

Total No. of Questions : 4]

SEAT No. :

PC-1098

[Total No. of Pages : 3

[6316] - 101

S.Y.B.B.A.

**301: PRINCIPLES OF HUMAN RESOURCE
MANAGEMENT**

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) a) Multiple-Choice Questions : [5]

- 1) Planning, organising, controlling, directing are _____ type of functions of HRM
 - a) Operative
 - b) Managerial
 - c) Technical
 - d) None of above
- 2) Job analysis is a process of gathering information about the _____.
 - a) Job holder
 - b) Job
 - c) Management
 - d) Organization
- 3) Bringing together various tasks to build a job is called _____.
 - a) Job evaluation
 - b) Job design
 - c) Job classification
 - d) Job description
- 4) Series of processes aimed at assisting the employees make informed career decisions is known as _____.
 - a) Career guidance
 - b) Career anchoring
 - c) Mentoring
 - d) Career goals
- 5) An unquantifiable metric, is defined as a positive emotional response of experience when person doing job or when person present at work is called as _____.
 - a) Job Satisfaction
 - b) Job Evaluation
 - c) Employee Morale
 - d) None of the above

P.T.O.

b) Match the pairs :

[5]

	Group A		Group B
1)	Combination of peer, superior, subordinate and self-review appraisal	A)	Human Resource Management
2)	Statement of minimum qualification required for a job	B)	Human Relation
3)	View employee as an asset	C)	Induction
4)	Procedure of integrating people through interaction at workplace	D)	360° Performance Appraisal
5)	The process of familiarizing the new employees to organisation's rules and regulations	E)	Job specification

c) Answer in one sentence :

[5]

- i) Define the term Human Resource Management?
- ii) What do you mean by Job Satisfaction?
- iii) Define the term International HRM (I-HRM).
- iv) What is Job Evaluation?
- v) Define Employee Morale.

d) Fill in the blanks:

[5]

- i) ERP stands for _____.
- ii) _____ is a process of actively seeking out, finding and hiring candidate for a specific position or job.
- iii) _____ includes various services, benefits and facilities offered to employees by the employers.
- iv) _____ is concerned with people at the workplace and their interaction and relations with each other.
- v) Positions held by an individual throughout his work life are normally referred to as _____

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

[30]

- a) Define the term Human Resource Management. Explain its functions in detail.
- b) What is Human Resource Planning? Explain the Advantage & Limitations of Human Resource Planning (HRP).
- c) Define the term Job Analysis. Explain the components of Job Analysis.
- d) What do you mean by Career Planning? Explain the Objectives and Process of Career Planning in detail.
- e) Explain the term Workforce Diversity along with the Factors Increasing Workforce Diversity.

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

[20]

- a) Out- Sourcing
- b) Job Description.
- c) Difference Between Personnel Management & HRM
- d) Principles of HRM.
- e) E-HRM
- f) Employee Morale



Total No. of Questions : 3]

SEAT No. :

PC-1099

[Total No. of Pages : 3

[6316]-102

S.Y. B.B.A.

**302: Supply Chain Management
(2019 Pattern) (Semester - III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Multiple Choice Qusetions. (MCQS)

[5]

- i. What is the main goal of supply chain management?
 - a) Making shareholders rich
 - b) Making customers unhappy
 - c) Making customers happy while saving money
 - d) Making suppliers richer
- ii. What's not a part of logistics in supply chain management?
 - a) Moving stuff around
 - b) Keeping track of stuff
 - c) Figuring out how to make stuff
 - d) Storing stuff
- iii. Which isn't a good thing about supply chain management?
 - a) Saving money
 - b) Making customers happier
 - c) Taking longer to deliver
 - d) Holding onto more inventory
- iv. What's Just-in-Time (JIT) all about?
 - a) Having lots of stuff ready
 - b) Spending a lot to produce things
 - c) Having just enough stuff at the right time
 - d) Waiting around during production

P.T.O.

- v. Which is an example of a push-based supply chain?
- a) Making things after they're ordered
 - b) Making things to have in stock
 - c) Making things as they're being put together
 - d) Making things based on specific customer orders

B) Fill in the blanks:

[5]

1. _____ supply chain management focuses on making sure moving, storing, and handling goods doesn't cost too much, while making sure everything is valuable.
 - a) Cost-saving
 - b) Efficient
 - c) Easy
2. Vendor-managed inventory (VMI) lets the _____ keep an eye on and fill up stock at the buyer's place, following agreements they made before.
 - a) Buyer
 - b) Supplier
 - c) Manufacturer
3. Supply chain _____ means making sure goods or services get to customers in the cheapest way possible.
 - a) Flexibility
 - b) Efficiency
 - c) Responsiveness
4. In a _____ supply chain structure, big decisions are made at the top of the company, but in a _____ structure, decisions are spread out among different parts of the company.
 - a) Centralized, Decentralize
 - b) Hierarchical, Networked
 - c) Top-down, Bottom-up
5. The _____ effect is when small changes in what customers want cause big changes in what's ordered upstream in the supply chain.
 - a) Bullwhip
 - b) Ripple
 - c) Wave

C) Answer in one sentence.

[5]

1. What is Material Handling?
2. What is Retail SCM?
3. What is Logistics Management?
4. What do you mean by Material Handling?
5. What is Green Supply Chain Management

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

Group A	Group B
Bullwhip Effect	When a small, change in what customers want causes big changes in what's ordered from suppliers.
Vendor-Managed Inventory	Suppliers watch and restock items at the buyer's place based on agreements made earlier.
Just-in-Time (JIT)	Making goods only when they're needed to save money and work more efficiently.
Make-to-Stock	How well a supply chain gets stuff to customers in the cheapest way possible.
Supply Chain Efficiency	Making things based on what's expected to be wanted, not on actual orders.

Q2) Long Answer type question :**[30]**

- Explain the role of technology in supply chain management.
- Explain the importance of material handling.
- Discuss the duties & responsibilities of a store keeper.
- Discuss the components of logistics management.
- Explain the various types of Inventories.

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

- Importance of SCM
- Vendor-managed inventory (VMI)
- Difference between supply chain efficiency and effectiveness
- Challenges of supply chain manager
- Space Management
- Logistics Management



Total No. of Questions : 3]

SEAT No. :

PC1100

[6316]-103

[Total No. of Pages : 2

S.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the blanks.

[5×1=5]

- a) The Psychoanalytic Theory is given by _____.
 - i) Sigmund Freud
 - ii) Albert Bandura
 - iii) Gordon Allport
 - iv) None of the above
- b) _____ is the a hopeless condition that keeps individuals from realizing their full potentials.
 - i) High Self Esteem
 - ii) Low Self Esteem
 - iii) Zero Self Esteem
 - iv) None of the above
- c) _____ is understanding that you trust your own judgment and abilities and that you value yourself and feel worthy.
 - i) Assertiveness
 - ii) Self Acceptance
 - iii) Self Confidence
 - iv) Self Awareness
- d) _____ is a simple expressions or gestures like smile, a frown, raising eyebrows etc. which convey a lot of information
 - i) Posture
 - ii) Facial Expressions
 - iii) Eye Contact
 - iv) Gestures
- e) A _____ leader will develop action plans and makes decisions in consultation with his subordinates.
 - i) Autocratic
 - ii) Laissez Faire
 - iii) Democratic
 - iv) None of the above

P.T.O.

B) Match the Pairs. [5×1=5]

- | Group 'A' | Group 'B' |
|---------------------|--|
| a) Trait Theory | i) The image we have for ourselves |
| b) Self Concept | ii) The ability to share thoughts, feelings and emotions |
| c) Social Empathy | iii) Gordon Allport |
| d) Workplace ethics | iv) The art of understanding others |
| e) Assertiveness | v) The set of rules or procedures should be carried out by an employer and employee in an office |

C) Answer True or False of following: [4×1=4]

- a) Personality is not just about external appearance.
- b) Personality is limited to body language only.
- c) Critical and Comparative Thinking is the ability to analyze the way you think and present evidence for you ideas.
- d) Receiver is the last step in communication process.

Q2) Short Answer (Any 3): [3×8=24]

- a) Explain Characteristics of good personality.
- b) What is SWOC Analysis? Explain in detail.
- c) Explain workplace ethics in detail.
- d) Explain grooming basics in detail.

Q3) Long Answer Questions (Any 2): [2×16=32]

- a) What is Global Competence? Why is it needed? Explain the Characteristics of globally competent individual.
- b) What is Communication Skills? Why effective communication skills are important in business? Explain 7 C's of effective communication skills.
- c) Define social etiquettes? What are the international and social etiquettes? Explain social graces and table manners.
- d) Define Leadership? Explain various styles of leadership and qualities of leaders.



Total No. of Questions : 3]

SEAT No. :

PC-1101

[Total No. of Pages : 2

[6316]-104

S.Y. B.B.A.

**304 : FUNDAMENTALS OF RURAL DEVELOPMENT
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in blank with the most appropriate alternative (Any Five) [5]

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

P.T.O.

B) Match the pairs. [5]

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

C) True or False : [4]

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

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

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

Q3) Write a Long answer (Any Two) : [32]

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



Total No. of Questions : 4]

SEAT No. :

PC1102

[Total No. of Pages : 2

[6316]-105

S.Y.B.B.A.

305 A : CONSUMER BEHAVIOUR AND SALES MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

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

P.T.O.

B) Match the following. [5]

- | | |
|-----------------------|--------------------------------------|
| a) Consumerism | i) Self-Fulfilment |
| b) Culture | ii) Need for love |
| c) Esteem | iii) Protection against Exploitation |
| d) Self-Actualization | iv) Personality of Society |
| e) Belonging | v) Status |

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

- a) Elaborate types of Sales Organization structure.
- b) What is attitude? What are the characteristics of attitude?

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

- a) What are the objectives of Sales management?
- b) Explain the characteristics of culture and subculture in detail.

Q4) Write short notes (any 4 out of 6). [20]

- a) Sales Research.
- b) Customer Satisfaction, Customer Delight, Customer dissatisfaction.
- c) Sales Research.
- d) Sales Managers Functions and responsibilities.
- e) Momentary and non-monetary compensation.
- f) Sources of Recruitment.



Total No. of Questions : 4]

SEAT No. :

PC1103

[Total No. of Pages : 3

[6316]-106

S.Y.B.B.A.

B - 305 : MANAGEMENT ACCOUNTING

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions :

[5×1=5]

- a) The term contribution refers to...
 - i) The difference between selling price and fixed cost
 - ii) The difference between selling price and variable cost
 - iii) Profit
 - iv) None of these
- b) Profit volume ratio establishes the relationship between...
 - i) Contribution and profit
 - ii) Fixed cost and contribution
 - iii) Profit and sales
 - iv) Contribution and sales value
- c) The difference between budgeted amounts and actual results is called as
 - i) Standard deviation
 - ii) Variances
 - iii) Mean average
 - iv) Weighted average
- d) Which of the following are limitations of ratio analysis?
 - A) Ratio analysis may result in false results if variations in price levels are not considered.
 - B) Ratio analysis ignores qualitative factors
 - C) Ratio Analysis ignores quantitative factors
 - D) Ratio Analysis is historical analysis.
 - i) A, B and D
 - ii) A, C and D
 - iii) A, B and C
 - iv) A, B, C, D

P.T.O.

- e) The effective recovery of debtors is indicated by
 - i) High debtors turnover ratio
 - ii) Low debtors turnover ratio
 - iii) High inventory turnover ratio
 - iv) Low inventory turnover ratio

B) Write Short Notes (Any two):

[2×5=10]

- a) Importance of Budget
- b) Limitations of ratio analysis
- c) Difference between Financial Accounting and Cost Accounting.
- d) Liquidity ratios

Q2) Define the term 'Management Accounting'. Explain importance of Management Accounting. [15]

OR

From the following statement for the year ending 31st March, 2024, you are required to calculate the following ratios: [15]

- a) Current Ratio
- b) Quick Ratio
- c) Debtors turnover ratio
- d) Stock Turnover Ratio
- e) Debt-Equity Ratio

Balance Sheet

As on 31st March, 2024

Liabilities	Rs.	Assets	Rs.
Share Capital	8,00,000	Land & Building	6,00,000
General Reserve	2,00,000	Plant & Machinery	4,00,000
Profit & Loss A/c	2,50,000	Stock	2,50,000
Debenture	4,00,000	Sundry Debtors	3,50,000
Sundry Creditors	3,00,000	Cash & Bank Balance	3,50,000
	19,50,000		19,50,000

Assume sales to be Rs. 8,00,000/- and 20% gross profit.

Q3) Consider following information

[10]

Sales Rs.4,00,000/-

Variable cost Rs.2,50,000/-

Fixed cost Rs.50,000/-

Calculate-

- a) PV ratio
- b) Break Even Point Sales value
- c) Profit when sales amounted to Rs. 4,50,000/-
- d) Sales to earn a profit of Rs. 80,000/-

Q4) Prepare Cash Budget for three months Jan, Feb, & March 2024 from the following information: **[10]**

Months	Sales	Purchases	Wages	Expenses
November	60000	42000	5000	3500
December	65000	50000	6000	4000
January	40000	52000	4000	6000
February	58000	53000	5000	6000
March	44000	40000	4000	3000

Additional Information:

- a) On 1st January, 2024, cash in hand Rs. 25,000.
- b) 50% of the sales are on cash, balance realized in next month.
- c) Payment of purchases delayed by one month.
- d) Wages paid in next month.
- e) Rent is payable quarterly in advance, due in January Rs. 1,000.
- f) Tax due in March for Rs. 1,500.
- g) Expenses paid in same month as incurred.

OR

Define budget Explain different types of Budget.

[10]



Total No. of Questions : 4]

SEAT No. :

PC1104

[Total No. of Pages : 2

[6316]-107

S.Y.B.B.A.

C - 305 : ORGANIZATIONAL BEHAVIOUR

(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Choose the correct option: [5]

- a) The definition, “Organizational behavior is the understanding, prediction and controlling human behavior at _____”, is given by Fred Luthans.
 - i) work
 - ii) group
 - iii) home
 - iv) college
- b) Regarding foundation of OB, which of the following concept do not come under the nature of organization?
 - i) Ethics
 - ii) Social System
 - iii) Mutual Interest
 - iv) Grievance Handling.
- c) The specific manner in which an individual feels, acts, believes, or perceives can be defined as a _____.
 - i) Trait
 - ii) Feature
 - iii) Nature
 - iv) Habit
- d) _____ is the ability to influence a group toward the achievement of goals.
 - i) Leadership
 - ii) Management
 - iii) Coercion
 - iv) Dictatorship
- e) The word dynamics has been originated from Greek word ‘Dynamis’ which means _____.
 - i) Attitude
 - ii) Weakness
 - iii) Power
 - iv) Outlook

P.T.O.

B) Match the pair

[5]

Group A	Group B
a) Autocratic Model	i) Satisfaction & Security
b) Supportive Model	ii) Abraham H Maslow
c) Custodial Model	iii) Authority to order
d) Collegial Model	iv) Better Leadership
e) Need Hierarchy Theory	v) Common Goal

Q2) Answer the following Questions (Attempt any 1 out of 2)

[10]

- a) What is the Nature of Organization Behavior? Explain the limitation of OB.
- b) Describe the various conflict resolution strategies.

Q3) Answer the following Questions (Attempt any 1 out of 2)

[10]

- a) What is Herzberg's Two-Factor theory.
- b) Explain the theory of group formation

Q4) Short notes (Attempt any 4 out of 6)

[20]

- a) Globalization of business
- b) Explain two types of values
- c) What is Conflict
- d) Attitude formation
- e) Weak Culture
- f) Resistance to change



Total No. of Questions : 4]

SEAT No. :

PC1105

[Total No. of Pages : 2

[6316]-108

S.Y.B.B.A.

D305 : FUNDAMENTALS OF SERVICE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Choose the correct option: [5]

- a) _____ are economic activities that create value and provide benefits for customers.
- | | |
|-----------------|-----------------------|
| i) Product | ii) Services |
| iii) Management | iv) None of the above |
- b) _____ is the characteristics of services
- | | |
|------------------|------------------------|
| i) Intangibility | ii) Physical existence |
| iii) Homogeneity | iv) Seperability |
- c) The first stage of Product life cycle is _____
- | | |
|---------------|---------------|
| i) Growth | ii) Decline |
| iii) Maturity | iv) Inception |
- d) _____ is any paid form of non-personal presentation and promotion of services by an identified individual or organisation
- | | |
|--------------------|---------------|
| i) Public relation | ii) Marketing |
| iii) Advertising | |
- e) Service facility design refers to the design of the physical layout of the facilities where the _____ is delivered
- | | |
|----------------|------------|
| i) Service | ii) Money |
| iii) Customers | iv) Access |

P.T.O.

