

Total No. of Questions : 6]

SEAT No. :

P1173

[4767] - 501

[Total No. of Pages : 2

B.B.A.

SUPPLY CHAIN & LOGISTICS

(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No.6 is compulsory.*
- 2) *Answer any 4 out of the remaining.*

Q1) Define physical distribution & state its importance. List the participants in physical distribution. **[15]**

Q2) What is marketing channels? Explain channels for consumer goods & Industrial goods. **[15]**

Q3) State the objectives and elaborate on the components of supply chain management. **[15]**

Q4) Define logistics. Explain components & significance of logistics management. **[15]**

Q5) M/S. S.P. group requires 50,000 units of a particular type of material for manufacturing. They spend Rs. 10 to hold the stock. The cost of order writing, primary checking and inwarding stores is Rs. 60/- per order. The holding cost is estimated at Rs. 3/- per unit, for storage additionally 30% per unit per year as opportunity cost of capital. You are required to find out EOQ and Annual Inventory cost. **[15]**

P.T.O.

Q6) Write Short Notes (Any four).

[20]

- a) Cost Associated with Inventory.
- b) Horizontal Marketing system.
- c) Order processing.
- d) Functions of wholesalers.
- e) International Marketing Channels.



Total No. of Questions : 5]

SEAT No. :

P1174

[4767] - 502

[Total No. of Pages : 2

B.B.A.

ENTREPRENEURSHIP DEVELOPMENT

(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) What is Business Plan? What guidelines would you follow while preparing a Business plan. **[15]**

OR

What do you mean by 'Business Environment'? Highlight its importance.

Q2) Define the term 'Entrepreneur'. Elaborate the needs and functions of an Entrepreneur. **[15]**

OR

Define Entrepreneurship. State the Difference between Employment and Entrepreneurship?

Q3) Explain the following terms in brief. **[15]**

- a) Venture Capital
- b) Private Investors
- c) Corporate Investors

OR

What do you mean by Preliminary Project Report?

Explain its importance and contents.

P.T.O.

Q4) What do you mean by Questionnaire? Explain in brief various Methods of Market Survey. **[15]**

OR

Explain basic types of Entrepreneurs. Describe the Entrepreneurial Career of Shri Pramod Chaudhari.

Q5) Write notes on any four of the following: **[20]**

- a) Objective of business plan.
- b) Break-even Analysis.
- c) SWOT Analysis.
- d) Prime Minister Employment Generation Programme (PMEGP).
- e) Micro, Small and Medium Enterprises (MSME).
- f) Idea Generation.



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages : 1

P1175

[4767] - 503

T.Y.B.B.A.

BUSINESS ETHICS

(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*

Q1) Define Ethics. Explain the approaches to ethics. **[16]**

Q2) What is Business Ethics? Explain the difference between corporate responsibility and business ethics. **[16]**

Q3) Explain the ethical practices and approaches in Global Business. **[16]**

Q4) What is social responsibility? State arguments in favour and against social responsibility. **[16]**

Q5) What is functional ethics? Explain the types of ethics according to functions of business. **[16]**

Q6) Discuss on 10 Commandments.Explain how they are applicable in today's business? **[16]**

Q7) Write short notes on: (Any four) **[16]**

- a) Importance of ethics.
- b) Nature of business ethics
- c) Business Development.
- d) Ethics and Environmental protection
- e) Marketing Ethics.
- f) Audit of ethical behaviour.



Total No. of Questions : 5]

SEAT No. :

P1176

[4767] - 504

[Total No. of Pages : 2

B.B.A.

RESEARCH METHODOLOGY (Tools and Analysis)

(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define Research along with the process.

[15]

OR

Define Primary Data and any three sources in detail.

Q2) State and explain the Non-Probability sampling methods.

[15]

OR

Explain observation method with its types merits and demerits.

Q3) Explain Tabulation, scaling and measurement.

[15]

OR

Define hypothesis. Explain its types.

Q4) Explain Research paper along with the types and characteristics.

[15]

OR

Define Research design with need & features.

P.T.O.

Q5) Write short notes on any four :

[20]

- a) Secondary data.
- b) Group discussion method.
- c) Testing of hypothesis.
- d) Data coding.
- e) Any two types of research.
- f) Simple random sampling.



Total No. of Questions : 6]

SEAT No. :

P1177

[4767] - 505

[Total No. of Pages : 2

B.B.A.

**515-A: FINANCE: ANALYSIS OF FINANCIAL STATEMENTS
(2008 Pattern) (Semester - V) (Specialisation -I)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No. 5 & Q.No. 6 are compulsory.*
- 2) *Attempt any "Three" out of remaining.*
- 3) *All questions carry equal marks.*

Q1) Explain in detail "Horizontal" format of Balance sheet as per companies Act 1956, schedule VI. **[16]**

Q2) Write a note on:- **[16]**

- a) Common size Balance sheet
- b) Comparative income statement.

Q3) Explain "Ratio Analysis" with the advantages & limitations of ratios. **[16]**

Q4) Define "Cash flow statement". Distinguish between cash flow analysis & Funds flow analysis. **[16]**

Q5) The following data are extracted from the accounts of two companies in an industry. **[16]**

	ABC Ltd.	XYZ Ltd
	Rs.	Rs.
a) Sales	32,00,000	30,00,000
b) Profit after tax	1,23,000	1,58,000

P.T.O.

c) Equity capital (Rs. 10/- per share)	10,00,000	8,00,000
d) General Reserve	2,32,000	6,42,000
e) Long term debt	8,00,000	6,60,000
f) Creditors	3,82,000	5,49,000
g) Bank credit (Shortest Term)	60,000	2,00,000
h) Fixed Assets	15,99,000	21,02,000
i) Inventories	3,31,000	8,09,000
j) Other current assets	5,44,000	4,52,000

You are required to calculate liquidity, profitability, activity & leverage ratios & comment on the same.

