa.

C. Ergänzen Sie die Adjektivendungen [4]

(Fill in the blank with Adjective ending)

1. Dieser modern___ Hut kostet 10 Euro.
2. Mein Sohn hat blau___ Augen.
3. Das schwarz___ Auto steht hinter dem Haus.
4. Klara wohnt bei d___ Eltern.

D. Ergänzen Sie die Modalverben!
(Fill in the blank with Model verb)

[3]

1. Karina _____ nicht nach London fahren. (wollen)
2. _____ Sie ein Glas Wasser? (möchten)
3. Du bist krank. Du _____ keinen Eistee trinken. (dürfen)
4. Er _____ morgen nach Berlin fahren. (müssen)

E. Schreiben Sie die Sätze im Imperativ!
(Write the sentence in imperative)

[3]

(gehen, zumachen, sprechen)

1. „Entschuldigung, das ist eine Schule. _____ Sie bitte nicht so laut!“
2. „Es ist sehr kalt. _____ Sie bitte das Fenster _____“
3. „_____ bitte schnell in zur Tür. Es klingelt“

Frage 4: Lesen Sie den Text und beantworte die Fragen!
(Comprehension)

[8]

Das Schulsystem in Deutschland

In Deutschland können die Kinder mit 3 Jahren in den Kindergarten gehen. Sie müssen das nicht, aber viele Eltern arbeiten und haben am Vormittag oder am Nachmittag keine Zeit und deshalb sind ihre Kinder dort. Der Kindergarten ist anders als die Schule, aber das letzte Jahr im Kindergarten ist oft schon eine Vorbereitung auf die Schule.

Die Grundschule beginnt mit 6 Jahren. Von Klasse 1 bis 4 lernen die Kinder lesen und schreiben, sie haben Sport und sie lernen auch schon Englisch oder Französisch. Nach der Grundschule wechseln sie die Schule und gehen zur Hauptschule, zur Realschule oder zum Gymnasium. Die Hauptschule dauert 9 bis 10 Jahre und die Realschule 10 Jahre, das Gymnasium dauert 12 oder 13 Jahre. Mit dem Hauptschulabschluss und nach der Mittleren Reife auf der Realschule kann man einen Beruf lernen. Auf dem Gymnasium machen die Schüler das Abitur und dann können sie an der Universität studieren oder einen Beruf lernen.

Der Unterricht ist meistens nur vormittags. Nachmittags haben die Kinder frei. Sie machen Hausaufgaben und danach spielen sie. Viele Schulen haben nachmittags Freizeitangebote, z.B. Sport oder Musik. Die Schüler machen viele Projekte in der Schule.

A. Schreiben Sie Richtig oder Falsch!(4)

1. Die Kinder kommen mit 6 Jahren in die Schule.
2. In Deutschland haben alle Schüler auch am Nachmittag Unterricht.
3. In der Schule lernen die Kinder keine Fremdsprache.
4. Die Realschule dauert 10 Jahre.

B. Beantworten Sie die Fragen!

1. Warum gehen viele Kinder in den Kindergarten? (2)
2. Welche Freizeitsaktivitäten machen die Kinder in der Schule? (1)

C. Schreiben Sie 2 Feminin Nomen! (1)

Frage 5: Schreiben Sie 6-8 Sätze über EIN Thema:
(Write an Essay on one of the topics given below)

[5]

1. Mein Wochenende
2. Mein Freunde



Total No. of Questions : 4]

SEAT No. :

PB-1493

[Total No. of Pages : 2

[6227]-407

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

**406(A) : INTERNATIONAL WAREHOUSE AND SUPPLY
CHAIN MANAGEMENT - II
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- a) _____ encompasses the principles and processes involved in running the day to day operations of a warehouse.
 - i) Warehouse management
 - ii) Retail management
 - iii) Logistics management
 - iv) Chain management
- b) _____ is the management of the flow of goods and services and includes all processes that transform raw materials into final products.
 - i) Warehouse management
 - ii) Purchase
 - iii) Supply chain management
 - iv) Sales
- c) Warehouse _____ means the location that is most suited for the company that will add up to their benefit.
 - i) Setup
 - ii) Location
 - iii) System
 - iv) cost
- d) The installation of automated systems in _____ is rising trend.
 - i) Purchase
 - ii) Sales
 - iii) Management
 - iv) Logistics

P.T.O.

e) _____ presents several critical supply chain management challenges to enterprises and organizations

- i) Storage
- ii) Facilities
- iii) Globalization
- iv) Costs

B) Match the pairs. [5]

A

B

- a) Stock management
- b) WMS
- c) B-SCM
- d) Global competition
- e) Warehouse cost
- i) Competition at international scale
- ii) Can be based on storage space
- iii) Inventory management
- iv) Warehouse management system
- v) Effective utilization of internet

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

- a) What is Warehouse Management? Explain Modern warehouse operations in detail.
- b) What is supply chain management? Explain its impact on business globally.

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

- a) Explain in detail the impact of Supply Chain on Stores and Warehousing.
- b) What is International Supply chain? Explain the issues in International Supply Chain Management.