B) Match the pairs [5]

Group A	Group B
a) Service Design	i) Accounting and Tax services
b) Marketing Activity	ii) Driving schools
c) Franchise	ii) Physical layout
d) Quasi retailing	iv) Inseparable
e) Services	v) Sales Promotion

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

- a) Define the term services. Explain challenges of service sector.
- b) Explain in detail the objectives of promotion.

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

- a) Explain in detail the various bases of market segmentation.
- b) Explain physical evidence and its importance.

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

- a) Service management
- b) Product life cycle
- c) Role of Physical evidence
- d) Importance of market analysis
- e) Customer service
- f) Impact of new economic policy on the service industry



Total No. of Questions : 3]

SEAT No. :

PC1106

[Total No. of Pages : 2

[6316]-109

S.Y.B.B.A.

E - 305 : AGRICULTURE AND INDIAN ECONOMY

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- a) IADP stands for _____
 - i) Intensive Agricultural Districts Programs
 - ii) Italy Australia Dubai Program
 - iii) Integrated all Development Program
 - iv) None of these
- b) The green revolution in India was first introduced in _____ in the late 1966-67.
 - i) Delhi
 - ii) Punjab
 - iii) Rajasthan
 - iv) None of these
- c) The land on which the crops are grown is known as _____
 - i) Arable Land
 - ii) Local Land
 - iii) Irregular Land
 - iv) No use land
- d) The art and science of soil cultivation to rear crop is called _____
 - i) Agriculture
 - ii) Education
 - iii) Home Science
 - iv) None of these
- e) Full form of NABARD is
 - i) National Bank for Agriculture and Rural Development
 - ii) Native Bank for Agriculture and Rural Development
 - iii) Native Bank for Agriculture and Real Development
 - iv) National Bank for Agriculture and Real Development

P.T.O.

- B) True and False: [5]
- There will be a volatile nature in supply in agriculture sector, because dependence over on monsoon.
 - Transport and insurance are the example of primary activity.
 - In commercial farming farmers use heavy doses of modern inputs and crops are grown for sale.
 - An agribusiness enterprise can be a firm, owned and operated by a person (sole proprietorship) or group of people.
 - Micro credit programme mean Credit provisions made by self-help groups to its members only.
- C) Match the following. [5]
- | Group-A | Group-B |
|---|--------------------------|
| a) Total many value of goods and services | i) Agriculture |
| b) Primary sector | ii) Economic Development |
| c) Secondary sector | iii) Economic Growth |
| d) Deliberate and planned | iv) Industry |
| e) Natural growth | v) National Income |

- Q2)** Short answers Questions (any 3 out of 4) [15]
- Strategies of Agricultural Credit
 - Any two recent trends in agricultural growth in India
 - Objectives of agricultural price policy
 - Agriculture Marketing

- Q3)** Long Answers (Attempt any 2 out of 3): [20]
- Explain the Interdependence between agriculture and Industry sector.
 - Explain the Challenges, Opportunities and Strategies in agricultural credit.
 - Explain the problems and prospects of Indian agriculture.



Total No. of Questions : 5]

SEAT No. :

PC1107

[6316]-110

[Total No. of Pages : 2

S.Y. B.B.A.

306 A : RETAIL MANAGEMENT
(CBCS 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) Fill in the Blanks :

[5]

- a) _____ is the sale of goods and services to final consumers.
- b) _____ includes various functions of planning, organizing and coordination of activities.
- c) _____ refers to display of goods in a store.
- d) _____ are large format retail stores in a city.
- e) _____ refers to group of stores run under single ownership.

Q2) Match the following :

[5]

- | | |
|--------------------------------|---------------------------------|
| a) Market Segmentation | i) Layout and Plans. |
| b) Demography | ii) Novel Retailing Experience. |
| c) Store Facade | iii) Chatbots. |
| d) Augmented Reality | iv) Identify Target Customers. |
| e) Virtual Assistant Softwares | v) Study of Human Population. |

P.T.O.

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

- a) Define Retailing. Explain the concept and scope of retailing in brief.
- b) What is market segmentation ? Why identifying customer needs is important?

Q4) Answer any 1 out of 2 Questions : [15]

- a) Explain the different types of Retailers in brief.
- b) What are the Merchandise plans and strategies adopted by organizations in Retailing?

Q5) Write any 3 short notes out of 5. [15]

- a) Brand Building
- b) Retail Merchandising
- c) Product Positioning
- d) Pop- Up Shops
- e) Augmented Reality

x x x

Total No. of Questions : 3]

SEAT No. :

PC-1108

[Total No. of Pages : 2

[6316]-111

S.Y. B.B.A.

B 306 : BANKING & FINANCE

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: (any 4)

[4]

- i) In _____ accounts, the bank pay highest rate of interest to the account holders.
 - a) Fixed deposit
 - b) Recurring Deposit
 - c) Saving Account
 - d) Current Account
- ii) Depositing fixed amount of money at regular intervals into banks is the features related to _____ account.
 - a) Fixed deposit account
 - b) Recurring deposit account
 - c) Current account
 - d) Capital account
- iii) In _____, the minimum amount of transfer of funds is 2,00,000 rupees.
 - a) RTGS
 - b) NEFT
 - c) IMPS
 - d) UPI
- iv) The _____ Presidency banks were clubbed to form the Imperial Bank of India.
 - a) Three
 - b) Two
 - c) Four
 - d) Five
- v) The other name for the Flexi deposit account is_____
 - a) Auto sweep account
 - b) ATM deposit
 - c) Card Swipe account
 - d) Current account

P.T.O.

B) Match the pairs : [4]

NEFT & IMPS	Fixed deposit account
ATM	Regulates the insurance industry
Time Deposits	Online money transfer
IRDA	Withdrawal of cash anytime

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

- i) SEBI is also known as Banker's Bank.
- ii) Current account has no limit to the deposits and withdrawals from the account.
- iii) RTGS takes minimum 24 hours for transfer of funds.
- iv) Google pay operates only on the Mobile phones.
- v) RBI issues the new currency of notes.

Q2) Long Answer Question (any 2 out of 4) [20]

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

Q3) Short notes (any 3 out of 5) [18]

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



Total No. of Questions : 4]

SEAT No. :

PC-1109

[Total No. of Pages : 2

[6316]-112

S.Y. B.B.A.

**C-306 : LEGAL ASPECTS OF HRM
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[5]

- i) Employee rights include.
 - a) Safe working environment
 - b) Social security
 - c) Training and development
 - d) All of the above
- ii) The Workmen's compensation Act had been renamed as employees compensation act in the year _____.
 - a) 1923
 - b) 1932
 - c) 2009
 - d) 1945
- iii) In order to be eligible for gratuity 5 years of _____ service is mandatory.
 - a) Discontinuous
 - b) Contractual
 - c) Continuous
 - d) Permanent
- iv) _____ is the framework defined by the HR department to manage the hr activities systematically.
 - a) HR Goals
 - b) HR Objective
 - c) HR Policies
 - d) HR Strategies
- v) What is the period of limitation of appeal the recommendations of the Internal Committee?
 - a) 60 days
 - b) 90 days
 - c) 180 days
 - d) 120days

P.T.O.

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

A	B
Performance appraisal	Right of employee
Salary	Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal)
Internal complaints committee	Payable to employee
Wage differential	Policy based decision
Timely receipt of compensation	Industry based wage difference

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

- Explain the detail the importance of HR policies.
- Explain in detail the significance and role of Wage & Salary Administration.

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

- Explain various methods of calculation of gratuity.
- Explain the salient features of Sexual Harassment of Women at Work place (prevention, Prohibition and Redressal)

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

- Distinguish between wage and salary.
- Legal issues relating to HRM
- Disablement benefit
- Exceptions to the definition of continuous service
- Importance of rights of employee
- Vishakha committee.



Total No. of Questions : 3]

SEAT No. :

PC-1110

[Total No. of Pages : 2

[6316]-113

S.Y. B.B.A

**D306 : PRINCIPLES & FUNCTIONS OF SERVICE
MANAGEMENT**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice question:

[5]

- i) Which of the following is not a tangible dominant?
 - a) Detergents
 - b) Automobiles
 - c) Investment Management
 - d) Soft drinks
- ii) _____ is not an element of physical evidence.
 - a) Employee dress
 - b) Employee Training
 - c) Equipment
 - d) Facility design
- iii) _____ is not an element of people.
 - a) Motivation
 - b) Team work
 - c) Flow of activities
 - d) Customer training
- iv) _____ is the difference between customer expectations and perceptions.
 - a) Customer Delight
 - b) Customer Satisfaction
 - c) Customer Gap
 - d) The supplier Gap
- v) Intangibility, Perishability, Inseparability & Variability are the characteristics of _____.
 - a) Products
 - b) Services
 - c) Good
 - d) Both a & b

P.T.O.

B) Answer in one sentence : [5]

- i) What is TQM?
- ii) What is Service failure?
- iii) What is Outsourcing?
- iv) State any two challenges of services.
- v) State any two features of service.

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

- a) What are the skills required to manage outsourcing?
- b) Explain the causes of service failure.
- c) Discuss the importance of Service Value Chain.
- d) Explain the importance of KPO/BPO.

Q3) Write short notes on (Any Four) : [20]

- a) Service recovery
- b) Customer delight
- c) Pre & post transaction elements
- d) Strategies of managing demand
- e) Strategies for managing customer expectation
- f) Third party service providers.



Total No. of Questions : 4]

SEAT No. :

PC-1111

[Total No. of Pages : 2

[6316]-114

S.Y.B.B.A

E-306 : RURAL DEVELOPMENT PRINCIPLES AND PRACTICES

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Multiple choice questions.

[5]

- i) _____ is one of the major programme formulated under Area development approach.
 - a) DPAP
 - b) PRA
 - c) SHG
 - d) None of these
- ii) Non-institutional source of rural credit includes
 - a) Money lenders
 - b) Commercial banks
 - c) Regional Rural banks
 - d) None of these
- iii) MSMEs stand for?
 - a) Medium, Small and Micro Enterprises
 - b) Micro-Small and Middle Enterprises
 - c) Micro- Small and Medium Enterprises
 - d) None of the above
- iv) The ministry of rural development Consists of:
 - a) Department of Rural Development
 - b) Department of Land Recourses
 - c) Both (a) & (b)
 - d) None of these
- v) Rural Development is a in nature.
 - a) Multi challenge
 - b) Multi-Disciplinary
 - c) Multi acceptance
 - d) None of these

P.T.O.

B) True and false [5]

- a) Rural development concerned with increase agricultural production for urban as well as for international markets.
- b) The government has included initiatives in providing village schools with internet - enabled computers for reducing linguistic and distance barriers.
- c) The objective of Swarnjayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families.
- d) NRRD stands for National Rural Roads Development Agriculture.
- e) Improve wages, education, health facilities etc. are the objectives of Rural Development.

Q2) Match the following : [5]

- | Group-A | Group-B |
|--|-----------------------------------|
| a) Rural Development requires | i) Diversification |
| b) Price cannot fall below this level of price | ii) Regulated Market |
| c) Sowing new & Different crops | iii) Basic Infrastructure |
| d) Providing godowns near markets | iv) Apex Body for credit facility |
| e) NABARD | v) Minimum Support |

Q3) Answer any two of the following : [20]

- a) Explain in details the challenges and future of Rural Marketing.
- b) Describe the impact of Globalization on Rural Development.
- c) Explain the role of agricultural and non- agricultural sector in rural development.

Q4) Short answer (attempt any 3 out of 4) : [15]

- a) Describe the goals of rural development policy.
- b) Explain the importance of rural development.
- c) Rural and Urban Linkages
- d) Explain the features of Rural Economy.



Total No. of Questions : 3]

SEAT No. :

PC-1112

[Total No. of Pages : 2

[6316]-201

S.Y. B.B.A.

**401: Entrepreneurship & Small Business Management
(2019 Pattern) (Semester - IV) (CBCS)**

Time : 2 ½Hours]

[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. _____ are not directly involved in innovation, but imitate successful innovations of other people.
 - a) Innovative Entrepreneur
 - b) Adoptive Entrepreneur
 - c) Fabian Entrepreneur
 - d) Drone Entrepreneur
2. When there is a low demand of the workforce in the economy, it results in _____.
 - a) Classical unemployment
 - b) Frictional unemployment
 - c) Cyclical unemployment
 - d) Structural unemployment
3. In PMEGP 'E' stands for.
 - a) Employment
 - b) Entrepreneurship
 - c) Existing
 - d) Equipment
4. _____ is an Indian digital entrepreneur who co-founded Mydala.
 - a) Upasana Taku
 - b) Sabina Chopra
 - c) Anisha Singh
 - d) Ratan Tata
5. In PEST analysis 'E' stands for.
 - a) Economic
 - b) Environment
 - c) Equipment
 - d) Entrepreneur

P.T.O.

B) Match the Pairs: [5]

- | | |
|--------------------------|-------------------------------|
| 1) Fabian Entrepreneur | a) Opportunity search |
| 2) Divergent thinking | b) No desire for innovation |
| 3) Production constraint | c) No debt financing |
| 4) Angel investor | d) Convergent thinking |
| 5) Opportunity selection | e) External cause of sickness |

C) Answer in one sentence: [5]

- a) What is the long form of 'SWOC'?
- b) What is the long form of 'SIDBI'?
- c) What is online survey.
- d) List the types of Entrepreneurs.
- e) List any 2 problems of women entrepreneurs.

D) Fill in the blanks: [5]

- a) _____ is the founder of HCL.
- b) MSME stands for _____
- c) _____ includes Trade & Aids to trade.
- d) _____ represents a cluster of similar businesses.
- e) fruit picking industries face _____ types of unemployment.

Q2) Answer any Three out of Five: [3 × 10 = 30]

- a) Define the term 'entrepreneur'. Also explain the functions of an entrepreneur which help them to provide vision for their own start up.
- b) Explain the tools of Divergent Thinking.
- c) Explain the objectives of KVIB.
- d) Discuss the entrepreneurial Biography of Upasana Taku.
- e) Explain in detail factors influencing entrepreneurship.

Q3) Solve any Four out of Six short notes: [20]

- a) Types of Entrepreneurs.
- b) Objectives of Environmental Scanning.
- c) PMEGP.
- d) objectives of MSME.
- e) Venture funding.
- f) Entrepreneurial sketch of Sabina Chopra.



Total No. of Questions : 3.]

SEAT No. :

PC-1113

[Total No. of Pages : 2

[6316]-202

S.Y. B.B.A.

**402 GC: Production and Operations Management
(2019 Pattern) (Semester - IV) (CBCS)**

Time : 2½ Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions (Any 5):

[5]

1. Product layout is preferably used for _____
 - a) Repetitive Processing
 - b) Intermittent
 - c) Both (a) and (b)
 - d) None of the above
2. The type of layout that would be need to build a submarine is
 - a) Fixed position
 - b) Product
 - c) Process
 - d) Aquatic
3. The following cases the process of stock control _____
 - a) Standardization
 - b) Simplification
 - c) Both (a) and (b)
 - d) None of the above
4. 'Ergonomics' is related to human _____
 - a) Comfort
 - b) Saftey
 - c) Both (a) and (b)
 - d) None of the above
5. According to Deminy, Quality problem _____
 - a) Due to management
 - b) Due to method
 - c) Due to machine
 - d) Due to material
6. The following is scheduled maintenance _____
 - a) Overhauling of machine
 - b) Cleaning of tank
 - c) White washing of building
 - d) All of the above

P.T.O.

B) Match the Pairs: [5]

Column - I

- 1) Type of Plant Layout
- 2) Dispatching Procedure
- 3) Limitation of TQM
- 4) Automation in Manufacturing
- 5) Safety Considerations

Column - II

- a) Poor Maintenance, Permanent Hazards
- b) Product or Line Layout
- c) Decentralized, Centralized
- d) Flexible, Fixed Automation
- e) Demands a change in culture, quality is expensive

C) Answer in one sentence (Any 5): [5]

- a) Define 'Production Planning'.
- b) Explain 'Service Layout'.
- c) What are the Limitations of Quality Circle?
- d) Explain 'PERT'.
- e) What do you mean by Productivity?
- f) Define 'Plant Layout'.

D) Fill in the blanks (Any 5): [5]

- a) _____ refers to preserving goods in a protected environment.
- b) New-product development starts with _____
- c) While setting quality objective, _____ to be considered.
- d) _____ of the following is not an important condition for preventive maintenance.
- e) _____ of the following is not counted among safety equipment.
- f) Quality circle is also known as _____

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

- a) Explain production Management. Explain objectives of production management.
- b) Explain plant layout. What are the types of plant layout?
- c) What is production control? Explain objectives of production control.
- d) Explain in detail the need and importance of TQM.
- e) What is Automation in Manufacturing? Explain the types of Automation.
- f) Explain Routing. Discuss the procedure of routing in detail.