Q6) From the following balance sheets of Mr. W prepare a cash flow statement. [16]

Liabilities	2002	2003	Assets	2002	2003
Capital	5,00,000	6,12,000	Land & Building	3,00,000	4,40,000
Creditors	1,60,000	1,76,000	Plant & Machinery	3,20,000	2,20,000
Mrs. W's Loan	1,00,000	-	Stock	1,40,000	1,00,000
Loan from Bank	1,60,000	2,00,000	Debtors	1,20,000	2,00,000
			Cash	40,000	28,000
	<u>9,20,000</u>	<u>9,88,000</u>		<u>9,20,000</u>	<u>9,88,000</u>

Additional information:-

A machine costing Rs. 40,000 (accumulated depreciation Rs. 12,000) was sold per Rs. 20,000/-. The provision for depreciation on 31.12.02 was Rs. 1,00,000/- & on 31.12.03 Rs. 1,60,000/-.

The net profit for the year 2003 was Rs. 1,80,000./-



Total No. of Questions : 6]

SEAT No. :

P1178

[4767] - 506

[Total No. of Pages : 2

B.B.A.

SALES MANAGEMENT
(Specialization - I- Marketing)
(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) Q.No. 1 is compulsory.*
- 2) Answer any four out of the remaining.*
- 3) Figures to the right indicate full marks.*
- 4) Draw figures wherever necessary.*

Q1) a) “Managing the sales force is nothing but managing your sales performance”. Explain. **[10]**

b) What is salesmanship? Enlist characteristics of successful salesman. **[10]**

Q2) What is meant by sales training? Explain areas of sales training with example. **[15]**

Q3) Define personal selling. What is the role of relationship marketing in personal selling. **[15]**

Q4) What is sales organization? Explain in detail its structure. **[15]**

Q5) Define sales forecasting. What are the methods of estimating market & sales potential. **[15]**

P.T.O.

Q6) Write Short Notes. (Any Three).

[15]

- a) Sales Leads.
- b) Customer Loyalty.
- c) Non-monetary compensations.
- d) Sales Records.
- e) Sales Detections.



Total No. of Questions : 7]

SEAT No. :

P1179

[4767] - 507

[Total No. of Pages : 2

T.Y.B.B.A.

**HUMAN RESOURCE MANAGEMENT- PRINCIPLES AND
FUNCTIONS**

(Specialisation - I)

(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Attempt any four questions form Q.1 to Q.6 and Q.7 is compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Define the term performance Appraisal. Explain the various methods of performance Appraisal. **[15]**

Q2) Define the term Human Resource Planning. Describe in detail the process of HR Planning. **[15]**

Q3) Explain the concept of Management Development Programme. Discuss various methods of Management Development. **[15]**

Q4) What is Recruitment? Describe various external sources of Recruitment. **[15]**

Q5) What is the role of H.R. Manager in the Global Scenario in Indian Context. Discuss . **[15]**

Q6) a) Write an explanatory note on VRS. **[7]**

b) Describe challenges in implementing an Exit Policy. **[8]**

P.T.O.

Q7) Write Short Notes on. (Any four).

[20]

- a) Distinction between Personnel Management and Human Resource Management.
- b) Internal sources of recruitment.
- c) Benchmarking.
- d) Personnel Records.
- e) Strategic HRM.
- f) Evaluation of Training Programme.



Total No. of Questions : 6]

SEAT No. :

P1180

[4767] - 508

[Total No. of Pages : 2

B.B.A.

515-D: MANAGEMENT OF SERVICES

Service Sector Management

(2008 Pattern) (Semester - V) (Specialisation -I)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) Question No.1 is compulsory.*
- 2) Attempt any 4 from remaining.*
- 3) Figures to the right indicate full marks.*

Q1) a) Explain the increasing importance and role of services in Indian Economy. **[10]**

b) Define Services. Explain its various characteristics. **[10]**

Q2) State various challenges in Services marketing at Global Level in IT and IT-Enabled Service Sector. **[15]**

Q3) What is Service Force? How are they considered while designing services?**[15]**

Q4) Explain Scope for customization and judgment of services. **[15]**

Q5) What is global brand dominance in service industry? Explain in brief globalization and corporate culture. **[15]**

P.T.O.

Q6) Write Short Notes. (Any Three).

[15]

- a) Queuing Strategy.
- b) Service Quality.
- c) Banking and Insurance Service.
- d) Spectrum of Forces.
- e) Service Design.



Total No. of Questions : 5]

SEAT No. :

P1181

[4767] - 509

[Total No. of Pages : 2

B.B.A.

AGRICULTURAL AND RURAL DEVELOPMENT
(Specialisation - I): Agriculture and Business Management
(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) 'Rural Development is complementary to the development of Indian Economy'.
Discuss. **[15]**

OR

Comment elaborately on 'Cooperative Rural Credit'.

Q2) What is the place of agriculture in Indian Economy? **[15]**

OR

Critically examine NERGA.

Q3) Explain: **[15]**

- a) Abolition of intermediary
- b) Tenancy Reforms.

OR

P.T.O.

Explain Development of Dairy Industry and its progress.

Q4) 'Drip irrigation is need of time'. Discuss..