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

- a) Types of warehouses
- b) Explain E-SCM and its benefits
- c) Role of a warehouse manager
- d) Warehousing Cost Analysis
- e) Role of government in warehousing and supply chain efficiency.
- f) Functions of Warehouses



Total No. of Questions : 4]

SEAT No. :

PB-1494

[Total No. of Pages : 3

[6227]-408

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

**406 B : INTERNATIONAL LOGISTICS & PORT
MANAGEMENT - II**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question 1 is compulsory*
- 2) *Solve any 1 from Question 2 and 3*
- 3) *Figures to the right indicate full marks*

Q1) A) Multiple Choice Questions :

[5]

- i) _____ container is special container mostly found in Europe.
 - a) Swap bodies
 - b) Drum
 - c) Flat Rack
 - d) Special Purpose.
- ii) CONCOR started its operations from _____
 - a) 1987
 - b) 1990
 - c) 1986
 - d) 1989
- iii) Scope of International Logistics cover _____
 - a) Forecasting Customer Demands
 - b) Strengthening Communication Channels
 - c) Processing Orders
 - d) All of above
- iv) _____ is a mechanism where the organization chooses third party business to outsource its activities like distribution, warehousing and fulfilment services.
 - a) 4PL
 - b) 3PL
 - c) 6PL
 - d) 7PL

P.T.O.

- v) Just-In-Time (JIT) combines the benefits of _____
- Job order production and Line production
 - Batch production and Line production
 - Job order production and Batch production
 - Batch production

B) Match the following : [5]

- | | |
|-----------------------------------|---|
| i) .Net Weight | a) Rules and regulation of nation |
| ii) Certificate of Origin | b) Weight plus weight of packing material |
| iii) Political and Legal Barriers | c) Document issued by exporter to importer. |
| iv) Commercial Invoice | d) Actual weight of the item. |
| v) Gross Weight | e) Document of proof of origin country. |

Options:

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

Q2) Long Answer Question (Solve any 1 out of 2) : [1 × 10 = 10]

- Describe the concept of International Supply Chain Management and Logistics. State its features.
- Define the term Port. Elucidate the phases of Port Development.

Q3) Long Answer Question (Solve any 1 out of 2) : [1 × 10 = 10]

- What do you mean by port? State the features and functions of port.
- What do you mean by Containerization? State the advantages and constraints of containerization.

Q4) Write Short Notes: (Solve any 4 out of 6) :

[4 × 5 = 20]

- a) Layout of Port
- b) Stowage Plan
- c) Commercial Invoice
- d) Third Party Logistics
- e) Services of CONCOR
- f) Pre-shipment Planning.



Total No. of Questions : 6]

SEAT No. :

PB-1975

[Total No. of Pages : 2

[6227]-501

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

501 : INTERNATIONAL RELATIONS
(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) _____ Relations may be defined as direct and indirect relationship and interactions among individuals belonging to two or more cultures.
 - a) Socio-Cultural
 - b) Domestic Cultural
 - c) International Cultural
 - d) Community Cultural
- ii) The Agreement on _____ is an international treaty administrated by the WTO which sets down minimum standards for most forms of Intellectual Property regulation within all member countries of the WTO.
 - a) GATS
 - b) TRIPs
 - c) TRIMs
 - d) IMF
- iii) Brexit word symbolizes the exit of Britain from _____.
 - a) SAARC
 - b) European Union
 - c) BRICS
 - d) NAFTA
- iv) BRICS is an acronym for _____, Russia, India, China and South Africa.
 - a) Bhutan
 - b) Bangladesh
 - c) Brazil
 - d) Britain
- v) _____ is a Condition where a society can be economically and socially divided.
 - a) Dualism
 - b) Demonetization
 - c) Distribution
 - d) Division

P.T.O.

B) Match the Following. [5]

- | | |
|-----------------------------|---------------------------------|
| i) Socio Cultural Relations | a) Afghanistan |
| ii) NAFTA | b) Religious Beliefs and Values |
| iii) SAARC | c) Mexico |
| iv) WTO | d) Export Restrictions |
| v) Quotas | e) Transparency of trade policy |

C) Define the Following Terms (any 5 out of 6) [5]

- i) Socio Cultural Relations
- ii) Regional Cooperation
- iii) BREXIT
- iv) TRIPs
- v) Quotas
- vi) Dumping

Solve any three from (Q.2 to Q.5) : [3 × 15 = 45]

Q2) Explain the importance and scope of International Relations in the world.

Q3) What is European Union? Describe the Organization Structure of European Union and their Current Practices.

Q4) Explain the Causes and Solutions or Policy for inequality of Income in India.

Q5) Define regional Economic integration. Discuss the advantages and disadvantages of regional economic integration.

Q6) Write Short Notes. (Any two out of 5) : [2 × 5 = 10]

- a) Legal Relations
- b) NAFTA
- c) BRICS
- d) WTO
- e) Tariffs



Total No. of Questions : 3]

SEAT No. :

PB-1495

[Total No. of Pages : 3

[6227]-502

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

**GC502 : INTERNATIONAL BUSINESS LAW
(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 × 1 = 5]

- i) Which international organization is responsible for the settlement of disputes arising from trade agreements between member countries?
 - a) World Trade Organization (WTO)
 - b) International Monetary Fund (IMF)
 - c) United Nations (UN)
 - d) International Finance Corporation (IFC)
- ii) Which organization focuses on promoting the development-friendly integration of developing countries into the world economy?
 - a) UNCTAD
 - b) OECD
 - c) WTO
 - d) IMF
- iii) International Business Law primarily deals with :
 - a) Regulations governing international trade and commerce
 - b) Laws governing domestic business operations
 - c) Employment laws in multinational corporations
 - d) Environmental regulations affecting global companies
- iv) FEMA (Foreign Exchange Management Act) in India primarily deals with :
 - a) Regulation of foreign exchange transactions
 - b) Management of domestic currency circulation
 - c) Taxation of multinational corporations
 - d) Intellectual property rights enforcement

P.T.O.