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

- a) Product Policy.
- b) Dispatching.
- c) Service layout.
- d) Ergonomics.
- e) Six Sigma Maintenance.
- f) Computer Aided Maintenance.



Total No. of Questions : 3]

SEAT No. :

PC1114

[6316]-203

[Total No. of Pages : 3

S.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Objective Type Questions: (Compulsory question) [20]

A) Multiple Choice Questions. [10]

- a) Which of the following is a step in the creative decision making process?
 - i) Preparation
 - ii) Incubation
 - iii) Illumination
 - iv) All of the above
- b) Decision making begins with _____.
 - i) selecting alternatives
 - ii) identifying decision criteria
 - iii) identifying a problem
 - iv) eliminating false alternatives
- c) Which of the following defines a problem in the decision-making process?
 - i) a discrepancy between what exists and what the decision maker desires to exist
 - ii) a discrepancy between the ideal and the practical
 - iii) something that causes irritation
 - iv) something that calls for attention
- d) The decision-making process consists of a series of eight steps that identify a problem and work toward ultimately _____.
 - i) determining if there is a solution to the problem
 - ii) solving the problem
 - iii) making a plan to solve the problem
 - iv) breaking down the problem into a series of steps

P.T.O.

- e) To identify a problem, a manager _____.
 - i) Compares one set of standards or goals to a second set of standards or goals
 - ii) looks for unhappy customers
 - iii) uses intuition to see that things don't look right
 - iv) compares the current state of affairs with some standard or goal
- f) The three main models that managers use to make decisions are _____.
 - i) rational, bounded rational, and intuitive
 - ii) rational, irrational, bounded rational
 - iii) intuitive, unintuitive, rational
 - iv) bounded rational, intuitive, systematic
- g) It is assumed that a rational decision maker _____.
 - i) would never make a wrong choice
 - ii) would be subjective and impractical
 - iii) would face only difficult decisions
 - iv) would be objective and logical
- h) Which term best characterizes a decision that has bounded rationality?
 - i) virtually perfect
 - ii) rigorous and comprehensive
 - iii) not good enough
 - iv) good enough
- i) Emotions and feelings _____ decision making.
 - i) have no effect on
 - ii) can improve
 - iii) decrease performance in
 - iv) are more important than facts and logic in
- j) Programmed decisions work well for solving _____.
 - i) structured problems
 - ii) unstructured problems
 - iii) both structured and unstructured problems
 - iv) poorly defined problems

- B) Answer in one sentence: [5]
- a) What is the decision?
 - b) What do you mean by Behavioural Decision Making style?
 - c) In the IDEAL problem solving model 'I' stands for?
 - d) What is Leadership?
 - e) What do you mean by motivation?

- C) Match the pairs: [5]

Group A	Answers
a) Bounded rationality	i) Expected Monetary Value
b) Qualitative analysis	ii) Good enough decision
c) OODA Loop model	iii) Brainstorming
d) Ladder of inference	iv) Observe
e) Quantitative analysis	v) Reality and facts

Q2) Long answer questions (Any three) [30]

- a) What is Decision Making? Explain the factors which affect decision making.
- b) Explain the principles of decision making in detail.
- c) What is followership? Explain the characteristics of good followers.
- d) Discuss the barriers in effective decision making.
- e) Discuss the rational decision making model.

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

- a) Types of decisions
- b) Decision making rules
- c) Key elements of EQ.
- d) Factors influencing career choices.
- e) Discuss the role of technology in decision making.
- f) OODA Loop Model



Total No. of Questions : 3]

SEAT No. :

PC-1115

[Total No. of Pages : 2

[6316]-204

S.Y. B.B.A

**404 : INTERNATIONAL BUSINESS MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- i) SAFTA stands for _____.
 - a) South Asian Free Trade Area
 - b) South African Free Trade Agreement
 - c) South Asian Free Trade Agreement
 - d) South Association Free Trade Agreement
- ii) FDI results into _____.
 - a) Higher incomes worldwide
 - b) Higher foreign trade and investment
 - c) Global warming and their effects
 - d) All of the above
- iii) IB Stands for _____.

a) International Business	b) Internal Business
c) Intermodal Business	d) Internodal Business
- iv) TNC Stands for _____.
 - a) Trans-National Communication
 - b) Trans-National Cooperation
 - c) Trans-National Company
 - d) Trans-National Collaboration
- v) IMF was found in the year
 - a) 1945
 - b) 1946
 - c) 1948
 - d) 1956

P.T.O.

B) Match the pairs. [5]

	A		B
i)	Heckscher Ohlin theory	a)	Opportunity to tap potential of developing economies
ii)	Global sourcing	b)	2*2*2 matrix
iii)	World bank	c)	European Union
iv)	EU	d)	Geo-centric approach
v)	Transnational company	e)	1944

C) Answer in one sentence. [5]

- i) Define Swaps.
- ii) Give 2 advantages of globalization to host country.
- iii) Mention any two export promotion schemes.
- iv) Which organization has replaced GATT?
- v) What is meant by regional sourcing?

D) Fill in the blanks. [5]

- i) WTO has headquarters at _____.
- ii) GATT stands for _____.
- iii) BOP means _____.
- iv) Michel porter proposed _____ number of forces.
- v) _____ rate balances the risks of fixed and flexible rates.

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

- a) Define international business. Explain the approaches to internationalisation
- b) Explain in detail Michael Porters theory of international trade.
- c) Explain the role of MNC in international trade.
- d) Explain the objectives and functions of regional trading agreements.
- e) Explain the documentation in EXIM.

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

- a) Balance of trade
- b) Foreign direct investments
- c) Global sourcing
- d) India's foreign trade since 2000
- e) Export promotion schemes
- f) Fixed flexible and managed rates



Total No. of Questions : 4]

SEAT No. :

PC1116

[Total No. of Pages : 2

[6316]-205

S.Y.B.B.A.

405 A : ADVERTISING AND PROMOTION MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) Which among the following is not the positive social effect of advertising?
 - i) Rights of Consumers
 - ii) Health and Hygiene Awareness
 - iii) Stereotypes
 - iv) Informed Society
- b) Which is not the type of advertising agency?
 - i) Full-Service Agencies
 - ii) Healthcare Communications Agencies
 - iii) Medical Education Agencies
 - iv) Global Cloth Agency
- c) According to _____, "Media-planning is the series of decisions involved in delivering the promotional message in the most effective manner to the largest number of potential customers at lowest cost".
 - i) Sandage and Fryburger
 - ii) George E. Belch
 - iii) Peter Drucke
 - iv) Greenberg Baron
- d) Which one is the type of print media?
 - i) Television
 - ii) Radio
 - iii) Sales Letters
 - iv) Newspaper
- e) Promotion is an _____ part of the marketing mix.
 - i) Integral
 - ii) Outer
 - iii) Imaginary
 - iv) Artificial

P.T.O.

- B) Match the pairs. [5]
- | | |
|---------------------------------|--|
| a) Attention value | i) Stimulates “selective” demand |
| b) Competitive advertising | ii) Provides more interactivity with customers |
| c) Principle of web advertising | iii) Type of scheduling |
| d) Internet advertising | iv) Characteristics of good copy |
| e) Steady pulse | v) Keep ads for outside companies on the periphery of page |

Q2) a) Define Advertising. Explain the classification of Advertising in detail. [10]

OR

b) State and explain the prerequisites of online advertising. [10]

Q3) a) Discuss strategic sales promotion. Also explain the evaluation of sales promotion strategy. [10]

OR

b) State the pre requisites of Online advertising. Also discuss the types of Online advertising. [10]

Q4) Short notes on (Any 4) [20]

- a) Surrogate Advertising
- b) Advertising Agency
- c) Objectives of Measuring Advertising Effectiveness
- d) Push and Pull Strategy
- e) Copy creation
- f) Social media advertising



Total No. of Questions : 4]

SEAT No. :

PC-1117

[Total No. of Pages : 4

[6316] - 206

S.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) (A) Multiple Choice Questions. (Attempt Any FIVE)

[5]

- 1) The year in which income is earned is known as _____
 - a) Assessment Year
 - b) Previous Year
 - c) Accounting Year
 - d) Business Year
- 2) Pune Municipal Corporation is _____
 - a) A Trust
 - b) An Association of Persons.
 - c) A Local Authority
 - d) Artificial Juridical Person
- 3) Children Education allowance is exempt from tax to the extent of _____ per month. Per chld subject to maximum two child.
 - a) Rs.100
 - b) Rs.200
 - c) Rs.300
 - d) Rs.400
- 4) ITR-4 is also known as _____
 - a) SAHAJ
 - b) SUGAM
 - c) SULABH
 - d) SHUBH

P.T.O.

- v) Travelling Expenses for Official Tours amounted to Rs. 80,000. (Actual expenditure on tours amounted to Rs. 90,000)
- vi) He was given a gift in cash on his birthday worth Rs. 10,000.
- vii) He resides in a Bungalow owned by Company.
- viii) A Wachtman, Cook and Gardner have been provided by the employer who were paid by the employers @ Rs. 6,000 p.m. each.
- ix) Employers Contribution to RPF@ 12% of Salary (Basic).
- x) Interest Credited to RPF@ 13% Rs. 39,000 (Annual)
- xi) Tax on employment Rs. 2,500 paid by company.

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

OR

Q3) B) Mrs. Sharmila Datar (Age 45 Years) has given the following particulars of her Income and savings for the F.Y. ending on 31-03-2024. (Assuming New Tax Regime is not exercised). Calculate Net Taxable Income and tax Liability. **[15]**

- i) Gross Salary Rs. 8,00,000.
- ii) Profits from business Rs. 1,00,000
- iii) Interest on Government Securities R.s. 10,000
- iv) She has received annual rent from a let out property @Rs. 25,000 p.m. (Municipal Value Rs. 3,20,000 ; Fair Value Rs. 3,00,000)
- v) Dividend received from Foreign Company Rs. 10,000
- vi) She paid professional tax Rs. 2,500
- vii) She paid Rs. 22,000 for LIC Premium on a policy of her child and deposited in PPF Rs. 40,000
- viii) She has invested Rs. 10,000 in National Savings Certificates and made Fixed Deposits for 5 Years in a Nationalized Bank Rs. 70,000.
- ix) She has paid Health Premium for herself Rs. 22,000.
- x) She has donated Rs. 25,000 to Savitribai Phule Pune University.
- xi) She has paid Rs. 1,00,000 to a bank against Loan taken for construction of Let Out Property (Includes Rs. 75,000 as Interest)

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

Municipal Valuation Rs. 6,60,000, Fair Rent Rs. 6,70,000, Standard Rent Rs.6,50,000. Property has been let out at Rs. 60,000 P.M. The property remained vacant for three months. One month rent could not be recovered from tenant during previous year. Municipal taxes of Rs. 36,000 are paid by Mr. Dinesh. Interest on Loan taken for the construction of property of Rs. 2,69,000 is paid by assessee.

OR

- B)** Mr. Shubhankar Solapurkar owned two houses at Sakal Nagar Pune. For the Financial Year 2023-24, details relating to the properties are given below:

Particulars	House A (Rs.)	House B (Rs.)
Fair Rent	5,35,000	4,32,000
Municipal Valuation	5,36,000	4,35,000
Municipal Taxes	14,000 (Due)	15,000 (Paid)
Annual Rent	5,38,000	4,35,000
Land Revenue (Paid)	12,500	14,000
Ground Rent	13,200	12,000
Interest on Loan	60,000	1,10,000
Nature of Occupation	Let out for residence	Let out for business

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



Total No. of Questions : 3]

SEAT No. :

PC-1118

[Total No. of Pages : 2

[6316] - 207

S.Y. B.B.A.

**405 (C): Human Resource Management Functions & Practices
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- 1) _____ Consists of small group of employees who meet voluntarily to identify & solve productivity problems.
 - a) Network Structure
 - b) Total Quality Management
 - c) Organizational Development
 - d) Quality Circle
- 2) _____ can be formed at all the levels, i.e. at plant level, regional level or zonal level.
 - a) Joint Council
 - b) Works Committee
 - c) Shop Council
 - d) None of above
- 3) _____ is a non-statutory benefit provided to the employees.
 - a) Provident Fund
 - b) Gratuity
 - c) Pension
 - d) Housing Facility
- 4) Which of the following is not a kind of promotion?
 - a) Vertical Promotion
 - b) Horizontal Promotion
 - c) Dry Promotion
 - d) Shift Promotion
- 5) A case where special assignments are given to the employees making him realize a sense of responsibility, then it is known as _____.
 - a) Zig-zag
 - b) Workshop
 - c) Cloaking
 - d) Avoid Salary Reduction

P.T.O.

Q1) (B) Match the Pairs

[5]

	SET A		SET B
1	Special Skills, Knowledge or Expertise are the fundamental elements of	A	Dry Promotion
2	Increase in Responsibilities & rank but there is no salary increment or other financial benefits	B	Red Circle Pay Rates
3	Employees awarded more than the maximum pay range	C	Green Circle Pay Rates
4	Employees are awarded below the minimum pay rates	D	Coercive Power
5	The Power based on fear is	E	Expert Power

Q2) Answer the following (Any 3) :

[30]

- 1) Define the concept of Performance Appraisal. Elucidate the process of Performance Appraisal.
- 2) Explain the levels of WPM. Explain the schemes of WPM in India.
- 3) What do you mean by Compensation? Discuss the determinants of compensation
- 4) Define Organization Development. Discuss OD techniques.
- 5) Explain the types & basis for Promotion.

Q3) Write Short Notes on (Any 2) :

[10]

- 1) Errors in Performance Appraisal
- 2) Prerequisites for successful WPM
- 3) HR Research
- 4) Separation



Total No. of Questions : 3]

SEAT No. :

PC-1119

[Total No. of Pages : 2

[6316] - 208

Second Year B.B.A.

405 (D): BANKING AND INSURANCE MANAGEMENT

ADMINISTRATION

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) (A) Multiple Choice Questions. (Attempt Any FIVE) **[5]**

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

P.T.O.

(B) Match the Pairs

[5]

- | | | | |
|---|------------------|----|---|
| 1 | KYC | a) | payment card |
| 2 | top-up loan | b) | e-banking |
| 3 | NABARD | c) | extra loan |
| 4 | Debit card | d) | Know your Customer |
| 5 | Internet Banking | e) | providing credit for the development of agriculture |

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

[10]

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

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

[10]

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

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

[20]

- 1) Types of Insurance
- 2) Aadhar Linking
- 3) NRI Remittance
- 4) Unit based plans
- 5) Digital Signature
- 6) Pension and Group Schemes



Total No. of Questions : 4]

SEAT No. :

PC-1120

[Total No. of Pages :2

[6316]-209

S.Y. B.B.A

405-E: RURAL MARKETING

(Concept & Practices)

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[5 × 1 = 5]

- 1) Which of the following is a factor affecting rural marketing?
 - a) Technological factors
 - b) Political factors
 - c) Demographic factors
 - d) None of the above
- 2) What are the 4 P's and 4 A's of rural marketing strategies?
 - a) Product, Price, Place, Promotion, Awareness, Availability, Affordability, Acceptability
 - b) Product, Price, Place, Promotion, Attitude, Accessibility, Affordability, Acceptability
 - c) Product, Price, Place, Promotion, Awareness, Availability, Accountability, Acceptability
 - d) None of the above
- 3) Which of the following is a distribution model used in rural markets?
 - a) Malls
 - b) Supermarkets
 - c) Haats
 - d) All of the above
- 4) Which scheme aims to provide skill development to rural India?
 - a) NREGA
 - b) Jan Dhan Yojana
 - c) Ayushman Scheme
 - d) Skill Development

P.T.O.

- 5) What is the recent trend in rural marketing?
 - a) Tele marketing
 - b) E-commerce
 - c) Direct marketing
 - d) None of the above

B) Match the Pairs:

[5]

A	B
1. Agriculture Marketing	a) Awareness, Understanding, Consumer Purchase Decision, Salesmen influence
2. Rural Vs Urban Market	b) FMCGs, Durables, Agri-inputs, Haats
3. E-commerce	c) Importance, Prospects and Issues
4. Consumer Behaviour	d) Connectivity, Electricity, Communication, Healthcare, Education.
5. Distribution Models	e) Importance and Impact of E- Marketing on rural consumers.

Q2) Long Answer Questions (Solve any 1 out of 2):

[10]

- 1) Explain the concept, scope, and nature of rural marketing in India.
- 2) Discuss the characteristics of rural buying behavior and the problems faced by rural consumers.

Q3) Long Answer Questions (Solve any 1 out of 2):

[10]

- 1) What is the role of the Indian government in agricultural marketing?
- 2) Explain the importance and impact of e-marketing on rural consumers.

