

Total No. of Questions : 3]

SEAT No. :

PC1176

[6318]-101

[Total No. of Pages : 3

**S.Y.B.B.A. (International Business)**

**301 : ELEMENTS OF HUMAN RESOURCE MANAGEMENT  
(2019 Pattern) (Semester-III)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions. [5]**

- a) \_\_\_\_\_ is a factual statement of tasks and duties involved in a job.
  - i) Job description
  - ii) Job specification
  - iii) Job analysis
  - iv) Job evaluation
- b) In \_\_\_\_\_ training, a training centre is setup and actual job conditions are duplicated or simulated in it-
  - i) Classroom
  - ii) Apprenticeship
  - iii) Internship
  - iv) Vestibule
- c) On the job training includes-
  - i) Coaching
  - ii) Conference
  - iii) Understudy
  - iv) All of these
- d) Basic managerial functions of HRM are-
  - i) Planning, organizing and staffing
  - ii) Planning, organizing and coordinating
  - iii) Planning, organizing, directing and controlling
  - iv) None of these
- e) The process of familiarizing the new employees to the organization rules and regulations is known as-
  - i) Placement
  - ii) Induction
  - iii) Recruitment
  - iv) Selection

**P.T.O.**

B) Match the pairs. [5]

**Set A**

**Set B**

- |                         |                                     |
|-------------------------|-------------------------------------|
| a) Gate hiring          | i) Performance appraisal method     |
| b) Promotion            | ii) On the job training             |
| c) T group              | iii) External source of recruitment |
| d) Confidential report  | iv) In-basket exercise              |
| e) Simulation technique | v) Internal source of recruitment   |

C) Answer in one sentence. [5]

- a) Write any 2 methods of Off the job training.
- b) What do you mean by job description?
- c) Write any 2 merits of promotion.
- d) What is MBO?
- e) What is human resource planning?

D) Fill in the blanks. [5]

- a) Training and development is a \_\_\_\_\_ function of HRM.
- b) BARS stands for \_\_\_\_\_.
- c) The first step in a training program is to \_\_\_\_\_.
- d) Vestibule training is the \_\_\_\_\_ training method.
- e) \_\_\_\_\_ is the first step in Selection process.

**Q2)** Answer the following. (Any 3)

**[30]**

- a) What are the challenges before human resource management?
- b) Discuss methods of performance appraisal.
- c) What are the sources of recruitment?
- d) Explain the process of selection.
- e) What are the duties and responsibilities of HR manager?

**Q3)** Write short notes. (Any 4)

**[20]**

- a) Principles of HRM.
- b) Types of interview.
- c) Job rotation.
- d) TQM.
- e) Objectives of training.
- f) 360° appraisal concept.



Total No. of Questions : 3]

SEAT No. :

**PC1177**

**[6318]-102**

**[Total No. of Pages : 3**

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

**302 : GLOBAL COMPETENCIES AND PERSONALITY  
DEVELOPMENT**

**(2019 CBCS 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) Select the correct option : [5]**

- a) In SWOT analysis 's' stands for \_\_\_\_\_
  - i) strength
  - ii) specific
  - iii) Smart
  - iv) Soul
- b) Which of the following things can have an effect on the development of an individual's personality?
  - i) physical and mental capabilities
  - ii) health and physical appearance
  - iii) skin color, gender and sexual orientation
  - iv) all of the above
- c) According to Big Five Model, which of the following is not a basic feature of personality?
  - i) Neuroticism
  - ii) Psychoticism
  - iii) Agreeableness
  - iv) Conscientiousness
- d) MBTI is a widely used personality assessment tool that has this number of personality types:
  - i) 4
  - ii) 8
  - iii) 12
  - iv) 16
- e) Which of these is not the characteristics of good personality?
  - i) Realistic
  - ii) Social
  - iii) Anger
  - iv) Enterprising

**P.T.O.**

B) Match the Pairs. [5]

Group A

Group B

- |                  |  |
|------------------|--|
| a) Body language | i) Unique                                    |
| b) Heredity      | ii) Ability to emotionally understand others |
| c) Communication | iii) Biological Factor                       |
| d) Empathy       | iv) Exchange of thoughts                     |
| e) Personality   | v) Non-verbal communication                  |

C) Identify true or false : [5]

- a) Extraversion is one of the big five factor model.
- b) IQ and EQ are same.
- c) Threat is a part of swot analysis.
- d) Sometimes negative thinking creates good impact on mind.
- e) Life long learning is very important for globally competent person.