[15]

OR

Explain the importance of agriculture taxation.

Q5) Write short notes (Any four).

[20]

- a) NABARD.
- b) PACS.
- c) Concept of food security.
- d) Mechanisation of agriculture.
- e) Mid day meal scheme.
- f) SHGs.



Total No. of Questions : 6]

SEAT No. :

P1182

[4767] - 510

[Total No. of Pages : 2

T.Y.B.B.A.

LONG TERM FINANCE

Specialisation - II: Finance

(2008 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) Question No.1 is compulsory.*
- 2) Solve any four from the remaining.*
- 3) All Questions carry equal marks.*

Q1) a) M/S Sario Industries Ltd. has following capital structure on 31st March 2014.

Particulars	Amount (Rs)
5.5% Term loan from HDFC Bank	2,50,000
6.5% Preference shares	1,50,000
Equity share capital (No. of shares 20,000)	1,00,000
Retained earnings	1,50,000
7% Debentures (Rs. 100 each fully paid)	3,00,000

The shares are quoted at Rs. 64/- per share on stock exchange, company has paid Rs. 16/- per share as a dividend to its share holders. Expected growth rate is 10% p.a. Assume Income tax rate as 50%. The cost of equity and that of retained earnings is the same. Calculate Weighted Average cost of capital. [10]

b) A company has sales of Rs. 20,00,000, Variable cost of Rs. 14,00,000 and fixed cost of Rs. 4,00,000. Debt of Rs. 10,00,000 at 10% rate of Interest. What are the Operating, financial and combined Leverages? [6]

P.T.O.

Q2) Discuss in detail principles governing financial plan with the process of financial planning. **[16]**

Q3) Write a note on Risks involved in Capital budgeting. Explain in brief various methods of evaluating Investment proposals. **[16]**

Q4) Explain the features of following source of long term finance. **[16]**

- a) Preference share capital
- b) Debenture capital
- c) Lease financing.

Q5) Explain the term 'Capitalisation'? Also write the concept of over capitalisation with its causes, effects and remedies. **[16]**

Q6) Write short notes : (Any four) **[16]**

- a) Owned Capital and Borrowed Capital
- b) Trading on capital
- c) Risk and Leverages.
- d) Features of public deposits.
- e) Capital structure with factors affecting capital structure.
- f) Retained earnings.



Total No. of Questions : 6]

SEAT No. :

P1183

[4767] - 511

[Total No. of Pages : 1

B.B.A.

**516 B:MARKETING: RETAIL MANAGEMENT
(2008 Pattern) (Semester - V) (Specialisation - II)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No.6 is compulsory.*
- 2) *Attempt any 4 out of remaining.*

Q1) Define Distribution channels in Marketing. Discuss in brief the forms of distribution channels in Marketing. **[15]**

OR

Define Retailing. Characteristics of Retailing.

Q2) Define in brief 'Retail Location'. Explain in detail various types of Retail locations. **[15]**

Q3) Explain in detail Merchandise Planning. **[15]**

Q4) Explain in detail types of Channel Integration. **[15]**

Q5) Explain in detail Role of I.T in Retailing. **[15]**

Q6) Short Notes (Any Four out of five) **[20]**

- a) Non-store Retailing.
- b) Store design.
- c) Franchising.
- d) Retail Management.
- e) Retail Pricing.



Total No. of Questions : 5]

SEAT No. :

P1184

[4767] - 512

[Total No. of Pages : 2

B.B.A.

516 - C: HUMAN RESOURCE PRACTICES

Human Resource Management

(2008 Pattern) (Semester - V) (Specialisation - II)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define the term 'executive Compensation'. State the various objectives & principles. **[16]**

OR

Explain the various wage. Incentives schemes.

Q2) Discuss the important provisions regarding working conditions under factories Act 1948. **[16]**

OR

What is Worker's participation in management & State the various methods of workers participation in Management.

Q3) Define Organizational Development. Explain the role of Power & politics for practice of organizational Development. **[16]**

OR

Define Industrial Relations. Explain the requirements of successful industrial Relation programme.

Q4) What is Act of Indiscipline? State the various causes of indiscipline. **[16]**

OR

What is collective Bargaining? State its importance & limitations.

P.T.O.

Q5) Write Short notes on (Any four)

[16]

- a) Wage Administration Rules.
- b) Causes of Industrial Accidents.
- c) OD interventions.
- d) Type of Discipline.
- e) Problems of collective Bargaining.



Total No. of Questions : 5]

SEAT No. :

P1185

[4767] - 513

[Total No. of Pages : 2

B.B.A.

MARKETING SERVICES

Service Sector Management

(2008 Pattern) (Semester - V) (Specialisation -II)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Discuss in detail Gaps in Quality.

[15]

OR

Explain the nature of Service Marketing Environment.

Q2) What do you mean by TQM? Illustrate its Importance in Service Sector.[15]

OR

Give the guidelines for New Service Development.

Q3) Explain various Pricing Strategies used in Service Sector.

[15]

OR

Explain different approaches to Service Competition.

Q4) Explain the challenges faced by the firm for managing people in Service Industry.

[15]

OR

Describe the concept Employee Satisfaction and Customer Satisfaction.
Explain its' role and significance in Service Marketing.

P.T.O.

Q5) Write Short notes on (Any four)

[20]

- a) Managing Service Competition.
- b) Perceived quality.
- c) Role of Marketing Services in Service Competition.
- d) Brand in Services.
- e) Digital Revolution in Service economy.
- f) Right Service Culture.



Total No. of Questions : 5]

SEAT No. :

P1186

[4767] - 514

[Total No. of Pages : 2

B.B.A.