Q4) Short notes (Solve any 4 out of 6):

[20]

- 1) Factors affecting rural marketing
- 2) self-help groups (SHG) in rural marketing
- 3) Agricultural export
- 4) Commodity board
- 5) Microfinance and credit services in rural marketing.
- 6) Role of social media in rural marketing.



Total No. of Questions : 3]

SEAT No. :

PC-1121

[Total No. of Pages :2

[6316]-210

S.Y. B.B.A

**406-A-MM: DIGITAL MARKETING
(2019 Pattern) (Semester - IV) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Choose the correct answer from the option given below: [5 × 1 = 5]

- i) Digital Marketing is often referred to as _____
 - a) Online Marketing
 - b) Internet Marketing
 - c) Web Marketing
 - d) All of the above
- ii) SEO stands for _____
 - a) Search Engine Optimum
 - b) Search Engine Optimisation
 - c) Search Electric Optirnisation
 - d) Search Engine Offering
- iii) Social Networks are organised primarily around _____
 - a) Brands
 - b) Peoples
 - c) Discussions
 - d) Interest
- iv) _____ is the process of earning income every time you promote products or services of someone else.
 - a) Push Marketing
 - b) Pull Marketing
 - c) Diversification
 - d) Affiliate Marketing
- v) Higher Targeted traffic is equal to _____
 - a) Higher conversation rates
 - b) Cost Per Impression
 - c) Pay Per Click
 - d) None of the above

P.T.O.

B) Match the Pairs:

[5]

- | | |
|-------------------------------|-----------------------------|
| i) Tools of Digital Marketing | a) Customer Reviews |
| ii) Facebook | b) Data Reporting |
| iii) Visibility | c) Mark Zuckerberg |
| iv) Web Analytics | d) Blog Marketing |
| v) Lead Generation | e) Increase Brand Awareness |

Q2) Attempt any TWO out of following:

[20]

- a) State and explain the tools of Digital Marketing
- b) Define SEO. Explain in details the techniques of SEO
- c) Explain in Detail the Process of Digital Marketing.
- d) What are the Advantages and Disadvantages of Social Media Marketing?

Q3) Short Notes (Any 4):

[20]

- a) What is Conversion Rate?
- b) What are the Benefits of YouTube Advertising?
- c) Write Advantages of Email Marketing.
- d) Importance of Web Analytics.
- e) Features of Good Website
- f) Social Media Platforms.



Total No. of Questions : 4]

SEAT No. :

PC-1122

[Total No. of Pages :2

[6316]-211

S.Y. B.B.A

B-406: FINANCIAL SERVICES
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks :

[5 × 1 = 5]

- a) Banker to an issue, _____
 - i) accepts application money from the investors and refunds excess.
 - ii) is intermediary who finds prospective investors.
 - iii) inspects the bankers.
- b) Debt instruments issued by corporates to raise short term finance are called as _____
 - i) Commercial Papers
 - ii) Treasury Bills
 - iii) Certificate of Deposit
- c) Endowment Policy is a type of _____
 - i) Fire Insurance Policy
 - ii) Health Insurance Policy
 - iii) Life Insurance Policy
- d) _____ regulates a Mutual Fund.
 - i) RBI&SEBI
 - ii) IRDA
 - iii) Commercial Banks
- e) AMC is a _____
 - i) Regulatory body.
 - ii) Stock Exchange.
 - iii) Investment Management Company.

P.T.O.

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

	Group - A		Group - B
1.	Reserve Bank of India	a)	Gilt Funds
2.	Merchant Banker	b)	Collection of Debts
3.	Government Security	c)	Secondary Market
4.	Factor	d)	Regulatory
5.	Stock Exchange	e)	Lead Manager

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

- a) What is a Financial Market? Explain the financial instruments used in a Financial Market.

OR

- b) Discuss various functions and powers of SEBI.

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

- a) What is a Mutual Fund? Explain all the regulatory bodies' regulating Mutual Fund companies.

OR

- b) What is Factoring Service? Explain different types of factoring services.

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

- a) Share Transfer Agent
- b) Money Market
- c) AMFI
- d) Credit Rating
- e) Commercial Banks
- f) IPO



Total No. of Questions : 4]

SEAT No. :

PC-1123

[Total No. of Pages : 2

[6316]-212

S.Y. B.B.A

**406 - C : EMPLOYEE RECRUITMENT AND RECORD
MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Multiple Choice Questions :

[5]

- i) Manpower planning helps to develop different types of_____
 - a) Personality
 - b) knowledge
 - c) Human resources
 - d) None of these
- ii) Recruitment is widely viewed as a _____
 - a) positive process
 - b) negative process
 - c) positive as well as negative process
 - d) none of the above
- iii) _____technique of manpower forecasting is also known as 'word-load' analysis.
 - a) Ratio Trend Analysis
 - b) Regression Analysis
 - c) Delphi
 - d) Work study method
- iv) E-recruiting methods include
 - a) internet job boards
 - b) career websites
 - c) employer websites
 - d) all of the above
- v) _____ refers to the data which is not considered as evidence.
 - a) Record
 - b) Document
 - c) Information
 - d) All of the above

P.T.O.

Q2) Match the Pairs :

[5]

Group - A

- i) Recruitment
- ii) Transfer
- iii) Talent Acquisition
- iv) Selection process
- v) Campus Recruitment

Group - B

- a) Forward thinking
- b) Function of Personnel Management
- c) External Source of Recruitment
- d) Follows Recruitment
- e) Internal Source of Recruitment

Q3) Answer the following (write any two) :

[20]

- a) Write down meaning of manpower planning. Explain any four techniques of Manpower forecasting.
- b) What is selection? Explain the process of Selection in detail.
- c) Explain Stages of Record Management in detail.

Q4) Short Notes (any four) :

[20]

- a) Block chain
- b) Talent Acquisition
- c) E-recruitment
- d) Levels of Manpower planning
- e) Internal Sources of Recruitment



Total No. of Questions : 4]

SEAT No. :

PC-1124

[Total No. of Pages : 2

[6316] - 213

B.B.A.

**D 406: Social Services and NGO Management
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) (A) Multiple Choice Questions.

[5]

- i) Who among the following said “Manisa social animal”
 - a) August Comte
 - b) Durkheim
 - c) Spencer
 - d) Cooley
- ii) Social Policy issues does not deals with the issues such as?
 - a) Poverty
 - b) Disability
 - c) Poor housing
 - d) Healthy life
- iii) Which legal body has the power to enforce the fundamental rights in India?
 - a) Parliament of India
 - b) Supreme court of India
 - c) Human Right Commission
 - d) Ministry of Home affairs
- iv) The success of group work does NOT depend on?
 - a) Achievement of goals
 - b) Understanding and agreement on major problems
 - c) Handling of behavioral problems
 - d) Ignoring individual problems
- v) The social order is maintained largely by
 - a) State
 - b) Socialization
 - c) Law
 - d) Division of Labour

P.T.O.

(B) Match the Pairs

[5]

Group A

Group B

- | | |
|------------------|--|
| i) CSR | a) Forcefully movement of people from home country |
| ii) NGO | b) Voluntary movement of people |
| iii) Migrants | c) Help Age group |
| iv) Refugees | d) Who leaves in a slum |
| v) Slum dwellers | e) Donation by P & G |

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

[10]

- a) Explain the Concept of Volunteerism, Charity, Welfare and Development?
- b) Differentiate between NGO & Trust?

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

[10]

- a) Explain the concept of Social work. Write down the objective & Functions of Social work?
- b) What are the different ethics followed in social services?

Q4) Short notes (Attempt any 4 out of 5) :

[20]

- a) CSR management
- b) Functions of NGO's?
- c) Principles of Group work
- d) Methods of Community Organization
- e) Challenges in NGO Management
- f) Qualities of EQ



Total No. of Questions : 3]

SEAT No. :

PC-1125

[Total No. of Pages : 2

[6316] - 214

S.Y. B.B.A.

E406 : BANKING OPERATIONS & FINANCE

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks (Attempt Any 4 out of 5) : [4]

- 1) The _____ is the major source of finance of agricultural credit societies in India.
(IDBI, SEBI, NABARD, IRDA)
- 2) The _____ are the types of banking operations.
(Investment banking, Corporate banking, Client Service, All)
- 3) In weighted average cost of capital, capital components are finds that are usually offered by _____.
(Stock market, Investors, Capitalist, Exchange Index)
- 4) The PM Fasal Bima Yojana was launched as on _____.
(2016, 2018, 2019, 2020)
- 5) The major traditional source of agricultural finance is _____.
(Commercial banks, Regional Rural banks, Self help groups, Money lenders)

B) Match the following : [4]

- | | |
|--------------------------|-------------------------------|
| I) NABARD | a) Net Present Value (NPV) |
| II) Crop Insurance | b) PM Fasal Bima Yojana |
| III) Time value of money | c) Agricultural Finance |
| IV) Capital budgeting | d) Core principle of finance. |

P.T.O.

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

- 1) Financial Risk Management is not the part of banking operations.
a) True b) False
- 2) The time value of money is also referred to as the present discounted value.
a) True b) False
- 3) Ninjacart is agri startup in India
a) True b) False
- 4) Zamindars are informal source of finance
a) True b) False
- 5) Primary agricultural credit societies are worked at village level.
a) True b) False

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

- 1) Explain the need of agricultural finance.
- 2) Describe the types of finance for agribusiness.
- 3) Define banking operations. Explain importance of agricultural finance.
- 4) Time value of Money - Explain

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

- 1) Write a detail note on commercial banks and primary agricultural societies.
- 2) Explain the importance of NABARD in agricultural finance.
- 3) Comment on Agri - fintech startup and their importance.
- 4) Explain in detail the scope of banking operations and finance in India for modern agricultural business.



Total No. of Questions : 3]

SEAT No. :

PC-1126

[Total No. of Pages : 3

[6316]-301

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Choose the correct answer from the option given below. (any 5) [5]

- i) Research process begins with _____.
 - a) Research design
 - b) Collection of data
 - c) Identification of research problem
 - d) Report writing
- ii) Sample is regarded as a subset of _____.
 - a) Abstract
 - b) Example
 - c) Population
 - d) Discipline
- iii) A Blue print of Research work is known as _____.
 - a) Sampling design
 - b) Research hypothesis
 - c) Research design
 - d) Research approach
- iv) Absolute Zero exists in _____.
 - a) Interval scale
 - b) Ordinal scale
 - c) Nominal scale
 - d) Ratio scale
- v) Review of Literature helps in _____.
 - a) repetition of work
 - b) duplication of work
 - c) identifying gaps of research
 - d) increase the knowledge of English grammar

P.T.O.

vi) _____ is original in nature and collected directly from first hand experience.

- | | |
|-------------------|-------------------------|
| a) Secondary data | b) Primary data |
| c) Wholesum data | d) Magazine information |

B) Match the following. [5]

- | | |
|---------------------------|---------------------------------------|
| i) Qualitative Research | a) Numerical data |
| ii) Published Data | b) Relationship between the variables |
| iii) Alternate Hypothesis | c) Primary data |
| iv) Quantitative Data | d) Study the human nature |
| v) Observation Method | e) Secondary data |

C) Fill in the blank. [5]

- i) _____ is either a written or printed instrument for data collection, either in physical form or electronic form.
- ii) _____ sampling is used when it is difficult to identify the members of the desired population.
- iii) Data collected from the research Journal is an example of _____ data.
- iv) _____ is the process of assigning symbols to the responses in the data collection.
- v) Fundamental research is also known as _____.

[Secondary, Coding, Pure Research, Questionnaire, Snowball]

D) Answer in one statement : [5]

- i) Meaning of research methodology.
- ii) What is plagiarism?
- iii) What is Likert scale?
- iv) What do you mean by Interpretation?
- v) What is probability sampling?

Q2) Answer any three out of five :

[3 × 10 = 30]

- a) What is Research? Explain in brief the different types of Research.
- b) State the concept of primary data. Discuss the advantages and disadvantages of the same.
- c) What is Research? Explain the problems faced by researcher in the India.
- d) What is meant by Research Design? State the various stapes in Research Design process.
- e) Explain the need & process of Data Interpretation.

Q3) Write short note on any four :

[4 × 5 = 20]

- a) Describe the objectives of Research.
- b) Sources of secondary data.
- c) Review of Literature.
- d) Research Paper
- e) Types of non-probability sampling method.
- f) Research Ethics



Total No. of Questions : 3]

SEAT No. :

PC1127

[Total No. of Pages : 3

[6316]-302

T.Y.B.B.A.

502 : DATABASE ADMINISTRATION AND DATA MINING

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Select the correct option.

[5]

- a) _____ is a shared collection of related data.
 - i) DDL
 - ii) DML
 - iii) Database
 - iv) DBA
- b) A _____ is one or more database actions that are treated as a single unit of work.
 - i) Database Administration
 - ii) Database Installation
 - iii) Transaction
 - iv) None of these
- c) Data Analysis is a process of _____.
 - i) Cleaning the data
 - ii) Inspecting the data
 - iii) Transforming the data
 - iv) All of the above
- d) Cloud computing is the delivery of _____ computing services.
 - i) On-demand
 - ii) Sophisticated
 - iii) Selective
 - iv) None of the above
- e) _____ is not a transaction state.
 - i) Active
 - ii) Partially committed
 - iii) failed
 - iv) compensated

P.T.O.

- B) Match the Pairs : [5]
- | | |
|---|---|
| a) The design of a database at physical level | i) Physical schema |
| b) Design of database at logical level | ii) View schema |
| c) Design of database at view level | iii) Database modifications must follow “all or none” rule. |
| d) It provides graphical view of the entire database architecture and structure | iv) Logical Schema |
| e) Atomicity | v) Schema |
- C) State True or False: [5]
- a) Prescriptive analytics helps to answer the questions ‘what will happen in the future’
 - b) View level is the highest level of data abstraction in database.
 - c) Source data is the component of Data warehouse.
 - d) A transaction that has not been completed successfully is called as Aborted transaction..
 - e) The full form of DML is Data Managing language.
- D) Answer in One Sentence: [5]
- a) What is transaction?
 - b) What is database?
 - c) What is the full form of ETL?
 - d) What is data Cleaning?
 - e) What is the full form of OLAP?

Q2) Write Long Answers (Attempt any 3 out of 4):

[30]

- a) Explain advantages and disadvantages of Data analytics.
- b) Explain need and purpose of Data warehouse.
- c) Explain ACID Properties in detail.
- d) Describe the organization and components of DBMS with example.

Q3) Write Short Notes (Attempt any 4 out of 5):

[20]

- a) What is data abstraction? Explain three levels of abstraction in detail.
- b) What is the primary job of DBA?
- c) What is Data warehouse? Explain advantages and disadvantages of Data warehousing?
- d) Explain Applications of cloud computing.
- e) Explain applications of Database System.



Total No. of Questions : 3]

SEAT No. :

PC1128

[6316]-303

[Total No. of Pages : 3

T.Y.B.B.A.

503 : BUSINESS ETHICS
(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt each of the following:

A) Multiple choice questions:

[5×1=5]

- a) Identify the organizational stakeholders.
 - i) Providers of finance ii) Government
 - iii) Customers iv) Community
 - v) Employees vi) All of the above
- b) If you believe in making decisions, which is good for most of the people, which school of thought you believe in?
 - i) Utilitarianism ii) Teleology
 - iii) Deontology iv) Egoism
- c) Which statement is/are true?
 - i) Ethics is not synonymous to religious morality or moral theology
 - ii) Ethics is the principle that guide the human behavior
 - iii) The terms 'ethics and morality' are not synonymous terms
 - iv) All of the above

P.T.O.

- d) Codes of conduct and codes of ethics:
 - i) Are formal statements that describe what an organization expects of its employees
 - ii) Become necessary only after a company has been in legal trouble
 - iii) Are designed for top executives and managers, not regular employees
 - iv) Rarely become an effective component of the ethics and compliance program
- e) Argument in favor of Social Responsibility
 - i) Justification for existence and growth
 - ii) Long term Investment of the firm
 - iii) Lack of Social Skill
 - iv) Both (i) and (ii)

B) Match the Pair [5×1=5]

- | Group A | Group B |
|----------------------------------|---|
| a) Nature of Business Ethics | i) Harmful Products |
| b) Business Malpractices | ii) Agricultural products (Grading and Marketing) Act, 1937 |
| c) Global Ethical Issue | iii) Have Integrity |
| d) Legal protection to Consumers | iv) Absolutism vs. Relativism |
| e) Ethical Behavior | v) Not against profit making |

C) Answer in one sentence [5×1=5]

- a) Define Business Ethics
- b) Define the Term Tie-in sales
- c) Define the Term Safety Standards
- d) Illustrate the relationship between Corporate Social Responsibility and Business Ethics
- e) Define the Term Hoarding and Black Marketing

- D) Fill in the blanks. [5×1=5]
- a) Ethics and morals relate to “right” and _____ conduct.
 - b) “Corporate or organizational ethics” refers to the generally accepted standards that guide _____ in business and other organizational context.
 - c) Care for others ; be _____.
 - d) Always be Accountable; Good leaders lead by _____.
 - e) Registering your _____ is the fastest and the most effective way to guarantee a legal exclusivity for the use of your name or logo etc.