D) Define the following terms : [5]

- a) Motivation
- b) Self esteem
- c) Ethics
- d) Personality
- e) Body language

**Q2)** Answer the following questions (any three out of five)

**[30]**

- a) What is self - esteem. State the factors affecting self - esteem.
- b) What is stress? Explain the techniques of stress Management
- c) Explain the factors that affect personality
- d) What is effective communication? Explain the barriers in effective communication.
- e) What do you mean by social Etiquettes? Provide guidelines for social Etiquettes.

**Q3)** Short notes.(Attempt any four out of six)

**[20]**

- a) Importance of Time management
- b) Art of Listening
- c) 7 C's of effective communication
- d) Problem solving ability
- e) SWOT analysis
- f) SMART goals

**x x x**

Total No. of Questions : 3]

SEAT No. :

PC1178

[6318]-103

[Total No. of Pages : 3

**S.Y.B.B.A. (International Business)**  
**303 : INTERNATIONAL ECONOMICS**  
**(CBCS 2019 Pattern) (Semester-III)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

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

- a) \_\_\_\_\_ economics is mainly concerned with the study of economic relation between nations focusing on the international aspects of the economic activities.
  - i) Internal
  - ii) Inter-national
  - iii) Inter regional
  - iv) National
- b) \_\_\_\_\_ the father of economics ,believed that the basis of national trade was absolute cost advantages.
  - i) Adam Smith
  - ii) David Ricardo
  - iii) J.S.Mill
  - iv) F.W.Taussig
- c) The \_\_\_\_\_ refers to the rate at which a country's exports exchange for its imports.
  - i) Terms of trade
  - ii) Barter Terms of trade
  - iii) international trade
  - iv) Net Terms of trade
- d) A \_\_\_\_\_ statement can be used as an indicator to determine whether the country's currency value is appreciating or depreciating.
  - i) BOT
  - ii) Gold standard
  - iii) BOP
  - iv) None of the above
- e) The IMF was established on \_\_\_\_\_.
  - i) 27, December 1947
  - ii) 27, December 1945
  - iii) 27, December 1950
  - iv) 27, December 1951

**P.T.O.**

- B) Match the pairs. [5]
- |                            |   |
|----------------------------|---|
| a) David Ricardo           | i) 1 <sup>st</sup> January 1995                   |
| b) MNC                     | ii) Gold Exchange Standard                        |
| c) Purchasing power parity | iii) Comparative Cost Theory                      |
| d) WTO                     | iv) Exchange Rate                                 |
| e) Bretton wood            | v) Production activities in more than one country |
- C) State if the following statements are True or False. [5]
- a) International trade increases national income which helps us to get low priced imports.
  - b) GFC refers to Great Britain financial crisis.
  - c) A free trade agreement is a pact between two or more nations to reduce barriers to tariffs.
  - d) LPG policy commenced in India from 1996.
  - e) The Heckscher-Ohlin theory explains comparative advantage as the result of differences in countries relative abundance of various resources.
- D) Define the following term/Answer in one sentence. [5]
- a) International trade
  - b) Balance of Payment
  - c) Free trade policy
  - d) Global financial Crisis
  - e) Purchasing Power Parity



**Q2)** Answer the following questions. (Attempt any 3 out of 5)

**[30]**

- a) Explain the objectives and functions of IMF.
- b) Write in detail about the welfare comparisons at international and domestic level.
- c) Discuss the Heckscher-Ohlin model of international trade with example.
- d) Explain the difference between GATT and WTO.
- e) Define Balance of Payments: Explain the components of BOP.