- v) OECD (Organization for Economic Cooperation and Development) focuses on:
- Promoting international trade agreements
 - Setting standards for anti-corruption and good governance
 - Regulating global financial markets
 - Providing humanitarian aid to developing nations

B) Match the Following : [5 × 1 = 5]

	Group (A)		Group (B)
i)	IMF	a)	1966
ii)	UNCTAD	b)	1961
iii)	UNCITRAL	c)	1962
iv)	OECD	d)	Conference held every 4 years
v)	Customs Act	e)	1944

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

- What is letter of credit?
- What is Bill of Lading?
- What is Balance of Payment?
- Define Import and Export.
- Define International Law.

D) Fill in the blanks : [5 × 1 = 5]

- _____ is WTO headquarters.
- _____ is UNCTADs headquarter.
- Full form of UNDP _____
- Full form of UNCITRAL _____.
- The International Court of Justice is located in _____.

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

- a) Discuss the meaning and scope of International law.
- b) Summaries IFC and its functions.
- c) Explain the various provisions under the Brussels Convention.
- d) Explain the significance of International Dispute Settlement Machinery in the era of globalization.
- e) What is FEMA? Explain the main regulations provided by FEMA.

Q3) Write Short Notes on : (Solve any 4 out of 6) : [4 × 5 = 20]

- a) UNCTAD
- b) World Bank Inspection Panel.
- c) Ministry of commerce, Government of India.
- d) Foreign Trade (Regulation and Development) Act, 1992
- e) International commercial Arbitration .
- f) UNCITRAL model for International Payments.



Total No. of Questions : 3]

SEAT No. :

PB-1496

[Total No. of Pages : 3

[6227]-503

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

**503: BUSINESS REPORTING AND ANALYSIS
(2019 Pattern) (CBCS) (Semester-V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[5]

- i) To study available and possible solution to a problem, event, situation or an issue, is an objective of_____.
 - a) KPIs
 - b) Porter's Five Forces Analysis
 - c) Business Report
 - d) BCG matrix
- ii) Shipping industry is an example of _____.
 - a) Auto and ancillary industry
 - b) Information Technology industry
 - c) Service sector
 - d) Power industry
- iii) Demand and supply of products are the components of _____.
 - a) Financial reports
 - b) Marketing reports
 - c) Business analysis
 - d) HR analysis
- iv) Five forces analysis framework is introduced by _____.
 - a) BCG Group
 - b) Michael Porter
 - c) Bruce Handerson
 - d) Dr. W. R. Spriegel
- v) BCG stands for _____.
 - a) Boston Consultation Group
 - b) Briston Consultation Group
 - c) Briston Consulting Group
 - d) Boston Consulting Group

P.T.O.

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

Part A	Part B
i) Buye's Bargaining Power	a) Accuracy
ii) Tertiary Industry	b) Study of GDP
iii) Business Report	c) Brainstorming
iv) Macro-Economic Analysis	d) Five Forces Analysis
v) Business analysis tool	e) Banking industry

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

- i) Define the term Business Report.
- ii) What does "Stars" in the BCG Matrix indicate?
- iii) What do you mean by Business Plan?
- iv) What is intra company analysis?
- v) Write the full form of PESTLE.

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

- i) Absurd information will affect the authenticity of _____
- ii) KPIs stand for _____
- iii) Generic competitive strategies are an example of _____
- iv) _____ analysis is a review of assessment of the current condition and future prospectus of a given sector of the economy.
- v) _____ plan describes how the products / services will be distributed, priced and promoted.

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

- a) What is Business Report? Explain the factors affecting Business Reporting.
- b) Explain Michael Porter's Five Forces Analysis with suitable examples.
- c) What is Marketing Report? Explain in detail the components of Marketing Reports.
- d) What is Business Analysis? Explain the factors to be considered in Business Analysis.
- e) What is Human Resource Forecasting? Explain the need and objectives of Human Resource Forecasting?

Q3) Write Short Notes (Attempt Any 4) (5 Marks Each) [20]

- a) Importance of business reporting
- b) BCG Matrix
- c) PESTEL analysis
- d) Business Meetings
- e) Macro economic analysis
- f) Value Chain



Total No. of Questions : 3]

SEAT No. :

PB-1497

[Total No. of Pages : 3

[6227]-504

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

504 : FOREIGN EXCHANGE MANAGEMENT

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- i) _____ account is bank account that hold foreign country currency at another bank in that country.
 - a) Zero account
 - b) Loro account
 - c) Vostro account
 - d) Nostro account
- ii) _____ is a rate at which the dealer is willing to sell another currency.
 - a) Bid
 - b) Spread
 - c) Offer
 - d) Option
- iii) The selling rate is also known as _____.
 - a) Offer rate
 - b) Bid rate
 - c) Spread
 - d) Swap
- iv) A foreign currency account maintained by a bank abroad is its.
 - a) Zero account
 - b) Vostro account
 - c) Nostro account
 - d) Loro account

P.T.O.

- v) Non Resident Bank account refer to
 - a) Vostro account
 - b) Nostro account
 - c) Accounts opened in offshore
 - d) Zero account

B) Match the following: [5]

- | | |
|---|--|
| i) Largest foreign exchange market in the world | a) Difference between spot and forward rate. |
| ii) Forward margin | b) Difference between bid and offer. |
| iii) Spread | c) Bid rate. |
| iv) Buying rate | d) Home currency |
| v) Direct Quotation | e) London. |

C) Answer in one sentence. [5]

- i) What does the acronym SWIFT stand for?
- ii) What is meant by direct quotation?
- iii) What does acronym OPEC stand for?
- iv) Define forward transaction.
- v) Mention any two method of exchange control.

D) Fill in the blanks. [5]

- i) Derivative can be used by an exporter for managing _____.
- ii) Indirect Quotation is also known as _____.
- iii) An authorised person under FEMA does not include _____.
- iv) Non Resident Bank Account refer to _____.
- v) Full fledged money changer come under the category _____.