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

- a) Discuss about Nature and Importance of Business Ethics.
- b) Explain the Role and Responsibility of Organizations towards government and society.
- c) Discuss about Collective Bargaining and the Role of Management in implementing Ethics.
- d) Explain the Argument against Corporate Social Responsibility.
- e) Discuss the Government protection policies against illegal business practices.

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

- a) Differentiate between Moral and Ethics
- b) Explain the factors influencing on Business Ethics
- c) Describe Advantages of Patents
- d) Illustrate: Whistle-blower Act
- e) Causes of Unethical Behavior
- f) Describe the importance of Environmental Ethics and Human values



Total No. of Questions : 3]

SEAT No. :

PC1129

[6316]-304

[Total No. of Pages : 3

T.Y.B.B.A.

**504: MANAGEMENT OF CORPORATE SOCIAL RESPONSIBILITY
(2019 Pattern) (CBCS) (Semester-V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions

[5×1=5]

- a) Which one of the following is NOT a challenge of CSR?
 - i) Profit Maximization
 - ii) Business has enough power.
 - iii) Lack of broad support.
 - iv) Accountability
- b) What is meant by the phrase 'teleological ethics'?
 - i) Is used to judge if an action is right, fair and honest
 - ii) An action can only be judged by its consequences
 - iii) Developing the individual personal characteristics
 - iv) The key purpose of ethics is to increase freedom
- c) The primary stakeholders are:
 - i) Customers
 - ii) Suppliers
 - iii) Shareholders
 - iv) Creditors
- d) Minimum paid up share capital in case of private company is ____
 - i) 1 Lakh
 - ii) 2 Lakhs
 - iii) 3 Lakhs
 - iv) 4 Lakhs
- e) PSE's are organizations owned by:
 - i) Joint Hindu Family
 - ii) Government
 - iii) Foreign Companies
 - iv) Private Entrepreneurs

P.T.O.

- B) Match the Pairs [5×1=5]
- | A | B |
|--|-------------------------|
| a) It is much more long term, more strategic, focused on rebuilding. | i) Charity |
| b) A Business or Organization must be dedicated and committed to the overall social welfare. | ii) MDG 2 |
| c) A director other than a managing director or a whole-time director or nominee director. | iii) European Model |
| d) Achieve Universal Primary Education. | iv) Philanthropy |
| e) It aims to relieve the pains of a particular social problem. | v) Independent Director |
- C) Answer in one Sentence: [5×1=5]
- Philanthropy
 - Corporate Social Responsibility
 - SDGs
 - Corporate Citizenship
 - Public Enterprise
- D) Fill in the blanks: [5×1=5]
- _____ devising corporate strategies and building a business with the society's needs in mind.
 - _____ Model expects companies to perform according to the "triple bottom line" approach.
 - The Indian parliament has passed the Companies Bill 2013 on ____.
 - A corporate foundation is a category of _____ that will typically provide funding and support for other charitable organisations through grants.
 - Philanthropic model is also known as _____ model of CSR.

Q2) Answer any THREE questions from the following. **[3×10=30]**

- a) Explain in detail components of Carroll's Pyramidal Model.
- b) State and explain various types of SDGs.
- c) Discuss the role of Independent Directors.
- d) What are the future trends in CSR with respect to India?
- e) Explain in detail various features of public sector.

Q3) Write short notes any FOUR **[4×5=20]**

- a) Purpose of Charity
- b) Importance of Sustainability
- c) Salient features of the Companies Act 2013
- d) Opportunities in CSR
- e) MDGs
- f) Principles of UN Global Compact



Total No. of Questions : 4]

SEAT No. :

PC1130

[6316]-305

[Total No. of Pages : 2

T.Y. B.B.A.

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

(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) Objective type of questions.

[10]

A) MCQ :

[5]

- a) What is a key component of the marketing microenvironment?
 - i) Economic environment
 - ii) Political environment
 - iii) Macro environment
 - iv) Company
- b) The economic environment includes factors related to:
 - i) Weather conditions
 - ii) Interest rates and inflation
 - iii) Technological advancements
 - iv) Social norms
- c) Which of the following is NOT one of Portet's Five Forces?
 - i) Bargaining power of suppliers
 - ii) Threat of new entrants
 - iii) Bargaining power of competitors
 - iv) Threat of substitutes
- d) Which of the following is an example of a financial KPI?
 - i) Customer satisfaction score
 - ii) Employee turnover rate
 - iii) Return on investment (ROI)
 - iv) Market share
- e) PPC stands for:
 - i) Pay Per Clock
 - ii) Pay Per Click
 - iii) Pay Per Consumer
 - iv) Pack per Click

P.T.O.

B) Match the Pairs: [5]

A

B

- | | |
|--------------------|---|
| a) BCG | i) Types of Sales Promotion |
| b) KPI | ii) Price equals to competitors' price |
| c) Parity Pricing | iii) Price more than competitors' price |
| d) Premium Pricing | iv) Boston Consultancy Group |
| e) Free samples | v) Key Performance Indicator |

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

- a) Define product mix. Explain different strategies in PLC.
- b) Describe the various stages of the marketing research process.

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

- a) Define marketing environment. Explain the Micro and Macro environmental factors.
- b) Discuss the process of consumer buying behaviour process with example of buying for flat.

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

- a) Porters 5 forces Model
- b) Customer Satisfaction, Customer Delight, Customer Dissatisfaction
- c) BCG Matrix
- d) Types of Pricing
- e) Key Performance Indicators (KPIs)
- f) Significance of report writing in the marketing research process

x x x

Total No. of Questions : 4]

SEAT No. :

PC1131

[6316]-306

[Total No. of Pages : 3

T.Y. B.B.A.

505-B : ANALYSIS OF FINANCIAL STATEMENTS

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Answer any Two questions from the remaining.*
- 3) *Use of calculator is allowed.*

Q1) Fill in the blanks:

[5]

- a) Acid Test ratio can also be termed as _____ ratio.
- b) _____ is the end product of financial accounting system and it may be described as a portrait of the financial performance of the company.
- c) Loss from operations has to be shown under _____ side of Fund flow statement.
- d) _____ is a process of evaluating the relationship between component parts of a financial statement to obtain a better understanding of a firm's position and performance.
- e) Equity share capital + Preference share capital + Reserves & Surplus - Fictitious Assets is collectively termed as _____.

Q2) Write short notes: (Any Three)

[15]

- a) Importance of Financial Statements
- b) Liquidity Ratios
- c) Application of Funds
- d) Trend Analysis
- e) Common Size Statements

OR

What is financial Statements Analysis? Discuss the types of Financial Analysis.[15]

P.T.O.

Q3) Following is the Balance sheet of RUD Ltd, Badlapur for the year ended 31st March 2024. **[15]**

Liabilities	Amount	Assets	Amount
Equity Share Capital	10,00,000	Goodwill (at cost)	5,00,000
6% Pref. Share Capital	5,00,000	Plant and Machinery	6,00,000
General Reserves	1,00,000	Land and Building	7,00,000
Profit & loss A/C	4,00,000	Furniture	1,00,000
Provision for Taxation	1,76,000	Inventories	6,00,000
Bills Payable	1,24,000	Bills Receivable	30,000
Bank Overdraft	20,000	Sundry Debtors	1,50,000
Sundry Creditors	80,000	Bank	2,00,000
12% Debentures	5,00,000	Investment Short term	20,000
Total	29,00,000		29,00,000

Calculate the following ratios:

- Current Ratio
- Liquid Ratio
- Absolute liquidity Ratio
- Current assets to Fixed Assets Ratio
- Debt Equity Ratio
- Proprietary Ratio
- Capital Gearing Ratio Fixed
- Fixed Assets Ratio

Q4) From the following Balance Sheets of XYZ Ltd, Gujarat, prepare Fund Flow Statement **[15]**

Balance Sheets of XYZ Ltd, Gujrat as on 31.3.2023

Liabilities	2022	2023	Assets	2022	2023
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% Redeemable Pref. Share Capital	1,50,000	1,00,000	Land	2,00,000	1,70,000
Reserves	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividends	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivables	20,000	30,000
Bills Payable	20,000	16,000	Cash	15,000	10,000
Provision for Taxes	40,000	50,000	Bank	10,000	8,000
Total	6,77,000	8,17,000	Total	6,77,000	8,17,000

Additional Information:

- a) Depreciation has been charged on plant and land and building Rs. 10,000 and 20,000 respectively in 2022-23
- b) Interim Dividend Paid Rs. 20,000. Has been paid in 2022-23
- c) Income Tax paid during the 2022-23 - Rs. 35,000.

OR

Prepare a Cash Flow statement from the following particulars. **[15]**

Following are the Balance sheet of Rajvirayan LTD Gangapur as on 31.3.2023

Liabilities	2022	2023	Assets	2022	2023
Share Capital	1,00,000	1,60,000	Fixed Assets - Cost	1,52,000	2,00,000
Retained Earnings	70,250	85,300	Inventory	93,400	89,200
Accumulated Depreciation	60,000	40,000	Debtors	30,800	21,100
12% Debenture	50,000	-	Prepaid expenses	3,950	3,000
Creditors	28,000	48,000	Bank	28,100	20,000
	3,08,250	3,33,300		3,08,250	3,33,300

Additional Information:

- a) Net profit is Rs. 27,050.
- b) Depreciation charged Rs. 10,000.
- c) Cash dividend declared during the period Rs. 12,000.
- d) An addition to the building was made during the year at a cost of Rs. 78,000 and fully depreciated equipment costing Rs. 30,000 was discarded as no salvage being realized.

x x x

Total No. of Questions : 4]

SEAT No. :

PC1132

[6316]-307

[Total No. of Pages : 2

T.Y. B.B.A.

505-C : CROSS-CULTURAL HR & INDUSTRIAL RELATIONS

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- a) Culture is transmitted from _____.
 - i) Person-to-person
 - ii) Child to child
 - iii) One generation to the next
 - iv) Company to company
- b) Who thinks that management is a kind of human activity that consists of five elements: planning, organizing, direction, coordination & control?
 - i) Henry Fayol
 - ii) Thomas Hap
 - iii) J. W. Tylor
 - iv) All of the above
- c) Identify the major actor of industrial relations from the following.
 - i) Employers
 - ii) Unions
 - iii) Government
 - iv) All of the above
- d) Industrial relations are the relationships between _____.
 - i) Employees & Organization
 - ii) Employees & Stakeholders
 - iii) Employees & Employers
 - iv) Employee & Investors
- e) As per Section 9, for how many weeks a woman is entitled for leave in case of a miscarriage?
 - i) 3 Weeks
 - ii) 9 Weeks
 - iii) 1 Week
 - iv) 6 Weeks

P.T.O.

B) Match the pairs. [5]

- | | |
|---------------------------|---|
| a) Psychological Approach | i) Recruitment Training |
| b) Sociological Approach | ii) Individual Behaviour & Motivation |
| c) Socio-Ethical Approach | iii) Societal Structure & its impact |
| d) Gandhian Approach | iv) Ethical Implication of Social Behaviour |
| e) HR Approach | v) Non-Violent Resistance |

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

- a) How Business Etiquette is important in various organizations?
- b) How does Motivation play an important role in Culture?

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

- a) How Ethical Codes and Industrial Relations are interlinked with each other? Explain.
- b) Describe the provisions under Leave with Wages.

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

- a) Cross-Cultural Management
- b) Skills for a Global Manager
- c) Objectives of Industrial Relations
- d) Lockout
- e) Applications of the Maternity Act
- f) Gandhian Approach

x x x

Total No. of Questions : 4]

SEAT No. :

PC1133

[6316]-308

[Total No. of Pages : 2

T.Y. B.B.A.

D-505 : HEALTH CARE MANAGEMENT

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) _____ System streamlines healthcare operations, enhancing patient care and staff efficiency.
 - i) Hospital Management
 - ii) Service Management
 - iii) IT Management
 - iv) Wellness
- b) _____ is a state of health, well-being and the ability to perform aspects of sports, occupations, and daily activities.
 - i) Yoga
 - ii) Wellness
 - iii) Cooling
 - iv) Physical fitness
- c) Healthcare _____ agencies specialize in promoting healthcare companies, medical practices, pharmaceutical brands, and medical organizations.
 - i) Planning
 - ii) Marketing
 - iii) Production
 - iv) Communication
- d) Human Resource manager assists and advises management in developing _____ policies.
 - i) Sales
 - ii) Purchase
 - iii) Planning
 - iv) Workplace
- e) Information Technology plays a _____ role in health care management.
 - i) vital
 - ii) least important
 - iii) ineffective
 - iv) stress

P.T.O.

B) Match the pairs. [5]

- | A | B |
|-----------------------------|----------------------------------|
| a) HMS | i) Yoga and meditation |
| b) EMR | ii) Daily routine |
| c) Exercise | iii) Hospital Management Service |
| d) Stress free life | iv) Anytime accessibility |
| e) Good Hospital Management | v) Electronic Medical Record |

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

- a) What is Health Care Management? Explain the types of health care services.
- b) Explain various IT applications in Health Care Management system.

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

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

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

- a) Importance of health care.
- b) Wellness and Fitness.
- c) Stress free life.
- d) Structure of MIS specific to the hospital.
- e) Challenges in Health Care industry.
- f) Role of HR in Health Care Management.

x x x

Total No. of Questions : 4]

SEAT No. :

PC1134

[6316]-309

[Total No. of Pages : 2

T.Y. B.B.A.

505-E : WAREHOUSE MANAGEMENT

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions [5]

- a) _____ are licensed by the government to store goods prior to payment of taxes.
 - i) Private
 - ii) Public
 - iii) Bonded
 - iv) Government
- b) _____ is a wireless technology that uses transmitted radio signal to tag an item.
 - i) SAP
 - ii) ERP
 - iii) RFID
 - iv) TQM
- c) Which of the following is not the function of warehouse?
 - i) Inspection of goods
 - ii) Valuation of goods
 - iii) Storage of goods
 - iv) Review of goods
- d) A barcode reader is an optical scanner that can read printed _____.
 - i) Text
 - ii) Pictures
 - iii) Images
 - iv) barcodes.
- e) _____ warehouse join the logistical flow of many small shipments to a particular market area.
 - i) Bonded
 - ii) Public
 - iii) Private
 - iv) Consolidation

P.T.O.

B) Match the pairs. [5]

- | | |
|--------------------------|-----------------------------------|
| a) Special economic zone | i) Primary function of warehouse |
| b) Order processing | ii) Dispatch at dockyard |
| c) Marshalling | iii) Bonded logistic park |
| d) Public warehouse | iv) Used for high volume of goods |
| e) Private warehouse | v) Owned by 3 PL |

Q2) a) Explain in detail the function of warehouse and role of warehouse manager? [10]

OR

b) Explain in brief various technology aid used in warehouse management.

Q3) a) Explain various challenges in retail warehousing. [10]

OR

b) Explain in detail the characteristics of an ideal warehouse.

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

- a) Lean management
- b) Importance of TQM
- c) Benefits of warehousing
- d) Picking inventory
- e) Warehouse layout
- f) Warehouse safety management

x x x

Total No. of Questions : 3]

SEAT No. :

PC-1135

[Total No. of Pages : 3

[6316]-310

T.Y. B.B.A.

**A506: Legal Aspects in Marketing Management
(2019 Pattern) (Semester - V) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Multiple choice Qusetions.

[10 × 1 = 10]

- i. Which advertising medium typically allows for the longest duration of exposure to a single message?
 - a) Radio
 - b) Television
 - c) Print media
 - d) Outdoor billboards
- ii. What is the primary purpose of advertising?
 - a) To entertain audiences
 - b) To inform and persuade potential customers
 - c) To educate the public about social issues
 - d) To boost the morale of employees
- iii. What is the primary objective of telesales?
 - a) Building brand awareness
 - b) Generating leads
 - c) Directly selling products or services over the phone
 - d) Conducting market research
- iv) Which of the following is NOT a common tool used in telesales?
 - a) Customer relationship management (CRM) software
 - b) Auto-dialer systems
 - c) Email marketing platforms
 - d) Script templates

P.T.O.