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

**[20]**

- a) Special drawing rights
- b) Foreign Direct Investment
- c) Importance of International Economics
- d) Absolute Cost Advantage Theory
- e) Terms of Trade
- f) Free Trade Policy



Total No. of Questions : 3]

SEAT No. :

PC-1179

[Total No. of Pages : 2

[6318]-104

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

**304 : PRODUCTION & OPERATIONS MANAGEMENT**  
**(2019 Pattern) (CBCS) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions :**

**[5]**

- i) Equipment used to move materials over a fixed path between specific points:
  - a) Conveyor
  - b) Crane
  - c) Industrial truck
  - d) None of the above
- ii) JIT stands for Just - In - \_\_\_\_\_
  - a) Term
  - b) Time
  - c) Trial
  - d) Test
- iii) Feature of Mass production is:
  - a) High variety, low volume
  - b) High volume, low variety
  - c) High volume, high variety
  - d) Low variety, low volume
- iv) 3 R's of waste management are :
  - a) Reduce-Reuse-Recycle
  - b) Recreate-Reuse-Reduce
  - c) Reduce-Reuse-Recreate
  - d) Reduce-Reproduce-Recycle
- v) Fixed position layout is of:
  - a) Project type
  - b) Product type
  - c) Simple
  - d) None of the above

**P.T.O.**

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

**Group A**

- i) Functional layout
- ii) Services
- iii) Job production
- iv) Automation
- v) Brisch system

**Group B**

- a) Codification
- b) Mass production
- c) Intangibility
- d) Skilled labor
- e) Process layout

**C) State whether the following statement is True or False :** [5]

- i) Preventive maintenance is done after breakdown of a machine.
- ii) Robot is an example of automation.
- iii) A factory should be located near the source of raw material.
- iv) Effective utilization of resources results in higher productivity.
- v) Production is the process through which products are created.

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

- i) What is plant layout?
- ii) What is Master production schedule?
- iii) Give example of any one biodegradable waste.
- iv) What is a Job card?
- v) Write any one feature of services.

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

- a) Explain the objective and scope of Production & Operation management.
- b) Explain the elements of production planning.
- c) Explain different factors affecting Plant location.
- d) Explain the various methods of waste management.
- e) Explain Product layout and Process layout.

**Q3) Short Answer (Any 4) :** [4 × 5 = 20]

- a) Production control
- b) Dispatching
- c) Advantages of codification
- d) Inventory management
- e) Materials management



Total No. of Questions : 6]

SEAT No. :

PC-1180

[Total No. of Pages : 3

[6318]-105

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

305A : FRENCH - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q.1. Complétez UN dialogue :

[10]

A. M. Éric Jégat arrive à l'hôtel Chez Mimi . Il a une chambre réservée. Il a la chambre 1101 au douzième étage. Complétez le dialogue.

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

OU

B. Mme Sylvie Masson téléphone au standard de la société 'Dynamix'. Elle veut rencontrer M. Hernandez, le directeur. M. Couvreur n'est pas là. Elle parle à la standardiste. Complétez le dialogue.

Mme Masson : Bonjour monsieur. Je voudrais parler à M.Hernandez, s'il vous plaît.  
Le réceptionniste : \_\_\_\_\_ ?  
Mme Masson : Mme Sylvie Masson  
Le réceptionniste : \_\_\_\_\_ ?  
Mme Masson: Eh bien, c'est pour notre dossier, « Japon ».  
Le réceptionniste : \_\_\_\_\_ ?  
Mme Masson : Ok. Voici mon numéro de téléphone. J'attends son appel. C'est urgent.  
Le réceptionniste : \_\_\_\_\_ .  
Mme Masson : Merci bien.  
Le réceptionniste: \_\_\_\_\_ . Au revoir.

P.T.O.

**Q.2. Grammaire et vocabulaire :**

**A. Complétez avec des adjectifs possessifs : (2 au choix)**

[2]

1. Il a rendez-vous avec son/sa/ses clients.
2. Gérard a une fille. son/mes/sa fille s'appelle Janine.
3. Nous parlons avec nos/notre/votre clients.

**B. Complétez avec des prépositions :(2 au choix)**

[2]

1. J'habite en/dans/au Asie.
2. Je regarde des films dans/pendant/avec le vol.
3. Il travaille comme/de/chez Arcans.

**C. Quelle heure est-il ? ( 2 au choix) :**

[2]

1. 18 h 30
2. 15 h 20
3. 19 h

**D. Complétez avec des mots donnés : (Pour, téléphone, lundi, Patricia)**

[2]

Bonjour Lucie ! C'est \_\_\_\_\_. Je te \_\_\_\_\_ parce que je suis à Nantes, \_\_\_\_\_, mardi et mercredi \_\_\_\_\_ une conférence.