Q2) Long Answer Question. (ANY THREE) : [30]

- a) Explain various categories of Authorised dealer?
- b) Explain briefly the characteristic of exchange rate system.
- c) Explain in detail SWIFT payment system.
- d) Explain objective and features of FEMA.
- e) Explain meaning and importance of Foreign Exchange Transactions?

Q3) Write Short Notes. (ANY FOUR) :

[20]

- a) Speculation.
- b) Forward exchange contract.
- c) Difference between FERA & FEMA.
- d) Method of Quotation.
- e) Convertibility of rupee on Capital Account.
- f) Currency hedging.



Total No. of Questions : 3]

SEAT No. :

PB-1983

[Total No. of Pages : 2

[6227]-505

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

**505(A) : INTERNATIONAL MARKETING
MANAGEMENT - I
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- i) _____ is the second stage of Product Life Cycle.
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- ii) _____ is the process of giving detail information of product.
 - a) Transportation
 - b) Packing
 - c) Labelling
 - d) Grading
- iii) International Marketing of products is dependent on _____.
 - a) International Laws
 - b) Quality of a product
 - c) Variety of Product
 - d) Price of Product
- iv) International Marketing strategies include following types of mergers.
 - a) Horizontal
 - b) Vertical
 - c) Concentric
 - d) All of the above
- v) The main characteristic of International Marketing environment is _____
 - a) Stable
 - b) Static
 - c) RIGID
 - d) Fluid & Flexible

P.T.O.

B) Answer in One sentence :

[5]

- i) Product Standardisation
- ii) Domestic Marketing
- iii) International Branding
- iv) MNC
- v) Public Relation

Q2) Long Answer Questions (Any Two) :

[2 × 10 = 20]

- a) What is 'International Marketing'? Explain in detail the principles of International Marketing.
- b) What is 'Channel Selection Decision'? Explain various factors influencing the Channel Decision.
- c) What is Branding in International Marketing? Explain International Branding Strategies.
- d) What is 'Pricing Decision'? Explain environmental influences on Pricing Decision.

Q3) Write Short Notes on : (Any Four)

[4 × 5 = 20]

- a) Opportunities in International Marketing
- b) Foreign Manufacturing strategies
- c) International Marketing Planning and Control
- d) Grey Market Goods
- e) Sales Promotion
- f) Product Life Cycle in International Marketing



Total No. of Questions : 4]

SEAT No. :

PB1498

[6227]-506

[Total No. of Pages : 3

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

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- a) Letter of Credit is created by_____
 - i) Exporter
 - ii) Importer
 - iii) Exporter's Bank
 - iv) Importer's Bank

- b) _____ can be called as Indian convergence of IFRS.
 - i) Ind AS
 - ii) AS
 - iii) Ind GAAP
 - iv) AS GAAP

- c) The first system developed for maintaining exchange rates where value of currency was linked to gold was called as_____
 - i) Bretton Woods
 - ii) Golden Standard
 - iii) Flexible
 - iv) Free Float

P.T.O.

- d) Export of tangible goods- Import of tangible goods=_____
- i) Balance of Trade
 - ii) Balance of payments
 - iii) Deficit
 - iv) Surplus
- e) The full form of FII is _____
- i) Foreign Institutional Investors
 - ii) Foreign Individual Investor
 - iii) Friendly foreign Investor
 - iv) Foreign Institutional Inquirer

B) Match the following pairs: [5]

A	B
a) Depository Receipts	i) International Cash Management
b) Euro Bonds	ii) Issued by foreign entity in local currency
c) Leads and lags	iii) Certificate of shares of foreign companies
d) Foreign Bonds	iv) Issued in non local currency of country
e) Floating Rate Bonds	v) Different interest rates through maturity

Q2) Solve any ONE out of two: [10]

- a) What is Balance of payments? Explain the components of Balance of payments.
- b) Write in detail about Bretton Woods System.

Q3) Solve any ONE out of two: **[10]**

- a) Explain in detail about the different types of bonds.
- b) Discuss in detail about International Receivables Management.

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

- a) Gold Standard
- b) Standard and Poor's Credit Rating Agency.
- c) ADR and GDR
- d) Indian Accounting Standard 21
- e) Factoring
- f) Bank for International Settlement



Total No. of Questions : 4]

SEAT No. :

PB-1499

[Total No. of Pages : 2

[6227]-507

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

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

(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) Objective Type Questions :

A) Multiple Choice Questions :

[5]

- i) IMF is established in the year _____.
 - a) 1943
 - b) 1944
 - c) 1945
 - d) 1947
- ii) _____ is WTO headquarter.
 - a) Washington DC
 - b) USA
 - c) China
 - d) Geneva
- iii) Full form of UNCTAD
 - a) United Nations Conference on Time and Date
 - b) United Nations Conference on Trade and Design
 - c) United Nations Conference on Trade and Development
 - d) Union Nations Conference on Trade and Development
- iv) Who makes provisions for Anti- Dumping duties?
 - a) UNCTAD
 - b) WTO
 - c) FEMA
 - d) FERA

P.T.O.

- v) What is FEMA?
- First Exchange Management Act
 - Foreign Exchange Management Act
 - Foreign Extra Management Act
 - Foreign Exchange Management Activity

B) Match the following : [5]

Group A		Group B	
i)	WTO	a)	Economic Development and Lending
ii)	IMF	b)	2000
iii)	FEMA	c)	New York, US
iv)	United Nation General Assembly	d)	Intellectual Property Rights
v)	TRIPs	e)	1995

Q2) Answer the following Questions (Any one) : [10]

- What is WTO? Explain its functions and objectives in detail.
- What is difference between FERA and FEMA?