- v. What type of advertising refers to promotional messages printed in newspapers, magazines, brochures, or flyers?
- a) Digital advertising
 - b) Outdoor advertising
 - c) Print advertising
 - d) Broadcast advertising
- vi. What type of advertising involves placing ads on billboards, buses, or other public spaces to reach a broad audience?
- a) Print advertising
 - b) Outdoor advertising
 - c) Digital advertising
 - d) Broadcast advertising
- vii. What is the primary goal of door-to-door pitching in doorstep selling?
- a) Building brand awareness.
 - b) Generating leads.
 - c) Directly selling products or services.
 - d) Providing product demonstrations.
- viii. Which of the following is a common challenge faced by doorstep sales representatives?
- a) Limited control over sales environment.
 - b) Inability to track customer preferences.
 - c) Difficulty in reaching a broad audience.
 - d) Lack of product knowledge.
- ix. What constitutes a misleading advertisement?
- a) An advertisement that promotes a product or service without any visuals.
 - b) An advertisement that exaggerates the benefits of a product or service.
 - c) An advertisement that uses celebrity endorsements.
 - d) An advertisement that includes accurate information about a product or service.
- x. Which of the following is NOT considered a form of misleading advertising?
- a) Bait-and-switch tactics
 - b) Concealing important product information
 - c) Using fine print to disclose terms and conditions
 - d) Making false claims about a product's features

Q2) Long answer questions (Any two) :

[2 × 10 = 20]

- a) What is Doorstep Selling? Explain its importance.
- b) How to create a successful Direct Mail Marketing Campaign.
- c) Explain the objectives of advertising.
- d) Explain the Laws of broadcasting the advertisement.

Q3) Write short notes on (Any four) :

[20]

- a) Disadvantages of Direct Mail
- b) Benefits of CRM
- c) Characteristics of Online Marketing
- d) Telesales
- e) Benefit of advertising to the manufacturer
- f) Mentoring and governing of cookies



Total No. of Questions : 4]

SEAT No. :

PC-1136

[Total No. of Pages : 2

[6316]-311

T.Y. B.B.A.

**B 506: Legal Aspects of Finance & Security Laws
(2019 Pattern) (Semester - V) (CBCS)**

Time : 2 ½Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) A) Select correct option and rewrite the sentence.

[5]

- 1) Axis bank is an example of _____
 - a) Private Bank
 - b) Foreign Bank
 - c) Nationalised Bank
 - d) Overseas bank
- 2) Which of the following is not a financial derivative?
 - a) Stock
 - b) Futures
 - c) Options
 - d) Forward contracts
- 3) A contract that requires the investor to sell securities on a future date is called as ____
 - a) Short contract
 - b) Long contract
 - c) Hedge
 - d) Micro hedge
- 4) The Person who signs the memorandum of Association of a company is called as ____
 - a) Subscribers to Memorandum of Association
 - b) Shareholders
 - c) Members
 - d) Creditors
- 5) Which of the following taxes will be levied on imports?
 - a) CGST
 - b) SGST
 - c) IGST
 - d) CGST and SGST

P.T.O.

B) Match the pairs.

[5]

	Group A		Group B
1)	Derivative	a)	Name clause
2)	Memorandum of Association	b)	Cash flow statement
3)	Cumulative dividend	c)	Call & Put options
4)	Listing of Securities	d)	Preference shares
5)	Financial Statements	e)	Initial Public Offer

Q2) Explain the overview of Indian Financial System with instruments in money market and capital market? **[10]**

OR

Explain the procedure for Issue of Various Types of Shares and Debentures?

Q3) Explain the importance of preparation of Financial Statements & its disclosure? **[10]**

OR

Explain GST registration procedure and benefits of GST Registration?

Q4) Write short Notes (any 4): **[4 × 5 = 20]**

- a) Derivatives instruments.
- b) Employee Stock Option Scheme.
- c) Articles of Associations (AOA).
- d) Investor Education and Protection Fund (IEPF).
- e) Types of GST.



Total No. of Questions : 4]

SEAT No. :

PC-1137

[Total No. of Pages : 6

[6316]-312

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Case 1 :

[15]

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

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

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

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

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

P.T.O.

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

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

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

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

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

Case questions

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

Q2) Case 2 :

[15]

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

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

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

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

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

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

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

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

Case questions

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

Q3) Case 3 :

[10]

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

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

- What is wrong with our people?
- Our wage surveys show that we are among the best paymasters in the industry.
- The working conditions we provide are excellent.
- The fringe benefits are also good.

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

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

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

Question :

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

Q4) Case 4 :

[10]

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

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

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

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

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

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

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

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

Case questions :

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



Total No. of Questions : 3.]

SEAT No. :

PC-1138

[Total No. of Pages : 2

[6316]-313

T.Y. B.B.A.

**DSE D (506) SM: Permission & Legal Aspects in Services
(2019 Pattern) (Semester - V) (CBCS)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

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

1. _____ is type of travel agent that deals with all kinds of services.
 - a) Full service agency
 - b) Travel agent
 - c) Tour operator
 - d) Ground operator
2. WTTC means _____
 - a) World Travel and Travel Council
 - b) World Travel and Trade Council
 - c) World Tourism and Travel Council.
 - d) World Travel and Tourism Council
3. Which of the following is not a activity of Travel Agency.
 - a) ticketing
 - b) documentation
 - c) Insurance
 - d) planning
4. _____ refers to the laws that directly impact the travel industry
 - a) Contract law
 - b) Employment law
 - c) Travel Law
 - d) Company Act
5. The main feature of travel agency business is_____
 - a) Image Builder
 - b) Rapid service Provider
 - c) A social & Continuous process
 - d) all of the above
6. The major responsibility of a hospitality manager is _____
 - a) To ensure that travelers have a pleasant experience.
 - b) To ensure that travelers have good accommodation.
 - c) To ensure that travelers have comfortable food.
 - d) To ensure that travelers leave the hotel within time.

P.T.O.

Total No. of Questions : 4]

SEAT No. :

PC-1139

[Total No. of Pages : 2

[6316]-314

T.Y. B.B.A.

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

Time : 2 ½Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Multiple choice questions.

[5]

- A) i) Article 19 ensures the rights of farmers is to
- | | |
|--------------------------|-----------------|
| a) Produce | b) Reproduce |
| c) Modify and sell seeds | d) All of these |
- ii) The 3 categories of commercial farming are
- | | |
|------------------------------|---------------------|
| a) commercial grain farming, | b) mixed farming |
| c) plantation agriculture | d) All of the above |
- iii) Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act was established in the year.
- | | |
|---------|---------|
| a) 2020 | b) 2002 |
| c) 2022 | d) 2202 |
- iv) In the year 1981 the following farming act was passed
- | |
|---|
| a) Seeds Act |
| b) Agricultural Produce (Grading and Marking) Act, |
| c) National Bank for Agriculture and Rural Development Act, |
| d) Essential Commodities (Amendment)Act |
- v) _____ is used to kill rats and mice
- | | |
|----------------|--------------|
| a) Rodenticide | b) Fungicide |
| c) Pesticide | d) Herbicide |

P.T.O.

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

A	B
NABARD	Farmers' right
Agriculture chemicals	1981
Environmental liability	DDT
Compensation for Crop Loss suffered	First in first out
FIFO	Drought

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

- i) Explain in detail the rights of farmers and types farming.
- ii) Explain in detail the salient features and scope of Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020

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

- i) Explain in detail the salient features and objectives of NABARD
- ii) Explain the various environmental liabilities with regards to agriculture.

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

- i) Agricultural policies
- ii) Production contracts
- iii) AGRO mark
- iv) Fence laws
- v) DDT
- vi) Farm products rule



Total No. of Questions : 3]

SEAT No. :

PC1140

[6316]-401

[Total No. of Pages :2

T.Y.B.B.A.

601 : ESSENTIALS OF E-COMMERCE

(2019 CBCS Pattern) (Semester- VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Figures to the right indicate full marks.*
- 2) *Draw diagram wherever necessary.*

Q1) Attempt the following:

[5×1=5]

A) Multiple Choice Questions (Any 5):

- a) _____ is not an example of E commerce platform.
 - i) Amazon pantry
 - ii) Reliance Smart
 - iii) Flipkart plus
 - iv) Dmart Ready
- b) Which of the following is not a feature of RTGS?
 - i) Real Time
 - ii) Gross Basis
 - iii) Netting
 - iv) Order by Order settlement
- c) Companies like Flipkart, shop clues and Myntra belongs to the _____ Ecommerce (EC) segment.
 - i) B2B
 - ii) P2P
 - iii) B2C
 - iv) C2B
- d) Transaction is a direct bank to bank transfer whereas digital wallets act like intermediaries between bank accounts.
 - i) UPI
 - ii) Mobile wallet
 - iii) NEFT
 - iv) RTGS
- e) _____ is the full form of AR?
 - i) Artificial Reality
 - ii) Augmented Reality
 - iii) Artificial Reagent
 - iv) Augmented Reagent

B) Match the Pairs

[5×1=5]

Column - I

- a) Mobile retailing
- b) Augment Reality
- c) Chatbot
- d) Personalised Marketing
- e) Blog

Column - II

- i) Individual marketing
- ii) Purchasing using smart phones
- iii) Technology to mobile app developers
- iv) 24*7 Assistance
- v) Online journal or information website

P.T.O.

- C) Answer in one sentence (any five): [5]
- a) What is the meaning of Extranet?
 - b) E procurement.
 - c) What is the full form of NEFT and RTGS?
 - d) What do you mean by Google lens?
 - e) What is Automotive hacking?
- D) Fill in the blanks (any five): [5]
- a) The Distribution of a digital product or digital service with the use of communication network is called _____.
 - b) Currency can be exchanged online for goods and services.
 - c) Is a small Malicious program that runs hidden on infected system.
 - d) Is related with unwanted mails in bulk with no purpose and it obstruct the system.
 - e) Is defined as cyber attacks or series of attack that target a country.

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

- a) What is Crypto-currency? Explain type of Crypto-currency with advantages and disadvantages.
- b) What is digital Signature? Explain its Advantages and Disadvantage.
- c) What is Unified Payment Interface (UPI)? How to use it? Discuss about the UPI application.
- d) Explain the E-commerce Business Models and type of E-commerce Business Models.
- e) What is cyber security? Write Objective of Cyber Security.

Q3) Write Short Notes (Any four): **[4×5=20]**

- a) Defamation
- b) Social media Marketing
- c) EDI
- d) FIAT Currency
- e) Chatbots



Total No. of Questions : 3]

SEAT No. :

[Total No. of Pages : 3

PC1141

[6316]-402

T.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Solve the following Objective Type Questions

[4×5=20]

A) Multiple Choice Questions.

[5×1]

a) E - commerce involves

i) Marketing

ii) Advertising

iii) Warehousing

iv) All of the above

b) Which is not a stage of SDLC

i) Definition stage

ii) Development stage

iii) Prototyping

iv) Installation stage

c) Which is not a Decision - making tool

i) Spiral model

ii) Decision Tree

iii) Decision Rules

iv) Decision Tables

d) Which is not a part of processing a data

i) Sorting

ii) Selection of alternative

iii) Classifying

iv) Summarizing

e) Information is a resource because _____.

i) It is scarce

ii) It has a cost

iii) It has alternative uses

iv) All of the above

P.T.O.

B) Match the Pairs

[5×1]

GroupA		GroupB	
a)	RAD model	i)	Bricks and clicks
b)	e - business model	ii)	Information gathering tool
c)	on site observation	iii)	Component based approach
d)	Control Process	iv)	Research reports
e)	Secondary data	v)	Approving/disapproving results

C) Fill in the blanks with correct answer from given options.

[5×1]

- _____ fit into the principle of bounded rationality.
(strategic decisions, workable decisions, long - term decisions)
- A _____ must have some structure and behavior designed to achieve an objective.
(system, plan, prototype)
- Questionnaires are useful to collect _____ information.
(personal, quantitative, qualitative)
- A _____ is basically a scaled - down model or working version of a product.
(prototype, component, system)
- The interconnections and interactions between sub - systems are called _____.
(Communication, interface, intergration)

D) Answer in one sentence

[5×1]

- What is a Feedback?
- Define E - Communication.
- What is a Primary Data?
- State full form of Case.
- What is a Questionnaire?

Q2) Solve any three Long answers from the following. **[3×10]**

- a) Explain E - Commerce and define different categories of E - Commerce.
- b) Elaborate Rapid Application Development (RAD) model with diagram.
- c) Define the role of Information as a Strategic Resource for businesses with examples.
- d) Define MIS and explain the role of Technology in MIS.
- e) Explain System and state its elements with suitable diagram.

Q3) Write short notes. (Any four) **[4×5]**

- a) Expert Systems
- b) Payoff Matrix
- c) Open and Closed Systems
- d) Business - to - Consumer (B2C)
- e) Requirement Analysis
- f) Data Flow Diagram (DFD)



Total No. of Questions : 3]

SEAT No. :

PC1142

[6316]-403

[Total No. of Pages : 3

T.Y.B.B.A.

603 : BUSINESS PROJECT MANAGEMENT

(2019 Pattern) (Semester-VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[5]

- a) A SIPOC stand for _____
 - i) suppliers, inputs, process, outputs, customers
 - ii) strategies, inputs, process, outputs, customers
 - iii) suppliers, inputs, process, outputs, clients
 - iv) suppliers, investment, process, outputs, customers
- b) What is the first step in a business project planning?
 - i) Establish the objectives and scope.
 - ii) Determine the budget.
 - iii) Select the team organizational model.
 - iv) Determine project constraints.
- c) Creating project team and assigning their responsibilities are done during which phase of project management?
 - i) Initiation
 - ii) Planning
 - iii) Execution
 - iv) Closure

P.T.O.

- d) What is the first step in developing a risk management plan?
 - i) Analyse the risks
 - ii) Estimate the likelihood of the risks occurring
 - iii) Identify potential project risks
 - iv) Develop a risk mitigation plan
- e) Which of the following documents covers all the aspects of a project contracts with all stakeholders?
 - i) Project plan
 - ii) Scope statement
 - iii) Project charter
 - iv) Work breakdown structure

B) Match the following: [5]

- | Group A | Group B |
|-------------------|---|
| a) Planning | i) Project Schedule |
| b) Feedback | ii) An official examination of the present state of a project |
| c) Audit | iii) Project Strategy |
| d) Gantt Chart | iv) Deciding in advance what to do, how to do, when to do, and who is to do it. |
| e) Cost Reduction | v) Information or comments about something that you have done which tells you how good or bad it is |

C) Answer in one sentence [5]

- a) Which chart is used to control the project activities?
- b) What is a WBS?
- c) What is a critical path in project planning?
- d) What is a Project?
- e) What is Scheduling in project management?

- D) Fill in the blanks. [5]
- a) The PERT in project management means program evaluation and _____ technique.
 - b) There is _____ correlation between project complexity and project risk.
 - c) A _____ is a point in time that marks the beginning or end of an activity in a project network design.
 - d) The process of reducing total time that it takes to complete a project by employing additional resources is called _____.
 - e) The nature of a project is _____.
(reconciliation, review, a positive, event, a general, Crashing, slack, temporary Eliminating)

Q2) Long Answer questions (Any 3) [3×10=30]

- a) What is 'Project'? Explain in detail the phases and different types of projects.
- b) Explain in details the 7S of project Management.
- c) How can different countries, different cultures be useful in International Projects?
- d) Explain in detail the need for strategy in Project Management with reference to various strategies.
- e) What is Project Analysis? What are the factors to be considered while analysing a project?

Q3) Short Answers (Any 4) [4×5=20]

- a) Skills required for a Project Manager
- b) Critical Path Analysis
- c) Feedback and corrective action
- d) Gantt Charts
- e) Project Audit
- f) Resource Co-ordination



Total No. of Questions : 3]

SEAT No. :

PC1143

[6316]-404

[Total No. of Pages : 3

T.Y.B.B.A.

**604 : MANAGEMENT OF INNOVATIONS AND SUSTAINABILITY
(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]**

- a) Technological Innovation is considered as a major source of ____
 - i) Economic Growth
 - ii) Communication and Educational Accessibility
 - iii) Reduced Sickness, poverty and Hunger
 - iv) All the above
- b) Experimentation is the testing stage in innovation process where the selected ideas are tested in the ____
 - i) Organization
 - ii) Targeted Market
 - iii) Small Market
 - iv) All the Above
- c) Successful innovation occurs when a ____ is added an invention, related to a product, service or process.
 - i) Quality
 - ii) Price
 - iii) Value
 - iv) Innovation
- d) ____ is a combination of three aspects: social, economic and environmental.
 - i) Sustainable development
 - ii) Sustainable environment
 - iii) Sustainable culture
 - iv) Sustainable innovation
- e) A ____ describes a company that does not make any negative impact on the environment, economy or community.
 - i) New Business
 - ii) Big Business
 - iii) Green Business
 - iv) None of these

P.T.O.