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

[2]

1. Les voyageurs sans titre (payer) une amende.
2. Le directeur (gerer) l'ensemble des activités de l'entreprise.
3. La directrice (finir) son travail.

**Q.3. A. Répondez en français aux questions suivantes: (3 au choix)**

[6]

1. Quelle est votre nationalité?
2. Comment s'appelle un habitant de la Suisse?
3. Nommez pays francophone.
4. Quand vous voyagez, où habitez-vous ?

**B. Reliez les deux colonnes**

[4]

A

1. France Télécom
2. Louis Dreyfus
3. Allô !
4. Un habitant de la Belgique

B.

- a) Bonjour, Société GDF
- b) Télécommunications..
- c) Belge.
- d) Négocier et service

**Q.4. Présentez la personne suivante**

**[5]**

Nom : Duval  
Prénom: Henri  
Nationalité: Canadienne  
Pays de résidence: L'Allemagne.  
Situation de famille: Marié  
Nombre d'enfants: 2 fils  
Secteur d'activité professionnelle: Vente sur Internet

**OU**

Nom : Anthony  
Prénom: Smith  
Nationalité: Américaine  
Pays de résidence: La Belgique.  
Situation de famille: Célibataire  
Secteur d'activité professionnelle: Chef des ressources humaines

**Q.5. A. Traduisez en anglais:**

**[4]**

Nous devons organiser une réunion avec les délégués. Est-ce que vous êtes libre mardi ? Autre chose : je dois contacter Mme Langlois, la responsable des ventes de la société Socatex, est-ce que vous avez ses coordonnées ?

**B. Traduisez en français: (3 au choix)**

**[6]**

1. You cross the hotel.
2. We are going by metro.
3. Don't hang up, please.
4. I'm calling you because I am in London.
5. I can take your details?

**Q. 6. Compréhension**

Dans les grandes villes françaises, il y a de différents types de transport en commun : bus, métro, tramway, trains de banlieue.

En France, il existe différents tarifs. Ils correspondent à l'âge ou à la situation (senior, jeune, famille nombreuse, demandeur d'emploi, etc)

**A. Dites vrai ou faux :**

**[3]**

1. Dans les grandes villes françaises, il y a 2 types de transport.
2. Le tramway est un transport en commun.
3. Il n'y a pas de tarifs différents.

**B. Cherchez le contraire dans le texte : petites**

**[1]**

**C. Cherchez le féminin de nombreux dans le texte.**

**[1]**





Total No. of Questions : 6]

SEAT No. :

PC-1181

[Total No. of Pages : 4

[6318]-106

B.B.A. (IB)

305B : GERMAN - I

(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.*

**Frage I. Beantworten Sie die folgenden Fragen!**

**[3]**

1. Was machen Sie am Wochenende?
2. Was sind Sie von Beruf?
3. Wie alt ist Ihr Vater?

**Frage II. Übersetzen Sie ins Englische! (Translate into English)**

**[3]**

1. Morgens trinke ich einen Kaffee.
2. Am Donnerstag fahre ich nach London.
3. Hast du kein Arbeitsbuch? Nein, ich habe kein Arbeitsbuch.

**Frage III. Wortschatz (Vocabulary)**

**[10]**

**A] Ergänzen Sie die Vokale! (Fill in the blank with suitable Vowels)**

**[2]**

1. K \_ rch \_
2. S \_ pt \_ mb \_ r

**B] Nennen Sie! (Write 2 words of given category!)**

**[2]**

1. Zwei Wochentage
2. Zwei Sprachen

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

**[3]**

1. Winter, Herbst, Sommer sind \_\_\_\_ .
2. Rad fahren, reisen, chatten sind \_\_\_\_ .
3. Januar, Februar, März sind \_\_\_\_ .