Q3) Answer the following Questions (Any one) : [10]

- What is Anti- Dumping? Explain WTO provisions on Anti-Dumping.
- Explain regulation and treaties related to joint Ventures.

Q4) Short Notes: (Solve any 4) : [20]

- Taxation on Foreign income
- GATS
- TRIPS
- Legal Concepts Relating to International Business
- Patents
- Trade marks



Total No. of Questions : 4]

SEAT No. :

PB-1500

[Total No. of Pages : 2

[6227]-508

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

**B 506 : LEGAL DIMENSIONS IN FINANCIAL
MANAGEMENT - II**

(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) Every promise and every set of promises, forming the consideration for each other, is called as:
 - a) A voidable contract
 - b) A contract
 - c) A void contract
 - d) An agreement
- ii) When consent to an agreement is caused by coercion, fraud or misrepresentation, the agreement is a contract:
 - a) Voidable at the option of the party whose consent was so cause.
 - b) Illegal
 - c) Depends upon the circumstances of the case.
 - d) Void
- iii) As per Section 2(84) Share means share in the share capital of a Company and includes _____.
 - a) Debentures
 - b) Preference Shares
 - c) Stocks
 - d) Bonds
- iv) Index of Ease of doing business is published by _____.
 - a) World Bank
 - b) WTO
 - c) IMF
 - d) RBI
- v) Mr. Bharat Hindustani (Resident of India) went to UK and earned Income of 2,000 Pound through Lottery during FY 2023-24. Which of the following statement is true regarding taxability of Foreign Income in India earned by Mr. Bharat outside India for AY 2024-25?
 - a) Income is not taxable in India
 - b) Income is Taxable in India
 - c) Government of India may allow rebate to Mr. Bharat
 - d) Foreign Income earned by Resident Indian in UK is always tax free

P.T.O.

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

	Group A		Group B
i)	Compulsory Liquidation of Companies	a)	Fixed Rate of Dividend
ii)	Contingent Contract	b)	Hindustan Unilever Limited
iii)	Public Ltd. Company	c)	Bharat Heavy Electricals Limited
iv)	Government Company	d)	Happening or non-happening of an event
v)	Preference Share Capital	e)	By the order of the Court/Tribunal

Q2) Long Answer Questions. (Attempt Any One)**[10]**

- a) Define Contract. Explain in detail “Agreements expressly declared to be void”
- b) What do you mean by Prospectus of a company? Explain in detail types of Prospectus.

Q3) Long Answer Questions. (Attempt Any One)**[10]**

- a) Explain objectives of FEMA with the regulation of Foreign Exchange transactions and markets?
- b) What is WTO? Explain provisions relating to preferential treatment of developing countries.

Q4) Write short notes. (Any Four)**[20]**

- a) Undue influence
- b) Consideration
- c) Memorandum of Association
- d) Foreign investment
- e) Regional groupings
- f) TRIPS



Total No. of Questions : 3]

SEAT No. :

PB-1976

[Total No. of Pages : 3

[6227]-601

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

601 : NEW VENTURE CREATION AND STARTUPS

(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) The Term 'Entrepreneur' is derived from the French word _____ meaning one who undertakes an activity.
 - a) Entrependre
 - b) Entrenendre
 - c) Enterprise
 - d) Enthusiastic
- ii) _____ as a process of innovation and creation through the four dimensions of the individual, organization, environment and the process of collaboration with networks in government, education and institution.
 - a) Entrepreneur
 - b) Entrepreneurship
 - c) Start-ups
 - d) Business Setups
- iii) _____ are generally individuals or groups who provide capital from their personal assets to assist you with starting your business.
 - a) Venture Capitalists
 - b) Angel investors
 - c) Crowd Funding
 - d) Microloans
- iv) A Business where an individual is both the owner and conductor of the business affairs is called _____.
 - a) Partnership
 - b) Corporation
 - c) Joint Venture
 - d) Sole Proprietorship
- v) EDP (Entrepreneurship Development Programs) is required to help
 - a) Existing entrepreneurs
 - b) First generation entrepreneurs
 - c) Future generation entrepreneurs
 - d) Current generation entrepreneurs

P.T.O.

- B) Match the Following :** [5]
- | | |
|-------------------|--------------------|
| i) Kiran Mazumdar | a) Google |
| ii) Vani Kola | b) Apple Inc |
| iii) Sergey Brin | c) Kalaari Capital |
| iv) Steve Jobs | d) Falguni Nayar |
| v) Nykaa | E) Biocon limited |
- C) True or False** [5]
- The Indian Government initiatives like “Start-Up India” and “Make in India” fostering entrepreneurship.
 - Microsoft word is the good social media platform for entrepreneurs.
 - DIC under the Directorate of Industries and commerce offers a subsidy loan scheme for young professionals under the guidance of the Ministry of Social justice and empowerment.
 - Entrepreneurs do a feasibility study for starting a new venture to see if there are possible barriers to success.
 - An Individual who initiates, creates and manages a new business can be called A manager.
- D) Define the Following Terms (any 5 out of 6)** [5]
- Women Entrepreneur
 - Record Keeping
 - Idea Generation
 - Business Plan
 - Brand Creation
 - New Venture Management
- Q2) Answer the following questions (Attempt any 3 out of 5)** [30]
- What is Strat-ups? Explain Entrepreneurial Decision Process.
 - Define New Venture Creations? Explain different Sources of capital for financing New Venture.
 - What is Business Opportunity? Explain different types and Essential requirements of Business Opportunity.
 - What is Feasibility Study? Explain the Tools for conducting a feasibility Study.
 - What is KVIC? State its Objectives and Functions.