INTERNATIONAL AGRICULTURAL SYSTEM

Agriculture Business Management

(2008 Pattern) (Semester - V) (Specialisation -II)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) Discuss in detail -"Israel is a major exporter of fresh produce and a world leader in Agriculture Technologies despite the fact that the Geography of Israel is not naturally conducive to agriculture". **[15]**

OR

Explain in detail the peculiarities of farming system in America.

Q2) How Genetically modified crops are different from traditional crops? Discuss the advantages and disadvantages of Genetically Modified crops. **[15]**

OR

What is ecological farming and How can consumer support ecological farming? Discuss in detail the benefits of ecological farming.

Q3) Write a explanatory note on 'Agreement on Agriculture' and also discuss its criticisms. **[15]**

OR

Discuss in detail the controversy regarding Agricultural subsidy.

Q4) What is Agricultural SEZs? Explain the SWOT analysis for Indian Agricultural SEZs. **[15]**

OR

P.T.O.

What is Agro Export Zones (AEZs)? Discuss measures taken by the Indian Government to promote AEZs and explain benefits of AEZs.

Q5) Write Short notes on (Any four)

[20]

- a) Effects of global recession on International Agricultural system.
- b) Limitations of ecological farming.
- c) Agro processing Zones.
- d) Sustainable Agriculture.
- e) Export potential of Agri Business.
- f) WTO and Indian Agriculture.



Total No. of Questions : 6]

SEAT No. :

P1187

[4767] - 601

[Total No. of Pages : 1

T.Y.B.B.A.

**611: BUSINESS PLANNING & PROJECT MANAGEMENT
(2008 Pattern) (Semester - VI)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*

Q1) What are the various techniques of forecasting? **[16]**

Q2) Define project. Explain the various stages in a project life cycle as defined by Pmbok? **[16]**

Q3) What are the functions & responsibilities of a project manager. **[16]**

Q4) Explain in detail, Partnering, chartering & change in respect to project co-ordination. **[16]**

Q5) What do you understand by project termination? Explain the various steps to be taken in termination? **[16]**

Q6) Write Short Notes (Any Four) **[16]**

- a) Project Audit.
- b) Planning premises.
- c) Project maturity model.
- d) Project proposal.
- e) Resource loading.



Total No. of Questions : 7]

SEAT No. :

P1188

[4767] - 602

[Total No. of Pages : 2

T.Y.B.B.A.

**EVENT MANAGEMENT
(2008 Pattern) (Semester - VI)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Solve any four questions from questions nos. 2 to 7.*

- Q1)** a) Assuming that you are organizing 'A National Level Dance Competition'. As an Event Manager give an outline for organizing the event. **[10]**
- b) "Post Event follow up is an important duty of an Event Manager". Justify it with suitable example. **[10]**

- Q2)** Discuss various criteria while choosing the event venue with appropriate example. **[15]**

- Q3)** Describe the characteristics of following events: **[15]**
- a) Charitable Events.
 - b) Artistic Events
 - c) Special Business Events.

- Q4)** Explain in detail the different basis for event variation. **[15]**

- Q5)** Describe the Basic Evaluation Process critically. **[15]**

P.T.O.

Q6) What is Event Management? Explain the functions of Event Management as per Management Theory. **[15]**

Q7) Write short notes: (Any three) **[15]**

- a) Reach Interaction Matrix.
- b) Brand Building.
- c) Market Segmentation.
- d) Importance of Negotiation Skills for Event Managers.
- e) Non Revenue Generating Customers.



Total No. of Questions : 6]

SEAT No. :

P1189

[4767] - 603

[Total No. of Pages : 1

T.Y.B.B.A.

**MANAGEMENT CONTROL SYSTEM
(2008 Pattern) (Semester - VI)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No. 6 is compulsory.*
- 2) *Attempt any four questions from remaining.*
- 3) *All questions carry equal marks.*

Q1) Define Management control system. Explain the essential steps in designing a Management control system.

Q2) What is an Expert system? Explain the advantages and limitations of Expert Systems.

Q3) Explain the reasons for workers resistance to control. What steps can be taken by the Management to overcome the resistance?

Q4) What do you mean by decision-making? Explain structured and Unstructured decision.

Q5) What is project control? Explain the objectives and process of project control.

Q6) Write short notes: (any four).

- a) Nature of control
- b) Accounting Information
- c) Difference between production planning and production control.
- d) Computer for Management control purposes.
- e) Project Revisions.



Total No. of Questions : 7]

SEAT No. :

P1190

[4767] - 604

[Total No. of Pages : 2

B.B.A.

E-COMMERCE

(2008 Pattern) (Semester - VI)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No. 7 is compulsory.*
- 2) *Answer any four out of the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) What is electronic payment? “process of EPS”. Explain in details with diagram. **[15]**

Q2) Explain linking objectives to Business strategies. **[15]**

Q3) Explain Functions of E-Commerce? Explain advantages and disadvantages of e-commerce. **[15]**

Q4) What do you mean by domain name? Explain various stages for building your own website. **[15]**

Q5) Define the term Extranet? Explain advantages and disadvantages of Internet? **[15]**

Q6) Discuss advantages and disadvantages of EDI. **[15]**

P.T.O.

Q7) Write short notes (Any four).

[20]

- a) Online shopping.
- b) E-Governance of India.
- c) Scope of e-commerce.
- d) Banner Exchange.
- e) Paperless Bill.
- f) Concept of C2C in commerce.