B) Match the Following: [5]

- | A | B |
|--|---|
| a) Advantages of green organization | i) Environmental and resources risk |
| b) Key drivers of sustainable innovation | ii) Improves brand image |
| c) Objective of sustainable development | iii) Innovation for survival |
| d) One of the reason behind the innovation | iv) Ownership |
| e) Characteristics of service | v) Economic growth, environmental protection and social inclusion |

C) Answer in one Sentence: [5]

- a) What is innovation management?
- b) Define sustainable development
- c) Define Innovation.
- d) Define green organization culture.
- e) What are the three stages of technology innovation process?

D) Fill in the blanks: [5]

- a) _____ Do not come from the market; they create new market.
- b) _____ means the process of translating an idea or innovation into good or service that creates organizational value.
- c) Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
- d) _____ is making incremental changes and improvements to products, services and processes.
- e) Solar cells, organic food, fair trade products and car sharing are the examples of _____

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

[30]

- a) Discuss the indicators and characteristics of innovation in different sectors.
- b) What is sustainable development? State the need and importance of sustainable development.
- c) Explain the strategies for a successful management of Innovation.
- d) Explain different types of services in detail.
- e) Explain about the socio political aspects of sustainable development.

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

[20]

- a) Green Organization.
- b) Risk associated with innovation.
- c) Types of innovation.
- d) Process Innovation.
- e) Role of individual in the innovation process.
- f) Types of services.



Total No. of Questions : 3]

SEAT No. :

PC1144

[6316]-405

[Total No. of Pages : 2

T.Y. B.B.A.

605 A : INTERNATIONAL BRAND MANAGEMENT

(2019 CBCS Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions [5]

- a) Brand resonance and the relationships that consumers have with brands have two dimensions: intensity and _____.
 - i) Growth
 - ii) Judgment
 - iii) Activity
 - iv) Creativity
- b) _____ methods are ideal for measuring brand association.
 - i) Qualitative Research
 - ii) Awareness
 - iii) Recognition
 - iv) Quantitative Research
- c) Projective techniques are commonly used in _____ market research.
 - i) Quality
 - ii) quantity
 - iii) Qualitative
 - iv) None of the above
- d) _____ helps in identifying the product.
 - i) Brand
 - ii) Label
 - iii) Trademark
 - iv) Packaging
- e) Two established brand names of different companies using the name on the same product is called.
 - i) Co-branding
 - ii) Brand extension
 - iii) Mega branding
 - iv) Store branding

P.T.O.

B) Match the Pairs

[5]

Column I		Column II	
a)	YouTube	i)	Search Engine Optimization
b)	SEO	ii)	Video capsules
c)	PR	iii)	Business - related post & job posting
d)	LinkedIn	iv)	Public Relations
e)	Brand strength	v)	Visibility
		vi)	Public Records

Q2) Write Long Answer (Any 2)

[2×10=20]

- a) What do you mean by Brand? What are the purposes of Brand?
- b) What do mean by brand association? Explain how the brand association can help to build and introduce a new brand in the international market.
- c) Explain different approaches of Brand Evaluation.
- d) What do you mean by Brand Portfolio? Which are the different elements in a Brand portfolio?

Q3) Write Short Notes (Any 4)

[4×5=20]

- a) Blog Marketing
- b) Brand Positioning
- c) 5 Characteristics of Strong Brands
- d) Types of strategic alliance
- e) Brand Loyalty
- f) Store Branding

x x x

Total No. of Questions :5]

SEAT No. :

PC1145

[6316]-406

[Total No. of Pages :2

T.Y. B.B.A.

605 B : FINANCIAL MANAGEMENT

(2019 Pattern) (Semester- VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Fill in the blanks. [5]

- a) FPO stands for_____
- b) _____are paid dividends out of the balance available after payment of dividends to the
- c) WACC stands for _____
- d) Capital Budgeting deals with Investment in _____assets.
- e) The cost of debt capital if interest rate is 10% and tax rate is 50%_____

Q2) Write short Notes. (Any Three) [15]

- a) Advantages of Equity Shares for Company.
- b) Types of Preference Shares.
- c) Steps in Capital Budgeting Process.
- d) Payback Period Method.
- e) Causes of Over Capitalization.

Q3) Long Answer Questions

- a) What is Hire Purchasing? Explain the advantages and disadvantages of Hire Purchasing. [15]

OR

- b) What is Under Capitalization? Explain Causes and Remedies of Under Capitalization. [15]

P.T.O.

Q4) a) Calculate Financial Leverage. **[5]**

Sales	Rs. 1,00,000
Variable Cost	60%
Fixed Cost	Rs. 10,000
Interest	Rs. 3,000
Tax	50%

b) Following data is extracted from the books of Jitendra Ltd. **[10]**

Particulars	Rs.
Production Capacity	20,000 Units
Actual production (All Sold Out)	50% of Capacity
Variable Cost	3,00,000
Fixed Cost	2,00,000
10% Debentures	10,00,000
Selling Price Per Unit	100

- i) Prepare Income Statement.
- ii) Calculate Degree of Operating Leverage, Degree of Financial Leverage and Degree of Combined Leverage.
- iii) Calculate Degree of Operating Leverage, Degree of Financial Leverage and Degree of Combined Leverage if Sales increase by 10% with other factors remaining same.



Total No. of Questions : 4]

SEAT No. :

PC1146

[6316]-407

[Total No. of Pages :2

T.Y.B.B.A.

C 605 : GLOBAL HUMAN RESOURCE MANAGEMENT

(2019 CBCS Pattern) (Semester- VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective Questions :

A) Multiple Choice questions **[5]**

- a) The scope of International Human Resource Management (IHRM) includes _____
 - i) Staff Recruitment
 - ii) Compensation
 - iii) Staff Development
 - iv) All of the above
- b) _____ is a recruitment process involves convincing the person to join the organization.
 - i) Headhunting
 - ii) E-recruitment
 - iii) Internship
 - iv) Job posting
- c) A _____ is a legal document issued to an inventor the grants him or her the right to exclude any other person from making, using or selling the invention for a certain number of years.
 - i) Copyright
 - ii) Trademarks
 - iii) Patent
 - iv) None of the above
- d) MNC stands for _____
 - i) Multi-national cooperation
 - ii) Multi-national corporation
 - iii) Multi-national co-ordination
 - iv) Multi-national collaboration
- e) Security and safety challenges are _____
 - i) Environmental disaster
 - ii) Cyber crime
 - iii) Terrorism
 - iv) All of the above

P.T.O.

B) Match the Pair [5]

Column A	Column B
a) Citizen's Approach	i) Time zone differences
b) Knowledge Creation	ii) The country where the company has its head office.
c) Barriers in global training and development	iii) In this approach, an international basket of goods is used for all expatriates, regardless of country of origin
d) Domestic HRM	iv) Element of knowledge management
e) Home Country	v) Management of employees in only one or single country

Q2) Write Long Answers (Attempt any one) [10]

- Explain the features and scope of global HRM. Differentiate between global HRM and domestic HRM.
- Explain the staffing policy approaches in International GRM and selecting staff for global assignment.

Q3) Write Long Answers (Attempt any one) [10]

- What is global training? Explain in detail the need and objective of global training and development.
- Explain the evolving role of the HRM functions in MNCs and role of Technology in Global HRM.

Q4) Write Shorts notes (Attempt any 4) [20]

- E-recruitment
- Global compensation
- The Role of Expatriates & Non-expatriates
- Knowledge Management and Global HRM
- Objective of Global HRM
- Challenges in an uncertain world

x x x

Total No. of Questions : 4]

SEAT No. :

PC1147

[6316]-408

[Total No. of Pages : 2

T.Y. B.B.A.

**605 D : GLOBAL TOURISM AND HOSPITALITY MANAGEMENT
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice questions [5]

- a) A resort area - centered around a mineral spring, hot spring and the like, where one can find options for hydrotherapy is called____
 - i) Spring Resort
 - ii) Spa
 - iii) Jacuzzi
 - iv) None of these
- b) A person who is travelling a place for pleasure is known as
 - i) Tourist
 - ii) Traveler
 - iii) Inbound tourist
 - iv) None of these
- c) Which of the following is not a component of tourism product?
 - i) Attractive
 - ii) Accessibility
 - iii) Amenities
 - iv) Attitude
- d) Who are the targets of a tourist spot that is located at great heights
 - i) Children
 - ii) Women
 - iii) Adventure tourists
 - iv) Business tycoons
- e) Tourism is economically significant because it generates ____ and____.
 - i) Happiness and Satisfaction
 - ii) Income and Employment
 - iii) Health and Safety
 - iv) None of these

P.T.O.

B) Match the Pairs [5]

A	B
a) Domestic tourism	i) Continental
b) Breakfast variety	ii) Expensive travel mode
c) Air travel	iii) Travel within the country
d) Athiti Devo Bhava	iv) Accommodation type
e) Tree huts	v) Guest is equivalent to God

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

- a) Explain in detail the functions of tour operators.
- b) Explain in detail the factors influencing growth of tourism.

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

- a) Explain in detail the emerging trends in accommodation.
- b) Explain the various categories of hotels.

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

- a) Hospitality culture Athiti Devo Bhavah
- b) Virtual reality tours
- c) Poshtel tourism
- d) World tourism and travel council
- e) Incredible India
- f) Safety and hygiene of guest

x x x

Total No. of Questions : 3]

SEAT No. :

PC1148

[6316]-409

[Total No. of Pages : 2

T.Y. B.B.A.

E 605 : AGRICULTURAL EXPORT

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

A) Multiple Choice questions [5]

- a) What was the principal source of the Indian economy on the eve of independence?
 - i) Foreign Trade Sector
 - ii) Agricultural Sector
 - iii) Industrial Sector
 - iv) All of the above
- b) Export of goods help in
 - i) Production on large scale
 - ii) Facilitates economic growth
 - iii) Cope up with adverse balance of payment position
 - iv) All of the above
- c) What implies the physical movement of goods out of a country in a legal manner?
 - i) Export
 - ii) Import
 - iii) Re-export
 - iv) Trade
- d) Trade between two countries can be useful if cost ratios of goods are:
 - i) Undetermined
 - ii) Decreasing
 - iii) Equal
 - iv) Different
- e) International trade and domestic trade differ because of:
 - i) Different government policies
 - ii) Immobility of factors
 - iii) Trade restrictions
 - iv) All of the above

P.T.O.

B) Answer in One sentence: [5]

- a) What is export assistance?
- b) What is foreign market?
- c) What is International Trade?
- d) What do you mean by agricultural products?
- e) What is agricultural export?

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

- a) Explain the various problems of agricultural exports.
- b) Explain the agricultural policy related to exports.
- c) Discuss the objectives of the State trading organizations in India.
- d) Explain in detail the export documents and procedure.

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

- a) Institutions for export promotion in India
- b) Agricultural marketing in foreign markets.
- c) Recent trends in agricultural products
- d) Analysis of export
- e) Issues impacting international agricultural trade
- f) Export finance

x x x

Total No. of Questions : 4]

SEAT No. :

PC-1149

[Total No. of Pages : 7

[6316]-410
T.Y. B.B.A.
A 606 : Cases in Marketing
(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Write Short Notes: (In 150 words) (attempt any 1) **[5]**

- a) Explain the significance of Case Studies in today's world.
- b) What is an ideal case study format?

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

In April 1995, Kellogg India Ltd. (Kellogg) received unsettling reports of a gradual drop in sales from its distributors in Mumbai. There was a 25% decline in countrywide sales since March 1995, the month Kellogg products had been made available nationally.

Launched in September 1994, Kellogg's initial offerings in India included cornflakes, wheat flakes and Basmati rice flakes. Despite offering good quality products and being supported by the technical, managerial and financial resources of its parent, Kellogg's products failed in the Indian market. Even a high-profile launch backed by hectic media activity failed to make an impact in the market place. Meanwhile, negative media coverage regarding the products increased, as more and more consumers were reportedly rejecting the taste. There were complaints that the products were not available in many cities. According to analysts, out of every 100 packets sold, only two were being bought by regular customers; with the rest 98 being first-time buyers. Converting these experimenters into regular buyers had become a major problem for the company.

P.T.O.

By September, 1995, sales had virtually stagnated. Marketing experts pointed out various mistakes that Kellogg had committed and it was being increasingly felt that the company would find it extremely difficult to sustain itself in the Indian market.

A typical, average middle-class Indian family did not have breakfast on a regular basis like their Western counterparts. Those who did have breakfast, consumed milk, biscuits, bread, butter, jam or local food preparations like idlis, parathas etc. According to analysts, a major reason for Kellogg's failure was the fact that the taste of its products did not suit Indian breakfast habits. Kellogg sources were however quick to assert that the company was not trying to change these habits; the idea was only to launch its products on the health platform and make consumers see the benefit of this healthier alternative.

In most Third World countries pricing is believed to play a dominant role in the demand for any product. But Kellogg did not share this view. Avronsart said, "Research demonstrates that to be well accepted by consumers even the most nutritious product must taste good. Most consumers view quality as they view taste, but with a very high standard. We approach pricing on a case-to-case basis, always consistent with the total value delivered by each product."

Kellogg's advertising had not been very impressive in the initial years. Apart from 'Jago jaise bhi, lo Kellogg's hi,' the brand had no long-term baseline lines. Later, Kellogg attempted to indianise its campaigns instead of simply copying its international promotions.

In April 1997, Kellogg launched 'The Kellogg Breakfast Week,' a community-oriented initiative to generate awareness about the importance of breakfast. The program focussed on prevention of anemia and conducted a series of nutrition workshops activities for both individuals and families. The program was launched in Chennai, Delhi and Mumbai. The company tied up with the Indian Dietetic Association (IDA) to launch a nation-wide public-service initiative to raise awareness about iron deficiency problems.

In 1995, Kellogg had a 53% share of the Rs 150 million breakfast cereal market, which had been growing at 4-5% per annum till then. By 2000, the market size was Rs 600 million, and Kellogg's share had increased to 65%. Analysts claimed that Kellogg's entry was responsible for this growth. The company's improved prospects were clearly attributed to the shift in positioning, increased consumer promotions and an enhanced media budget. The effort to develop products specifically for the Indian market helped Kellogg make significant inroads into the Indian market.

- a) Why the sales of Kellogg was not good in the Indian market?
- b) Why middle class Indian family not purchasing Kellogg products?
- c) What was the company's main objective to launch Kellogg products in Indian market?
- d) Was pricing the major issue as per Avronsart for less sales in India?
- e) What was the name of the Campaign launched by Kellogg and what was its objective?

Q3) Case Study 2

[15]

Karamchand Appliances Private Limited (KAPL) is perhaps not a familiar name for the average Indian consumer. However, KAPL's brand 'All Out' is very well-known. In fact, the name All Out is almost a generic name for Liquid Vaporizers (vaporizers), a segment of the Rs 4 billion¹ (in 1999) mosquito repellent industry in India.

KAPL was almost solely responsible for creating this segment. Within a decade of its launch, All Out had converted a large number of customers into vaporizer users, and had also established itself as the market leader in the segment, with a 69 percent market share in 1999.

The success of KAPL is particularly noteworthy, considering the fact that it was a small family-owned company that managed to wrest market share from corporate giants such as Godrej Sara Lee Ltd. (GSL) and Hindustan Lever Ltd. (HLL) with strong, established brands such as GoodKnight, Jet, Tortoise, Baygon and Mortein, amidst stiff competition.

With over 255 species of mosquitoes - believed to be responsible for spreading diseases such as malaria and dengue fever, India has a large and growing market for mosquito repellents. Many methods are used in households for dealing with the mosquito menace. In spite of the pervasiveness of the mosquito problem, the use of repellents in India is fairly low. It is estimated that only 16.4% of the households in all urban areas and 22.6% in the metros use mosquito repellents. Until 1994, Tortoise brand agarbatti was preferred by the people and it remained the market leader in its segment, with a 67% market share.

The figure for the rural areas is even lower, at only 6.9%. In terms of value, the mat segment was the largest (51%), followed by coils (21%) and vaporizers (7%). Coils were the first mosquito repellents to be introduced in the Indian market. The figure for the rural areas is even lower, at only 6.9%. In terms of value, the mat segment was the largest (51%), followed by coils (21%) and vaporizers (7%). Coils were the first mosquito repellents to be introduced in the Indian market. The first brand of coils was Tortoise, launched by Bombay

Chemicals Ltd. (BCL) in the 1970s. Until 1994, Tortoise remained the market leader in its segment, with a 67% market share.

In the latter half of the 1990s, the market became much more competitive, with the entry of GSLL² Reckitt & Coleman (R&C, now Reckitt Benckiser) and HLL. GSLL launched an array of brands (all coils) one after the other - Jet Fighter (1997), GoodKnight Jumbo (1999) and GoodKnight Instant, GoodKnight Smokeless and Jet Jumbo (2000).