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

[20]

- i) Role and Functions of DICs
- ii) Project Report
- iii) Market Entry Strategies
- iv) Problems of Women Entrepreneurs in India
- v) Ethics and Social Responsibilities of Entrepreneurs
- vi) Entrepreneurial Traits.



Total No. of Questions : 3]

SEAT No. :

PB-1501

[Total No. of Pages : 3

[6227]-602

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

602 : INTERNATIONAL PROJECT MANAGEMENT

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- i) DPR Stands for _____.
 - a) Departmental Project Report
 - b) Digital Project Report
 - c) Detailed Project Report
 - d) Direct Project Report
- ii) In a SMART Approach 'S' stands for _____.
 - a) Smooth
 - b) Structural
 - c) Special
 - d) Specific
- iii) Which of the following is an external stakeholder?
 - a) The Government
 - b) The Project Team
 - c) The Sales Team
 - d) The Sponsor
- iv) Payback Periods of Project (A), Project (B), Project (C) and Project (D) are 3 Years; 4 Years, 4 Years 6 Months and 4 Years and 9 Months Respectively. As per the selection criterion based on Payback Period, which project you would select?
 - a) Project (A)
 - b) Project (B)
 - c) Project (C)
 - d) Project (D)

P.T.O.

v) What will be the Expected Time of a Path having Optimistic Time 6 months, Most Likely Time 7 months and Pessimistic Time 8 months?

- a) 7.33 Months b) 6 Months
 c) 7 Months d) 8 Months

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

Group (A)		Group (B)	
i)	Conceptualization Phase	a)	Synonym to life cycle of living of human beings.
ii)	Planning Phase	b)	Completion, Handover and Delivery.
iii)	Execution Phase	c)	Plans are put into operation.
iv)	Termination Phase	d)	Details for activity, finance, resources.
v)	Project Life Cycle	e)	Starting with seed of an Idea.

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

- i) A _____ is a complex, non-routine, one time effort limited by time, budget, resources and performance specification designed to meet customer needs.
- ii) The project manager should be a _____ instead of being a typical manager.
- iii) PERT stands for _____.
- iv) _____ is the difference between Cash Inflows and Cash Outflows of the project after considering the Time Value of Money.
- v) _____ is the difference between what is expected and what is actually accomplished.

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

- i) What is GERT?
- ii) Define Project Management.
- iii) Define Process.
- iv) What is CPA?
- v) What is SCBA?

Q2) Long Answer Questions. (Attempt ANY THREE) : [30]

- a) Explain in detail various Skills required by a Project Manager.
- b) Write a detail note on the Complexities and Challenges of a Project in the Global Context.
- c) What are the various Measures of Performance of a Project?
- d) Explain in detail the different phases in establishing of Projects.
- e) Define Control System. Explain importance of Control System.

Q3) Write Short Notes. (Attempt ANY FOUR) : [20]

- a) 7 S of Project Management
- b) Impact of Culture on Project Management
- c) Project Risk
- d) Importance of Stakeholder Management
- e) Tools and Techniques of Cost Estimation
- f) Arrow-on-Arrow Diagram.



Total No. of Questions : 3]

SEAT No. :

PB1502

[6227]-603

[Total No. of Pages : 3

T.Y. B.B.A. (International Business)
603 : DECISION MAKING AND RISK 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 indicates full marks.*

Q1) A) Multiple Choice Questions: any 5

[5]

- a) _____ decision making model is a multi-step process for making choices between various alternatives.
- i) Retrospective
 - ii) Rational
 - iii) Myers Briggs
 - iv) Bounded Rationality
- b) In case of IDEAL problem-solving Model, 'E' stands for_____
- i) Emotions
 - ii) Empathy
 - iii) Expand
 - iv) Explore Possible Strategies
- c) 80-20 principle is related to_____
- i) Decision Matrix Analysis
 - ii) Pareto Analysis
 - iii) OODA Loop Model
 - iv) The Analytical Hierarchy Process

P.T.O.

D) Fill in the Blanks: [5]

(Leadership, EMV, Team Composition, Halo Effect, Preparation, Emotional Intelligence, Rational)

- a) _____ is a phase in creative decision making process which is concerned with the individual learning about the problem.
- b) _____ is the ability to secure desirable actions from a group of followers voluntarily, without the use of coercion.
- c) _____ refers to an individual's ability to perceive, control, evaluate and express emotions.
- d) _____ refers to an individual's overall impression of a person, company, brand or product
- e) _____ technique calculates the expected monetary outcome of a decision.

Q2) Write Long Answers (Any Three): [3×10=30]

- a) What is Decision Making? Explain Rational Decision Making Model in detail.
- b) Explain Herbert Simon's Decision Making Model in detail.
- c) What is Emotional Intelligence? Explain the key elements of EQ.
- d) What is Conflict? What are the different causes of conflict?
- e) Describe Donald Super's theory of Career Development in detail.

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

- a) Types of decisions.
- b) Role of Technology in Decision Making.
- c) EQ and IQ.
- d) Decision Matrix Analysis.
- e) Monte Carlo Simulation.
- f) Team Composition.