Total No. of Questions : 7]

SEAT No. :

P1191

[4767] - 605

[Total No. of Pages : 2

B.B.A.

FINANCIAL SERVICES

Specialisation - III: Finance

(2008 Pattern) (Semester - VI)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any four out of following.*
- 3) *All questions carry equal marks.*

Q1) Write short-Notes (Any four).

[20]

- a) Venture capital
- b) Commercial papers
- c) BSE
- d) Activity Based costing
- e) Forfaiting
- f) IRDA

Q2) Explain in detail overview of Indian financial system since 1991.

[15]

Q3) What is financial market. Distinguish between capital Market and Money Market.

[15]

Q4) Explain in detail management of initial public offer (IPO).

[15]

P.T.O.

Q5) Write a note on: **[15]**

a) Mutual fund

b) Factoring

Q6) Explain in detail role of SEBI as a Regulatory Authority. **[15]**

Q7) What is Mergers & Acquisitions? Explain the advantages & limitations of the same. **[15]**



Total No. of Questions : 5]

SEAT No. :

P1192

[4767]-606

[Total No. of Pages : 2

T. Y. B.B.A.

ADVERTISING AND SALES PROMOTION

(Specialisation - III - Marketing)

(2008 Pattern) (Semester - VI)

Time : 3 Hours]

[Max. Marks :80

Instructions to the candidates:

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

Q1) Define advertising. Discuss on growth of Advertising? [15]

OR

Write a note on factors influencing the size of Advertising Budget?

Q2) State various essential elements of Ad copy? [15]

OR

What are the different types of internet advertising seen today?

Q3) Define media. State factors affecting selection of media? [15]

OR

What is permission marketing? Elaborate?

Q4) What do you understand by place mix? State factors affecting choice of distribution channel? [15]

OR

Which are the different techniques of sales promotion used to influence consumer?

P.T.O.

Q5) Write short notes (Any Four):

[20]

- a) Concept of reach, frequency and rating.
- b) AIDA formula.
- c) Brand equity.
- d) Visualisation.
- e) Surrogate selling.
- f) Website tracking.
- g) Product brief.

EEE

Total No. of Questions : 7]

SEAT No. :

P1193

[4767]-607

[Total No. of Pages : 2

B.B.A

LABOUR LAWS

(Specialisation -III: Human Resources Management)

(2008 Pattern) (Semester - VI)

Time : 3 Hours]

[Max. Marks :80

Instructions to the candidates:

- 1) *Q. No. 7 is compulsory.*
- 2) *Attempt any four from remaining.*
- 3) *Figures to the right indicate full marks*

Q1) How is the amount of compensation payable to an injured workmen calculated under workmen's compensation Act. 1923. **[15]**

Q2) Describe briefly the scope and nature of benefits available to employees under the employees state Insurance Act. 1948. **[15]**

Q3) Explain the employee's Provident fund scheme in details. **[15]**

Q4) Explain the following: **[15]**

- a) Set on and set off
- b) Allocable surplus.
- c) Available surplus.

Q5) Explain how is the amount of gratuity determined under payment of gratuity Act 1972. **[15]**

Q6) Define the following with reference to employee Provident Fund Act 1952. **[15]**

- a) Basic Wages
- b) Employer
- c) Exempted Employee

P.T.O.

Q7) Write Short Notes on any 4:

[20]

- a) Features of payment of Bonus Act.
- b) Concept of Nomination under Payment of Gratuity Act.
- c) Sickness Benefit.
- d) Arising out of and in course of employment.
- e) Continuous service under payment of Gratuity Act.
- f) Concept of disablement under workmen compensation Act.

EEE

Total No. of Questions : 7]

SEAT No. :

P1194

[4767]-608

[Total No. of Pages : 1

B.B.A.

SPECIAL SERVICES OF MARKETING IN INDIA

(Specialisation - III: Services Sector Management)

(2008 Pattern) (Semester - VI)

Time : 3 Hours]

[Max. Marks :80

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory.*
- 2) *Answer any four out of the remaining.*
- 3) *Figures to the right indicate full marks*
- 4) *Draw figures wherever necessary.*

Q1) Discuss service sector in India. Briefly explain reasons for growth of service sector in India. **[20]**

Q2) What is Bank Marketing? Explain different types of banking services. **[15]**

Q3) Explain the concept of Insurance Marketing. Discuss the promotion and place mix for insurance service marketing. **[15]**

Q4) What is tourism industry in perspective to India? Explain the different bases for segmenting the tourism market. **[15]**

Q5) What is the meaning of healthcare marketing? Justify mobility mix for Medicare services. **[15]**

Q6) Brief about marketing of entertainment services. Discuss different ways of marketing entertainment services in India. **[15]**

Q7) Write short notes (ANY THREE): **[15]**

- a) MIS in Bank.
- b) Users of banking services.
- c) Price mix of Insurance services.
- d) Special features of Indian tourism marketing.
- e) Services marketing for higher education.

EEE

Total No. of Questions : 5]

SEAT No. :

P1195

[4767]-609

[Total No. of Pages : 2

B.B.A

615-(E): SPECIAL SERVICES OF AGRICULTURE IN INDIA

2010-605 (E): Recent Trend and Agriculture

(2008 Pattern) (Semester - VI) (Specialisation - III)

Time : 3 Hours]

[Max. Marks :80

Instructions to the candidates:

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

Q1) Elaborate on the impact of international Agri - Business on the Indian Economy. **[16]**

OR

Write a note on the current position of Agricultural research and education in India.

Q2) Write a detailed note on the wine Industry. **[16]**

OR

Elaborate the position of cotton - Textile Industry.