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

**[3]**

1. Architekt – Boxer – Schauspieler - Musik
2. Vater – Mutter – Bruder - Krankenschwester
3. Schinken – Fleisch – Fisch - Gurke

**P.T.O.**

**Frage IV. Grammatik (Grammar)**

**[18]**

**A] Ergänzen Sie die Verben in richtigen Formen! (Fill in the blank with suitable Verb)** **[3]**

**(einladen, ankommen, sein, haben, gehen)**

1. „Herr Schmidt, um wie viel Uhr \_\_\_\_\_ Sie einen Termin?“
2. Der Zug \_\_\_\_\_ um 18 Uhr \_\_\_\_\_.
3. Wo \_\_\_\_\_ meine Brille? Ich finde sie nicht.

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

1. Am Wochenende machen \_\_\_\_\_ einen Ausflug.
2. Tina ist nicht zu Hause. \_\_\_\_\_ arbeitet noch.
3. Paco und Maria, arbeitet \_\_\_\_\_ am Freitag?

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

1. Ist das \_\_\_\_\_ Theater? Ja, das ist \_\_\_\_\_ Thalia – Theater in Hamburg.
2. \_\_\_\_\_ Flasche ist sehr schön. Ich kaufe \_\_\_\_\_ Flasche.
3. Wir machen eine Party. Wir brauchen \_\_\_\_\_ Käse und \_\_\_\_\_ Brot.

**D] Ergänzen Sie die Possessivartikel!**

**(Fill in the blank with Possessive Article)** **[3]**

1. Meine Freundin Tanya ist Lehrerin von Beruf. \_\_\_\_\_ Mann ist auch ein Lehrer.
2. Spielt \_\_\_\_\_ Schwester auch Basketball?
3. \_\_\_\_\_ Großvater malt gern. Ich male auch gern.

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

1. Im August \_\_\_\_\_ Antonio in Paris. (sein)
2. Vor vier Jahren \_\_\_\_\_ ich Single. Heute bin ich verheiratet. (sein)
3. Gestern \_\_\_\_\_ wir keinen Unterricht. (haben)

**F] Bilden Sie die Fragen!**

**(Frame questions with reference to the underlined part)** **[3]**

1. Ich habe zwei Geschwister.
2. Ich esse einen Kuchen zu Mittag.
3. Patrick kommt aus Madrid.



**Frage V Lesen Sie die Texte und beantworte die Fragen! (Comprehension)**

**[10]**

**Text 1**

**[5]**

Liebe Susanne,

Ich habe Geburtstag am Samstag und möchte eine Party machen. Hast du Zeit? Die Party beginnt am Samstag um 19 Uhr. Die Party ist bei mir zu Hause. Ich habe das Essen bestellt. Kannst du vielleicht eine Cola und einen Apfelsaft mitbringen? Musik CDs habe ich schon. Wir können viel tanzen. Ich warte auf deine Antwort.

Bis Samstag.

Liebe Grüße

Samuel

**A) Richtig oder falsch?**

- |  |   |   |
|--|---|---|
| 1. Samuel hat die Getränke nicht bestellt. | R | F |
| 2. Die Party ist am Wochenende.            | R | F |
| 3. Susanne hat Geburtstag am Samstag       | R | F |

**B) Ergänzen Sie!! (Fill in the blanks)**

1. Samuel macht eine Party am \_\_\_\_\_ .
2. Susanne bringt \_\_\_\_\_ mit.

**Text 2**

**[5]**

Hello, ich heiße Rosi. Ich kann sehr gut kochen. Manchmal koche ich für meine Familie am Wochenende. Ich esse auch sehr gern. Meine Eltern sagen, ich muss viel Obst und Gemüse essen und viel Wasser trinken. Aber ich esse gern Kuchen, Kekse und trinke Cola.

**A) Richtig oder falsch? (True or False?)**

- |  |   |   |
|--|---|---|
| 1. Rosi kocht jeden Tag für die Familie. | R | F |
| 2. Rosi isst Kuchen gern.                | R | F |
| 3. Rosi trinkt Wasser gern.              | R | F |

**B] Nennen Sie (Name any two!)**

1. Zwei Nomen aus dem Text (a) \_\_\_\_\_ (b) \_\_\_\_\_
2. Zwei Verben aus dem Text (a) \_\_\_\_\_ (b) \_\_\_\_\_

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

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

**[6]**

1. Meine Hobbys

Oder

2. Ich



Total No. of Questions : 4]