Total No. of Questions : 3]

SEAT No. :

PB-1503

[Total No. of Pages : 3

[6227]-604

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

604 : MANAGEMENT OF AGRIBUSINESS AND AGRICULTURE EXPORTS

(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 × 1 = 5]

- i) Who heads the department of Import Export in India?
 - a) GOI
 - b) DGFT
 - c) WTO
 - d) None of the above
- ii) Which one of the following is not a part of export documents?
 - a) Commercial invoice
 - b) Certificate of Origin
 - c) Mate's receipt
 - d) Bill of entry
- iii) Micro Finance was developed by _____.
 - a) Rangarajan
 - b) Late Prime Minister Rajiv Gandhi
 - c) Late Prime Minister Indira Gandhi
 - d) Wagule Committee
- iv) Apex institution in Agriculture Finance is _____.
 - a) RBI
 - b) NABARD
 - c) Co-operative
 - d) Agri-clinic
- v) _____ is also known as grower's market?
 - a) Local
 - b) Wholesale
 - c) Terminal
 - d) Seaboard

P.T.O.

B) Match the Following :

[5 × 1 = 5]

i) RRB Act	a) Letter of credit
ii) WTO Agreement on agriculture came into force in	b) Direct Payment
iii) Amber Box	c) Trade distorting
iv) Blue Box	d) 1995
v) Documents related to payment	e) 1975

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

- i) What is WTO?
- ii) What are essential Contents of export marketing plan?
- iii) What is Certificate of Origin?
- iv) What is Bill of lading?
- v) What does NABARD stand for?

D) Fill in the Blanks (Attempt any 5 out of 6)

[5 × 1 = 5]

- i) The word agriculture business was explained in the year _____ by John Davis and Ray Goldberg.
(1952, 1955, 1957, 1959)
- ii) Agricultural product are mainly _____ in nature.
(non- perishable, durable, perishable, toxic)
- iii) _____ markets are held only for few hours on daily basis.
(Secular, Spot, Terminal, Daily)
- iv) _____ is formal and informal agreement between producers and processor and markets.
(Nucleus state model, The centralized model, Intermediary model, Multipartite model)
- v) _____ is defined as set of techno economic activities carried out for conservation and handing of agriculture produce and make them usable.
(Farm input, Agro processing, Marketing, Processing)
- vi) Proper allocation of cultivable land and utilization of various productive resources for optimal yielding is called as _____.
(Farm Planning, ICT, Contract Farming, Farm input)

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

[3 × 10 = 30]

- a) Define the term Agribusiness Management. Explain structure of Agribusiness.
- b) Explains the characteristics of Agricultural Marketing.
- c) Explain the objectives, Role and functions of NABARD
- d) Define Self Help Group. State its various Models.
- e) Explain all the documents used in Export Procedure.

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

[4 × 5 = 20]

- a) Factors influencing selection of foreign Markets
- b) Letter of Credit
- c) Micro Finance
- d) Primary Agricultural Credit Society
- e) Foreign Trades of Agricultural Products
- f) Role of ICT in agribusiness



Total No. of Questions : 3]

SEAT No. :

PB1504

[6227]-605

[Total No. of Pages : 3

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

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Question: (Objective Type Questions).

A) Multiple Choice Questions.

[5]

- a) What is the main reason for difficulties in service marketing?
 - i) Availability
 - ii) Perishability
 - iii) Variability
 - iv) Intangibility

- b) The AIDA Model developed by Elias St. Lewis in 1898 does not comprise of.
 - i) Determination
 - ii) Desire
 - iii) Action
 - iv) Attention

- c) The Market Penetration rate is defined as?
 - i) $\text{Number of Customers/ Size of market} \times 1000$
 - ii) $\text{Number of Customers/ Size of market} \times 100$
 - iii) $\text{Number of Products/ Size of market} \times 100$
 - iv) $\text{Number of Products/ Size of market} \times 1000$

P.T.O.

- d) What contributes to the growth of the service sector?
- i) Decreased consumer demand
 - ii) Technological advancements and globalization
 - iii) Reduced urbanization
 - iv) Limited outsourcing
- e) Which of the following is a components of internal marketing in services?
- i) Pricing strategies
 - ii) Employee training and development
 - iii) Market segmentation
 - iv) Distribution channels

B) Match the pairs: [5]

Group A

Group B

- | | |
|-----------------------------------|---|
| a) Service Employee | i Broken Promises |
| b) Inseparability | ii Characteristics of Services |
| c) Rapid Advance
in Technology | iii Evaluation of Alternatives |
| d) DecisionMaking
process | iv Reasons for growth of service sector |
| e) Service Failure | v Populariser |

Q2) Long answer questions (Any Two).

[20]

- a) Define Services. State reasons for growth of services in recent years.
- b) Explain the factors affecting consumer behaviour in the Services Sector.
- c) What is New Service Development? Explain eight stages in New Service Development.
- d) What is Service Quality? Explain guidelines for improving Service Quality of an organisation.

Q3) Write short notes on : (any four)

[20]

- a) Features of Characteristics of Services
- b) Types of Service Design
- c) AIDA model of Advertising
- d) Difference Between Internal Marketing & External Marketing
- e) Market Penetration
- f) Elements of Service Blueprinting



Total No. of Questions : 4]

SEAT No. :

PB1505

[6227]-606

[Total No. of Pages : 3

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

**B - 605 : INTERNATIONAL HUMAN RESOURCE MANAGEMENT-I
(2019 CBCS Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions: [5]

- a) _____ Country is the one where the Headquarters of MNC or TNC is located.
- i) Host
 - ii) Home
 - iii) Parent
 - iv) Foreign
- b) _____ is an informal employment market that exists globally to meet the supply and demand of talent for MNCs.
- i) National Market
 - ii) Local Market
 - iii) International Labour market
 - iv) HR Market
- c) The Internal aspects of Environment include _____
- i) Organization Structure
 - ii) Social Issues
 - iii) Political Issues
 - iv) Economic Issues
- d) Salary level in host country approach is also called _____ approach.
- i) Global
 - ii) Compensation
 - iii) Equalization
 - iv) Localization
- e) _____ is a total number of people in a country or region who are physically able to do a job and are available to work.
- i) Population
 - ii) Literacy
 - iii) Employability
 - iv) Workforce

P.T.O.