Q3) Explain the meaning of agricultural marketing and pre-requisites of a good marketing system. **[16]**

OR

Elaborate in the problems of live stock management with reference to Fisheries and cattle.

Q4) Write a detailed note on the Agro-based Industry and their linkage to the Indian Economy. **[16]**

OR

P.T.O.

Explain in detail the processing of Agricultural product with suitable examples and also state the problems faced by processing units.

Q5) Short notes:

[16]

- a) Contract farming
- b) Agricultural Insurance
- c) Poultry Industry
- d) Agricultural Retailing

EEE

Total No. of Questions : 3]

SEAT No. :

P1196

[4767] - 610

[Total No. of Pages :3

T.Y.B.B.A.

CASES IN FINANCE

(Specialisation-IV: Finance)

(Semester-VI) (2008 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Use of calculator is allowed.*

Q1) A company's whose cost of capital is 12% is considering two projects A&B. The following data are available. Cash inflows are given by considering depreciation & profit after tax. **[20]**

	Project A	Project B
Investment cash flows	1, 40, 000	1, 40, 000
Year 1	20,000	1,00,000
Year 2	40,000	80,000
Year 3	60,000	40,000
Year 4	1,00,000	20,000
Year 5	1,10,000	20,000
Total	3,30,000	2,60,000

Select the most suitable project by using the following method.

- a) Pay Back period
- b) Net Present Value
- c) Profitability Index.

Note:- It is assumed that cash inflows will accure evenly during the year.

The present value of Re.1 at 12 %

Year	1	2	3	4	5
NPV	0.9	0.8	0.7	0.6	0.55

OR

P.T.O.

Suresh engineering Ltd., is considering two investments, each of which requires on initial investment of Rs. 1,80,000. The total cash inflow i.e. profit after taxes and depreciation charges for each project are:- [20]

Year	Project A (Rs.)	Project B (Rs.)
1	30,000	60,000
2	50,000	1,00,000
3	60,000	65,000
4	65,000	45,000
5	40,000	-----
6	30,000	-----
7	16,000	-----

The cost of capital is 8% select the most suitable project by using the following method.

- a) Pay Back period.
- b) Net Present Value method.
- c) Profitability Index.

P.V. Factor at 8%

Year	1	2	3	4	5	6	7
NPV at 8%	0.926	0.857	0.794	0.735	0.681	0.630	0.583

Q2) The following is the capital structure of a Ltd. Co.

Source of Finance	Amount (Rs.)	Proportion	Cost after tax %
Equity share capital (4,000 shares of Rs. 100 each)	4,00,000	40	14
Retained earnings (Reserve)	2,00,000	20	13
Preference share capital	1,00,000	10	12
Debt	3,00,000	30	09

Calculate the weighted average cost of capital of the company.

[15]

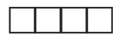
Q3) From the following information, you are required to estimate the net working capital. **[15]**

	Cost per units(Rs.)
Raw Material	400
Direct Labour	150
Overheads (excluding depreciation)	300
Total	<u>850</u>

Additional information:

- 1) Selling Price : Rs. 1000 per units
- 2) Output : 52,000 units per annum
- 3) Raw materials in stock : Average 4 weeks
- 4) Work -in-progress : Average 2 weeks
(assume 50% of completion stage with full material consumption)
- 5) Credit allowed by suppliers : Average 4 weeks
- 6) Credit allowed by debtors : Average 8 weeks
- 7) Cash at bank expected to be : Rs.50,000

Assume that production is sustained at an even pace during the 52 weeks of the year. All sales are on credit basis. State any other assumptions that you might have made while computing.



Total No. of Questions :4]

SEAT No. :

P1197

[4767]-611

[Total No. of Pages : 4

B.B.A

(616 -B): CASES IN MARKETING

(Specialisation -IV: Marketing)

(2008 Pattern) (Semester - VI)

Time : 2 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Case No.1 is compulsory.*
- 2) *Solve any two cases from case no. 2 to 4.*

Q1) Case -1

[20]

India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.

Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling.; now the systems is exchange for old "bring your old refrigerator and take a new one with many gifts".

A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets.

Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. the market shares of the major players are as follows:

- Godrej 30% • Videocon 13% • Kelvinator 12% • Allwyn 10% • Voltas 5%
- Whirlpool 27% • Daewoo 1% • L.G 1% • Others 1%

P.T.O.

Questions:

- a) Could the refrigerator market be segmented on geographical base planned by Electrolux?
- b) What would be the marketing mix for rural market?
- c) Would 125L and 150 L models be an ideal choice to launch in rural market?

Q2) Case - 2

[15]

Volkswagen is one of the world's leading automobile manufacturers and the largest carmaker in Europe. As Volkswagen pursues its goal of becoming the number one automaker in the world by 2018, India has become a key component of its strategy. India is currently the world's second fastest growing car market, with shipments expected to more than double by 2018.

As a relatively recent entry into the Indian automotive market, VW needed to raise brand awareness. To address this challenge, Volkswagen's marketing team focused one of its key brand pillars, innovation, to make a strong impact throughout the roll-out in India. Innovation was showcased not only in Volkswagen's product introductions, but also in its communications and advertising. VW India created groundbreaking campaigns such as the world's first 'talking newspaper', which used light-sensitive chips to speak to readers about Volkswagen as they turned the pages of their morning newspaper. The talking newspaper ad created a sensation in India, and garnered worldwide attention for taking print advertising to a new level.