SEAT No. :

PC-1182

[Total No. of Pages : 2

[6318]-107

B.B.A. (I.B)

**306 A : SUPPLY CHAIN MANAGEMENT - I**  
**(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 from the following. [5]**

- i) \_\_\_\_\_ is useful in exchanging commercial documents from one computer to another in standard electronic format.
  - a) ERP
  - b) EDI system
  - c) Global sourcing
  - d) RFID
- ii) \_\_\_\_\_ is not a component of logistic management.
  - a) Network design
  - b) Transportation
  - c) Order processing
  - d) Customer relation
- iii) \_\_\_\_\_ is the act of defining a series of a flow of task to complete a process and removing all manual step.
  - a) Work flow chart
  - b) Work flow process
  - c) Work flow system
  - d) Work flow automation
- iv) \_\_\_\_\_ is a System for the elimination of waste within a manufacturing system.
  - a) Kanban system
  - b) Just in Time
  - c) Manufacturing flow
  - d) Lean Manufacturing
- v) \_\_\_\_\_ use demand data for both stock replenishment and manufacturing.
  - a) Pull system
  - b) Push system
  - c) Push pull system
  - d) Value chain

**P.T.O.**

B) Match the following. [5]

- |                               |   |
|-------------------------------|---|
| i) Bull whip effect           | a) Wireless technology                                    |
| ii) RFID                      | b) Exchange of documents with help of computer            |
| iii) Unmanned Aerial vehicles | c) Forecast driven distribution channels                  |
| iv) EDI                       | d) Identify the pattern and relationship on basis of data |
| v) Data mining                | e) capture real time images of most inaccessible location |

**Q2) a)** What is Supply Chain Management?

What are its objectives & scope? [10]

OR

b) Explain manufacturing flow System.

**Q3) a)** Explain the role of human resource in Supply Chain Management.[10]

OR

b) What do you understand by space utilization what are the strategies to improve space utilization.

**Q4) Short Note (any 4)** [5 each]

- a) Application of RFID.
- b) Dimension of channel design.
- c) Reverse Logistics.
- d) Green supply chain Management.
- e) Function of warehousing.
- f) Advantages of Barcodes.



Total No. of Questions : 3]

SEAT No. :

PC-1183

[Total No. of Pages : 3

**[6318] - 108**  
**S.Y. B.B.A. (IB)**  
**B 306: Logistics Management - I**  
**(2019 Pattern) (Semester - III) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Compulsory question: objective type question :

**[10]**

- 1) What refers to the resources that a manufacturing unit holds in stock to sell it or to convert the items into a valuable product for creating utility.
  - a) Inventory
  - b) Supply
  - c) Selling
  - d) Procurement
- 2) In supply chain management, which type of logistics deals with the movement of materials within a company's facilities?
  - a) Inbound logistics
  - b) Internal logistics
  - c) Outbound logistics
  - d) Reverse logistics
- 3) What does JIT stand for in the context of inventory management?
  - a) Just in Time
  - b) Just in transportation
  - c) Just in total
  - d) Just in tools
- 4) The process of identifying, developing and utilizing the best source of supply for the enterprise regardless of the location is nothing but \_\_\_\_\_.
  - a) Global Meeting
  - b) Global trading
  - c) Global Sourcing
  - d) Global calling

**P.T.O.**

- 5) What is one of the primary factors influencing the decision making process of outsourcing in supply chain management?
- a) Maximizing in house control
  - b) Reducing lead times
  - c) Lowering transportation costs
  - d) Enhancing suppliers partnership
- 6) The used logistics derived from which French word, which means war pertaining movement and supply of armies?
- a) Loger
  - b) Lager
  - c) Procurement
  - d) Procure
- 7) In transportation management, what is the primary role of “cross - docking”?
- a) Storing goods for extended periods
  - b) Combining different modes of transportation
  - c) Reducing inventory holding times by directly transferring goods from inbound to outbound transportation.
  - d) Managing suppliers partnership
- 8) What is the main role of a warehouse management system (WMS) in logistics?
- a) Managing transportation routes
  - b) Optimizing supplier partnership
  - c) Tracking and controlling inventory within a warehouse
  - d) Handling procurement activities
- 9) Which type of ware house primarily stores goods for customers and it's services are provided on a contract basis?
- a) Public ware house
  - b) Private ware house
  - c) Climate - controlled warehouse
  - d) Bonded ware house
- 10) What refers to the set of activities including storage of commodities in systematic manner to make them available conveniently whenever required.
- a) Storing
  - b) Ware housing
  - c) Franchising
  - d) Trading