B) Match the pairs.

[5]

Group (A)	Group (B)
a) Personal aspects of HRM	i) It covers Union Management relation.
b) Welfare aspects of HRM	ii) Deals with working conditions and amenities like canteens, rest rooms, housing, transport, education, health and safety etc.
c) Industrial Relations aspect	iii) Concerned with manpower planning, recruitment, selection, placement etc.
d) International Labour Organization	iv) Empathy to accept cultural differences.
e) Cultural Sensitivity	v) To advance social and economic justice.

Q2) Long Answer Question (Attempt ANY ONE) [10]

- a) Define International Human Resource Management. Explain scope of International Human Resource Management.
- b) Discuss selection criteria that may determine employee success in an international post.

Q3) Long Answer Question (Attempt ANY ONE) [10]

- a) Explain in detail key Components of International Compensation Management.
- b) What do you mean by Workforce Diversity? Explain National and International Strategies for managing workforce diversity.

Q4) Write Short Notes. (Attempt ANY FOUR)

[20]

- a) Difference between IHRM and Domestic HRM.
- b) Objectives of International Human Resource Management.
- c) International Labour Market.
- d) Cross - Cultural Theory.
- e) Approaches to International Compensation.
- f) Challenges in International Performance Management.

* * *

Total No. of Questions : 4]

SEAT No. :

PB-1984

[Total No. of Pages : 2

[6227]-607

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

606A : BRAND MANAGEMENT (II)
(2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[5]

- a) _____ is the process of assigning characteristics and properties within and outside an offering to give that generic offering an identity which helps it to be recognised and differentiated in the market.
- b) _____ refers to design adopted by the business to identify its brand.
- c) _____ refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent.
- d) _____ is a brand equity model that gives the brand equity value of many brands and helps to compare brand equity across many brands.
- e) _____ that are not necessarily unique to the brand but may be shared by other brands i.e. where you can at least match the competitors claimed best.
- f) _____ is a mental connection a customer makes between your brand and a concept, image, emotion, experience, person, interest, or activity.
 - i) Points of Parity
 - ii) BAV
 - iii) Branding
 - iv) Brand Association
 - v) Brand Equity
 - vi) Logo

P.T.O.

Q2) True or False (Any 5) :

[5]

- a) Brands want to create positive associations and ideally, brand associations are simple, positive, and immediate.
- b) There are many types and combinations of brand associations but it's helpful to focus on a few that are recognizable, influential, and achievable.
- c) Letter of Credit is a note from a bank guaranteeing that a buyer's payment to a seller will be received on time against the delivery of goods and services.
- d) Unlike customer loyalty, which is money-based (prices and discounts), brand loyalty is NOT perception-based (image and experience).
- e) Establishing a program to reward existing customers for their business is one of the most direct ways to build brand loyalty.
- f) A brand comprises tangible as well as intangible elements relating to the company's style, culture, positioning, messages, promises and value proposition.

Q3) Write Short Notes on (Any 2) :

[10]

- a) Any 4 elements of branding.
- b) Brand Equity.
- c) Brand Loyalty.
- d) Brand Positioning.

Q4) Write Long Answers on (Any 2) :

[30]

- a) Define Branding. Explain the concept and importance of branding in detail.
- b) What is Branding? Explain different types of Branding in detail.
- c) Explain the David Aaker Model in detail.
- d) What is brand development? Explain the steps in brand development strategy.



Total No. of Questions : 3]

SEAT No. :

PB-1506

[Total No. of Pages : 2

[6227]-608

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

606 B: CROSS CULTURAL RELATIONSHIP (II)

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions : **[5 × 1 = 5]**

- i) _____ involves managing people and resources across different cultural backgrounds.
 - a) Human Resource Management
 - b) Cross Culture Management
 - c) Cultural Identity
 - d) Cultural Diversity
- ii) What does it mean when we say culture is dynamic?
 - a) Changeable
 - b) Remains Constant
 - c) Lethargic
 - d) None of the above
- iii) In communication, _____ contains all the intended information or meaning.
 - a) Message
 - b) Encoding
 - c) Decoding
 - d) None of these
- iv) What contributes to the existence of cultural differences?
 - a) Language
 - b) Belief
 - c) Values
 - d) All of the above

P.T.O.

v) _____ involves possessing the skills to understand and adapt to different cultural backgrounds.

- a) Cultural Sensitivity b) Cultural Diversity
 c) Cultural Awareness d) Profit from culture

B) Match the following : **[5 × 1 = 5]**

Group - I		Group - II	
i)	Prime 21 st Century Skills	a)	Way of Life
ii)	Cultural Dimensions	b)	Uncertainty Avoidance Index
iii)	Culture	c)	Long Term Orientation
iv)	Hofstede	d)	Message Decoding
v)	Communication	e)	Critical thinking

Q2) Answer the following questions (Solve any 2) **[20]**

- a) What does Cross-Culture entail? Provide a concise explanation of the Elements of Culture and Cultural Diversity.
- b) Define Nonverbal Communication and elaborate on the process of Cross-Cultural Communication in detail.
- c) Give a detailed explanation of Managing International Careers: Identifying Challenges and Opportunities for the 21st Century.
- d) Explain Cross-Cultural Differences and their Impact on Management Practices.

Q3) Write Short Notes (Solve any 4) : **[20]**

- a) Levels of Culture
- b) Cultural Identity
- c) Explain challenges and issues in doing business across borders.
- d) Explain Cross culture negotiations and rewards.
- e) Non-Verbal Communication
- f) Reasons for cultural differences