In one year, brand awareness increased from 8% to 37% percent. LinkedIn approached Volkswagen India with an opportunity to be the auto major to establish a presence on LinkedIn Company Pages.

Questions:

- a) Analyse the case with suitable title.
- b) According to your opinion, whether VW should grab the opportunity to be with LinkedIn or stick to print media. Justify with reasons.

Q3) Case - 3

[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 require in product design and development, and other external factors like knock offs, competition etc.

It was expected that the market for the electronic toys for kids will be growing at the rate of 15% per annum. The sales were expected to reach US \$ 146 billion by 2015. It's 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 consumers.
- b) Discuss marketing strategies followed by Fisher Price to maintain number 1 position.

Q4) Case - 4

[15]

Pulsar is developed by the product engineering division of Bajaj Auto in association with motorcycle designer Glynn Kerr. Currently there are four variants available - with engine capacities of 135 cc, 150 cc, 180 cc and 220 cc. Pulsar is the leader in the 150 cc segment in India with a marketshare of 43%. Before the introduction of the Pulsar, the Indian motorcycle market trend was towards fuel efficient, small capacity motorcycles. In past ten years pulsar has grown tremendously from spoke rings to alloy wheels, from kick starter to self electric starter, from carburettor to fuel injection according to the demand of market and customer. In collaboration with European Bike Company KTM Bajaj is already exporting pulsar to Middle East Asia, Sri Lanka Nepal and with collaborative name of Kawasaki it distributes in Thailand and Malaysia and targets the customer of China and Brazil in global market.

The main manufacturing unit is in Pune and in other parts of India. Also it has authorized showrooms and factory shops with proper service. Personal selling is the main source of marketing in showrooms by the employees. Bajaj advertise on television media and press media regularly and is known for its advertisement in the industry. Press release is regular about pulsar as and when any new news or new launch. The main focus is on its R&D Department because of which the product gets better with quality.

Questions:

- a) Explain the various marketing strategies followed by Bajaj for brand 'pulsar'.
- b) In your opinion, which of the following factor contributes more in the success of brand 'Pulsar'? Justify your answer.
 - i) Press release
 - ii) Personal selling in showrooms
 - iii) R & D



Total No. of Questions :4]

SEAT No. :

P1198

[4767]-612

[Total No. of Pages :3

B.B.A

(616 C): CASES IN HUMAN RESOURCE MANAGEMENT

(Specialisation -IV) (2008 Pattern) (Semester - VI)

Time : 2 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Case No.1 is compulsory.*
- 2) *Solve any two cases from case no. 2, 3 and 4.*

Q1) Case No. -1

KARAN Group of Industries is a very old jute processing company engaged in manufacturing of packing mats, bags etc., from jute, especially for large-scale packing of various items. The jute processing plant of the industry is located in the suburban part of Kolkata. The manufacturing unit has about 2500 workers on its muster roll, of whom 406 are temporary.

In the recent past the industry was hit by a steep decline in economic activities due to paucity of raw material. This led to a severe setback in production and profits too.

To overcome the economic losses, company decided to retrench about 300 temporary workers. The remaining 106 workers were made permanent and absorbed in the existing unfilled vacancies of the industry as per the existing rules. Notices of termination were issued to all other 300 surplus temporary employees as per the retrenchment rules.

This action of management was not liked by the workers who got the termination notice. They took the matter to the Union and this made a major portion of the workforce of the industry become hostile to management. They threatened the management of their plan to go on 'strike', with a demand to take back all the employees, who had been issued with termination notices. Management did not agree to this. Workers resorted to 'picketing' and other modes of obstructing the people from entering into their work place. Management as a preventive measure of security informed the situation to the local police. Some of the workers were taken up under preventive custody by the police.

Now, the conflict situation has gone from bad to worse. Workers did not agree for any mediation by a third party or the arbitrator.

They insisted that they will go for settlement through the court. At the same time, the management does not want the case to go to the court.

P.T.O.

Questions:

- a) Analyze the case. [6]
- b) What should be the process for resolving this conflict? [7]
- c) Why did the management not want the workers to go to the court for seeking justice? [7]

Q2) Case No. - 2

A worker after heated argument beats the canteen Manager badly. the canteen Manager takes decision not to serve snacks and tea, and instructs the canteen boys accordingly. Due to the inconvenience caused, workers get angry and stop the work. The shop floor supervisors are unable to control the situation in the first shift. The personnel manager comes to factory in the general shift and receives complaints from both the parties.

Questions:

- a) Who was at fault when incident in the first shift took place? Justify. [5]
- b) What advice will you give to the personal manager for ideal decision?[10]

Q3) Case No. - 3

Tehri hydro Electric Corporation Ltd. (THDC), with headquarters at Rishikesh, is a joint venture company owned by the Government of India and the Uttar pradesh state government. The company was set up to develop, operate, and maintain the Tehri Hydro Electric Power Complex and other hydropower projects. The Tehri dam, situated on the river Bhagirathi, is the largest earth-filled dam in Asia that is designed to withstand a high level of seismic activity. The hydropower plant attached to the dam has a generating capacity of 1000 mw.

The project involved large-scale displacement of people who were residents of the towns and villages that fell within the reservoir area of dam. As per legal regulations and international humanitarian conventions, the project affected people had to be relocated or compensated, and the entire exercise was difficult and time consuming.

After the successful completion and commissioning of the project, THDC is developing other hydropower projects, including the 444 MW Vishnugad Pipalkoti Hydro Electric Project (VPHEP) located in the Chamoli district in Uttarakhand. According to the national policy on rehabilitation of displaced people, the company is responsible for the rehabilitation of people affected by the project. The company has decided to employ professional social workers to work as the interface between THDC and the local community. They will facilitate the rehabilitation and resettlement work in the area. THDC has approached you for help.