While the other companies concentrated on the coils and mats markets, KAPL promoted the use of vaporizers. By the mid 1990s, vaporizers had attained a market share of 5 percent. This segment was almost completely dominated by KAPL, whose sales reached Rs 253 million in 1996-97.

GSLL could no longer ignore this growing segment and launched its own vaporizer under the GoodKnight brand in 1996-97. GoodKnight soon acquired a 40% market share of the vaporizer market. However, this did not affect the sales of KAPL, as the launch of GoodKnight had led to a growth in the overall size of the vaporizer market.

Instead of eating into All Out's sales, GSLL ended up expanding the market. In what manner GSLL benefitted All Out brand? - GSLL concentrated on the growing segment of vaporizers and launched its own vaporizer under the GoodKnight brand in 1996-97. The launch of GoodKnight had led to a growth in the overall size of the vaporizer market. Instead of eating into All Out's sales, GSLL ended up expanding the market.

However, GoodKnight could not sustain its success and by 1999, the brand's market share had gone down to 21% - a major portion of the 19% loss being taken up by All Out. Although the initial success of All Out was largely due to technological innovation and first-mover advantages, it was widely believed that what had kept the brand going was strong marketing.

KAPL hired Avenues, reportedly one of the best creative agencies in India, to handle the advertising for All Out. However, the company was not satisfied with the advertisements created by the agency, which had the baseline, 'All Out for modern mosquitoes.' Bimal said, "Six months down the line, we had holes in our pockets. They kept telling us to have patience as it takes time, but we lost patience."

KAPL then decided to handle the advertising for All Out on its own, surprising many industry watchers and drawing criticism from some ad agencies. However, the company surprised everybody with the launch of a campaign featuring an animated, jumping frog (actually an All Out vaporizer) eating mosquitoes, which proved to be immensely successful.

According to industry reports, the Indian mosquito repellent market was expected to grow rapidly in the early 21st century, Analysts said that with improvement in literacy and health consciousness in rural areas, the use of mosquito repellents was expected to increase substantially in these areas.

As the per capita usage of repellents was very low in the country, there was considerable scope for the market to expand. However, increasing concern over the harmful effects of the chemicals in mosquito repellents on the health of human beings was expected to hamper growth.

- a) What was the market share of mosquito repellents in urban and metro cities and Why the use of mosquito repellents was low in the Indian market?
- b) Name the competitors of KAPL (All Out brand)
- c) What were the reasons behind the initial success of All Out?
- d) Which advertising campaign worked for All Out?
- e) As per the analysts in what way the sales of mosquito repellents would increase?

Q4) Case Study 3

[15]

Domino's and Pizza Hut the two big US fast food chains entered India in 1996. Each claimed it had the original recipe as the Italians first wrote it and was trying desperately to create brand loyalty. Domino's and Pizza Hut - tried to grab as large a slice of the pizza pie as possible.

While Pizza Hut relied on its USP of "dining experience", Domino's USP was a 30-minute delivery frame. To penetrate the market, both the players redefined their recipes to suit the Indian tastes. Domino's went a step ahead by differentiating regions and applying the taste-factor accordingly. Domino's also made ordering simpler through a single toll-free number through out the country. When Domino's entered the Indian market, the concept of home delivery was still in its nascent stages. It existed only in some major cities and was restricted to delivery by the friendly neighborhood fast food outlets. Eating out at 'branded' restaurants was more prevalent. To penetrate the Indian market, Domino's introduced an integrated home delivery system from a network of company outlets within 30 minutes of the order being placed.

However, Domino's was not the trendsetter so far as home delivery was concerned. Delhi based fast food chain, Nirula's was the first to start free home delivery in 1994. But where Domino's stole the market was its efficient delivery record. Goutham Advani (Advani), Chief of Marketing, Domino's Pizza India, said, "What really worked its way into the Indian mind set was the

promised thirty minute delivery.” Domino’s also offered compensation: Rs.30/- off the price tag, if there was a delay in delivery⁴ For the first 4 years in India, Domino’s concentrated on its ‘Delivery’ act.

For its delivery promise to work, Domino’s followed a 11-minute schedule: one minute for taking down the order, one minute for Pizza-making, six minutes oven-time, and three minutes for packing, sealing and exit. Pizza Hut, on the other hand, laid more emphasis on its “restaurant dining experience.” It positioned itself as a family restaurant and also concentrated on wooing kids. Its delivery service was not time-bound.

A company official said, “The Pizza making process takes about 20 minutes and since we don’t usually deliver to places which are beyond the reachable-in-half-an-hour distance, customers can expect home delivery within 45 minutes.” Moreover, analysts felt that Pizza was something that just was not meant to be delivered. Said Vivek Sure, Projects Manager, Pizza PizzaExpress, “If you don’t eat pizza fresh, it turns cold and soggy.” However, Domino’s seemed to have overcome this problem through its delivery pack called ‘Domino’s Heatwave.

Since its entry into India, Domino’s introduced nine new toppings for Pizzas to cater to the local tastes⁶. Different flavors were introduced in different parts of India. Advani said, “The Indian palate is very definitive - people are extremely finicky and choosy, not too willing to experiment. Food tastes vary from region to region. To capture the market, we had to localize flavors.” Thus, Deluxe Chicken with Mustard Sauce’ and Sardines were confined to the East, Mutton Ghongura and Chicken Chettinad to the South and Chicken Pudina to Mumbai. Butter chicken, Makhani Paneer and the Chatpata Chana Masala were confined to the North.

Very soon, Pizza Hut followed Domino’s and offered customized Spicy Paneer and Chicken Tikka toppings. Apart from this, it also opened a 100% vegetarian restaurant at Ahmedabad, a one-of-its-kind worldwide. The restaurant also offered a special Jain menu, which did not have a single root-based ingredient to fit in with the food habits of Jains.

Another city-specific adaptation of its menu by Pizza Hut was the restaurant in Hyderabad, (Andhra Pradesh) which offered Halal⁸ meat and chicken only with no beef and pork products in the menu.

Domino’s and Pizza Hut initially restricted their ad strategy to banners, hoardings and specific promotions. In August 2000, Domino’s launched the 'Hungry Kya? (Are You Hungry)' sequence of advertisements on television.

A company official said, “We realized that a Pizza couldn’t be slotted - it could be a snack; then again, it could also be a complete meal” The only definitive common link between Domino’s Pizzas and eating was the hunger platform.

he launch of ‘Hungry Kya?’ campaign coincided with Domino’s tie-up with Mahanagar Telephones Nigam Ltd. (MTNL) for the ‘Hunger Helpline’. The helpline enabled the customers to dial a toll-free number (1600-111-123) from any place in India. The number automatically hunted out the nearest Domino’s outlet from the place where the call was made and connected the customer for placing the order

The number also helped Domino’s to add the customer’s name, address and phone number to its database. This was followed by Pizza Hut’s first campaign on television in July 2001, which said, ‘Good times start with great pizzas.’¹⁰ The ad was aired during all the important programs on Star Plus, Sony, Sony Max, Star Movies, HBO, AXN, and MTV.

Pizza Hut planned to spend between Rs.70-75 million on the ad campaign in 2001. Said Pankaj Batra, “The first ad campaign on TV defines Pizza Hut as a brand, and what it offers to its existing and potential customers. Once the awareness of this message is high, we will focus on other facets of the brand and its offerings.”

- a) What was the marketing USP of Dominos and Pizza Hut and how both companies targeted the Indian market?
- b) How Dominos penetrated and influenced the Indian market?
- c) What mechanism was used by Dominos for its ‘delivery promise to work’ and how dominos positioned itself in the market?
- d) What strategies were implemented by Dominos and Pizza Hut for localizing the menu in India?
- e) What advertising strategies Dominos and Pizza Hut implemented?



Total No. of Questions : 4]

SEAT No. :

PC-1150

[Total No. of Pages : 3

[6316]-411

T.Y. B.B.A.

**B606: Cases in Finance + Project
(2019 Pattern) (Semester - VI) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Q.1 is compulsory.*
- 2) Answer any TWO questions form the remaining.*
- 3) Use of calculator is allowed.*

Q1) Anita Co. is considering a new project to increase its production capacity of machine. Two alternative projects have been suggested each costing

Rs. 3,50,000. Earnings after tax are expected to be as follows:

[20]

Year	Project 1	Project 2
1	40,000	1,20,000
2	1,20,000	1,60,000
3	1,60,000	2,00,000
4	2,40,000	1,20,000
5	1,60,000	80,000

Company has a target return on capital of 10% and present value of Re. 1 @ 10% as follows:

Due in 1 st Year	Due in 2 nd Year	Due in 3 rd Year	Due in 4 th Year	Due in 5 th Year
0.91	0.83	0.75	0.68	0.62

Calculate

- a) Pay Back Period,
- b) Discounted Pay Back Period,
- c) Net Present Value and
- d) Profitability Index

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

P.T.O.

Q2) Chaya Ltd., has its books on the following amounts and specific costs of each type of capital: **[15]**

Type of Capital	Book Value Rs.	Market Value Rs.	Specific Cost %
Equity	3,00,000	4,50,000	15
Preference	5,00,000	5,50,000	8
Debt	2,00,000	2,50,000	5
Retained Earning	1,00,000	1,50,000	13
Total	11,00,000	14,00,000	

Determine the WACC using:

- a) Book Value Weights
- b) Market Value Weights

Q3) From the following data prepare a statement showing working capital requirement of S.K. ltd.: **[15]**

- a) Estimated output for the year, 65,000 units (52 weeks).
- b) Stock of Raw Materials 2 weeks and material in progress for 2 weeks.
- c) Finished goods remain in storage for 2 weeks.
- d) Creditors 2 weeks and Debtors 4 weeks.
- e) Outstanding wages and overheads 2 weeks each.
- f) Selling price per unit Rs. 15.

Analysis of Cost per unit is as follows:

Element of Cost	Per Unt (Rs.)
RAw Material	5
Labour	3
Overheads	2
Profit	5
Total	15

Assume that the operations are evenly spread throughout the year.

Q4) Mamta Ltd. has the following capital structure :

[15]

Capital Structure	Rs.
Equaity Share Capital (2,00,000 shares)	40,00,000
11.5% Preference Shares	10,00,000
10% Debentures	30,00,000

The Equity Share of the company sells for Rs. 20. It is expected that the company will pay next year a dividend of Rs. 2 per equity share, which is expected to grow at 5% p.a. forever. Assume 35% Corporate Tax Rate.

Compute Weighted Average Cost of Capital (WACC) of the company based on the existing capital structure.

Compute the new WACC, if the company raises an additional Rs. 20,00,000 debt by issuing 12% debentures. This would result in increasing the expected equity dividend to Rs. 2.40 and leave the growth rate unchanged, but the price of equity share will fall to Rs. 16 per share.



Total No. of Questions : 3]

SEAT No. :

PC-1151

[Total No. of Pages : 2

[6316]-412

T.Y. B.B.A.

**C606 HRM: Recent Trends and HR Accounting
(2019 Pattern) (Semester - VI) (CBCS) (Paper - 1)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks (Any 4 out of 5) : [4]

- i) _____ is a human resource concept that describes the level of enthusiasm and dedication a worker feels toward the job. (Employee enrichment Employee enhancement, Employee empowerment, Employee engagement)
- ii) _____ research implies systematized investigation into the matters of employees with an objective to solve their problems. (Logistics, Computer, Personnel, Accounting)
- iii) _____ helps the employees of the organization to be engaged employees of the company. (Regular demotions, Autocratic work culture, Offering rewards, Unclear goals and objectives)
- iv) An effective HRIS provides the basic functionalities needed for end-to-end aspects of _____. (Inventory Management, Personnel Management, Personal Management, Supply Chain Logistics Management)
- v) _____ know what their role is, what their job entails, and they want to do it. (Disengaged employees, Disinterested employees, Complaining employees, Engaged employees)

B) Match the following : [4]

i)	Communicating expectations clearly	a)	Considers HR as an asset
ii)	Believes work is meaningful	b)	Indicator of Engaged employee
iii)	HRIS	c)	Measure to Employee Engagment
iv)	Human Resource Accounting	d)	Composite of computer applications

P.T.O.

- C) True the False (Any 4 out of 5) : [4]**
- i) HRIS obstructs the initiatives of talent management. (True / False)
 - ii) Disengaged employees often show a greater commitment to the company's values and goals. (True / False)
 - iii) HRIS helps the managers to define solid strategies to reduce Staff turnover. (True / False)
 - iv) Personnel research seeks answers to HR problems of managerial staff only. (True / False)
 - v) The intention of HR Accounting is to underline the scope of the Employees in Monetary Terms. (True / False)

Q2) Short note (Any 3 out of 5) [18]

- a) Challenges to Employee Engagement
- b) Process of Personnel research
- c) Objectives of Human resource Audit
- d) Components of HRIS
- e) Limitations of Human Resource Accounting

Q3) Long Answers (Any 2 out of 4) : [20]

- a) Define Employee Engagement? Explain the factors affecting the Employee's Engagement?
- b) Explain the various ways through which employee loyalty can be accomplished?
- c) What is Human Resource Information system? Explain the merits and demerits of the Human Resource Information system?
- d) What is HR Valuation? Explain the various methods of Valuation?



Total No. of Questions : 3]

SEAT No. :

PC-1152

[Total No. of Pages : 2

[6316]-413

T.Y. B.B.A.

**D 606 : Recent Trends in Services and Project
(2019 Pattern) (CBCS) (Semester VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Question: (Objective Type Questions)

[10]

A) Multiple choice question:

[5]

- i) Distinct characteristic of services is_____
 - a) Intangibility
 - b) Inseparability
 - c) Variability
 - d) Perishability
- ii) Customer satisfaction can be defined by comparing.
 - a) Predicted service and desired service
 - b) Predicted service and desired service.
 - c) Desired service and perceived service
 - d) Adequate service and perceived service
- iii) Service consumers tend to be more brand loyal than goods consumers because .
 - a) More choices are available
 - b) Brand loyalty lowers the amount of perceived risk
 - c) Each service provider provides many brands
 - d) Location of the provider is the major driver in the consumer selection process
- iv) The service Industry has several emerging trends that organizations need to be aware of. Which of these should organizations keep a lookout for?
 - a) New competitors entering the marketplace
 - b) Advances in the internet
 - c) Heightened customer expectations
 - d) Advances in e-commerce.

P.T.O.

- v) Customers ultimately determine the services by_____
- a) The type of competitors.
- b) The levels of marketing effectiveness and operational efficiency
- c) The cycle of fluctuations
- d) The price of the competitors.

B) Answer in one sentence: [5]

- i) What is Self Service?
- ii) What do you mean by retail services?
- iii) Define Services.
- iv) What are educational services?
- v) What is an NGO?

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

- a) Explain the importance of Globalization.
- b) Discuss the challenges of adopting new technology in service.
- c) Explain the need of retail services in detail.
- d) Explain the disadvantages of Franchising.

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

- a) Business development services.
- b) Development in Service Industries:
- c) Agriculture services
- d) IT enabled Services
- e) Differences between global services and Indian services
- f) Financial Services



Total No. of Questions : 3]

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PC-1153

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T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Questions:(Objective Type Questions)

A) Multiple Choice Questions:

[5]

- i) Internal tourism includes
 - a) Domestic & Inbound tourism
 - b) Inbound tourism
 - c) Domestic tourism
 - d) Outbound tourism
- ii) A tourism policy includes
 - a) Rules
 - b) Regulations
 - c) Objectives and strategies
 - d) All of the above
- iii) A person who moves from one location to another is known as ____
 - a) Tourist
 - b) Traveler
 - c) Inbound tourist
 - d) Outbound tourist
- iv) Which tourism concept is to protect the production of fruits, vegetables, flowers, etc?
 - a) Farm tourism
 - b) Agro tourism
 - c) Farm tourism
 - d) None of these
- v) The concept of Rural tourism ____
 - a) Travel to remote areas
 - b) Travel to natural areas
 - c) Travel to urban areas
 - d) None of these

P.T.O.

B) Answer in one sentence:

[5]

- i) What is Agro Tourism?
- ii) What is inspirational Tourism?
- iii) What is Tourism?
- iv) What is Natural Tourism?
- v) State any two benefits of Ecotourism?

Q2) Long answer questions (Any two)

[20]

- a) Explain the challenges and issues of Rural Tourism in India.
- b) State and explain the characteristics of Rural Tourism.
- c) State and explain the role of rural tourism in the economic development of India.
- d) Explain the role of technology in Rural Tourism.

Q3) Write short notes on (Any four) :

[20]

- a) Sustainable Tourism
- b) Tourism projects in India
- c) Importance of Rural Tourism
- d) Role of government to support rural tourism
- e) Agro Tourism
- f) Showcasing rural life, art, culture and heritage through rural tourism.