Questions:

- a) How should the recruitment and screening for this position be done?[7]
- b) What specific selection tools would you use? [8]

Q4) Case - 4

The Foundry has always been regarded as one of the worst places to work in the Mohan manufacturing company. The work is hot, dirty, and heavy. Brawn rather than brains is considered the chief requirement to get the job done. Yet according to the job evaluation plan, “physical ability” and “working conditions” are weighted relatively lower than “responsibility”, “training”, and “skill”. As a consequence, most of the Foundry jobs are rated at the bottom of the wage scale.

In recent years it has become increasingly difficult to get employees for the foundry. Management has had to take men who could not get jobs elsewhere - thus further lowering the already low social status of the foundry jobs in the eyes of the other men in the plant. The whole matter has now reached a crisis. There are now 17 vacancies in the foundry and it is impossible to hire new men at the evaluated rate.

Questions:

- a) Analyze the case. [5]
- b) How should this problem be handled? [5]
- c) Should management completely revise wages in foundry but not in other departments? [5]

EEE

Total No. of Questions :4]

SEAT No. :

P1199

[4767]-613

[Total No. of Pages :2

B.B.A.

CASES IN SERVICE SECTOR MANAGEMENT

(Specialisation - IV: Service Sector Management)

(2008 Pattern) (Semester - VI)

Time : 2 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Case No.1 is compulsory.*
- 2) *Solve any two from case no. 2 to 4.*
- 3) *Figures to the right indicate full marks.*

Q1) Case No.1:

[20]

Every year millions of people die from preventable causes because they cannot access the health care service they need. Or even if people do have access, quality care is often a luxury. According to WHO 100 million people descends into poverty every year because of high health expenses.

Around the world health spending has increased dramatically but access to affordable, quality services has lagged.

The challenge of creating affordable, high-quality health systems is universal, but the problems are especially acute in developing countries like India.

- a) Elaborate on pricing strategies in service sector.
- b) Suggest some strategies which would help in making quality healthcare service accessible at low cost to the masses.

Q2) Case No.2:

[15]

Every one today uses a mobile phone as a means of communication. The telecom service providing companies are providing SIM cards at very low prices to target the masses. However the users consistently complain about services issues of these companies. One of such issues is the promotional messages sent by SMS. The messages continue even after disabling the facility to receive such messages.

Is this activity of the telecom service providers Ethical? Explain with justification.

P.T.O.

Q3) Case No.3:

[15]

Mr. Shaikh, an account holder of Bank A, used His ATM card to withdraw Rs. 5000 from a ATM machine of Bank B. Due to a technical problem the machine did not dispense cash but the money was debit from his account. He was petrified about the situation a rushed to his bank branch to find out what should be done to rectify the issue. The branch staff told him that he needed to call the customer care department of the bank and lodge a complaint of the happening. He was given a telephone number by the bank staff. Mr. Sheikh called up the customer care department and reported what had happened. He was told to provide the ATM machine number, which he did not have. However he thought of dialing the customer care department again. This tie the executive who answered his call said that the ATM machine number was not required and only the date and approx time of transaction would be enough to handle the query. The executive resolved the issue and Rs. 5000 were credited into Mr. Saikhs account within 48 hrs of lodging the complain.

- a) Elaborate on the service issues in this case.
- b) How should the bank ensure that the customer service executives are providing optimum and standardized service to its customers?

Q4) Case No.4:

[15]

Arrow head fitness centre is a reputed gym being run in a residential locality for almost a decade. The proprietors wish to conduct a survey to find out the perception of the customers about the quality of service being offered.

- a) State the importance of quality in service sector.
- b) Prepare a questionnaire to collect the feedback of customers on quality of the service being provided.

EEE

Total No. of Questions :4]

SEAT No. :

[Total No. of Pages :2

P1200

[4767]-614

B.B.A.

**(E) CASES IN AGRICULTURE BUSINESS MANAGEMENT
(Specialisation -IV: Agriculture Business Management)
(2008 Pattern) (Semester - VI)**

Time : 2 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) Q No.1 is compulsory.*
- 2) Solve any 2 from the remaining 3.*
- 3) Figures to the right indicate full marks.*

Q1) Sunil is a progressive farmer in Nashik District, who wishes to export his agricultural products by processing them. He needs proper guidance in this regard. Supposing he has approached you for guidance, guide him by elaborating following points: **[20]**

- a) Finance.
- b) Types of products available for processing.
- c) Methods of processing.
- d) Export procedure.

Q2) Suresh is a farmer from Akola, which is facing server drought conditions & scarcity of water. He decides to do proper planning next year. Suggest him for following: **[15]**

- a) Rain Harvesting.
- b) Water conservation methods & techniques.
- c) Maximum yield with minimum use of water.

P.T.O.

Q3) Rampur is ideal village. The main business of the village is Agriculture. The villagers in Panchayat decide to do co-operative farming & marketing of vegetables. Suggest them: **[15]**

- a) Crop pattern.
- b) Cultivation mode.
- c) Direct sales & marketing strategies.

Q4) Narendra exported 1500 containers of processed vegetables to United Kingdom. To his dismay the authorities rejected all the containers. Narendra was at loss to understand what has happened after so much care that he had taken. As his adviser suggest Narendra. **[15]**

- a) The remedial measures to be taken over to recover loss.
- b) Give him insight into key challenges to Food Processing Industry in India.

EEE