**Q2)** Long answer questions (any two) :

**[20]**

- a) Define logistics. Explain third party logistic in details?
- b) State & explain the factors influencing selection of transportation.
- c) What is sourcing of material? Explain global sourcing in details
- d) What do you mean by warehousing? Discuss it's types in detail.

**Q3)** Write Short notes (any 4) :

**[20]**

- a) Reverse logistic
- b) Fourth party logistic
- c) Process of E - procurement
- d) Modes of transportation
- e) Importance of Material handling
- f) Milk Run



Total No. of Questions : 3]

SEAT No. :

PC1184

[6318]-201

[Total No. of Pages : 2

**S.Y.B.B.A. (International Business)**  
**401 : IMPORT EXPORT PROCEDURE**  
**(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) Fill in the blanks (Attempt any 5 out of 6) [5×1=5]**

- a) Extension period of credit for export \_\_\_\_\_
- b) The standard policy of ECGC is issued \_\_\_\_\_
- c) Working group consist of \_\_\_\_\_
- d) \_\_\_\_\_ license is transferable
- e) \_\_\_\_\_ is An application for customs clearance of import cargo
- f) The FMS stands for \_\_\_\_\_

**B) Match the Following. [5×1=5]**

**Group A**

**Group B**

- |                               |                        |
|-------------------------------|------------------------|
| a) Headquarters of DGFT       | i) Mumbai              |
| b) Bill of Lading issued by   | ii) DGFT               |
| c) Letter of credit issued by | iii) New Delhi         |
| d) Headquarters of ECGC       | iv) An importer's bank |
| e) IEC issued by              | v) A shipping company  |

**P.T.O.**



- C) True or false. [4×1=4]
- a) The export proceeds shall be realized in Non- convertible currency.
  - b) The Director General of Foreign trade is appointed by State Government.
  - c) The foreign Trade (Regulation) Rules were passed in the year 1993.
  - d) The apex body of the Foreign Trade is The Ministry of Commerce.
  - e) SEZ Act was passed in 2002.

**Q2)** Write Short Notes (Solve any 3/4) [3×8=24]

- a) Methods of Entering International Market
- b) Incentives for export from GoI.
- c) Benefits of Import
- d) Advance License

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

- a) Explain the steps involved in Identifying Foreign Markets.
- b) What is generalized system of preferences (GSP)? Explain the rules & origin of GSP.
- c) What is import? Describe the various categories of importers.
- d) Explain the Legal Dimensions of Import Procedure.



Total No. of Questions : 3]

SEAT No. :

**PC1185**

**[6318]-202**

**[Total No. of Pages : 3**

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

**402 : RESEARCH METHODOLOGY**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Question.**

**[5]**

- a) Research design is a \_\_\_\_\_ for conducting the marketing research project.
  - i) Strategy
  - ii) Framework
  - iii) Blueprint
  - iv) Both (ii) & (iii)
- b) Which one of the following is the true example of primary data from the following options?
  - i) Journal
  - ii) Book
  - iii) Census Report
  - iv) Newspaper
- c) The research that aims at immediate application is \_\_\_\_\_
  - i) Empirical Research
  - ii) Applied Research
  - iii) Conceptual Research
  - iv) Fundamental Research
- d) What comes after the objective of report writing process?
  - i) Planning of the report
  - ii) Title of the report
  - iii) Summary of the report
  - iv) Body of the report
- e) A process in which it involves data manipulating, summarizing to draw relevant conclusion is called
  - i) Data Breaching
  - ii) Data Analysis
  - iii) Data Reading
  - iv) None of these

**P.T.O.**

B) Match the Pairs. [5]

Group A

Group B

- |                         |                                     |
|-------------------------|-------------------------------------|
| a) Exploratory Research | i) Non probability sampling         |
| b) Random Sampling      | ii) Sales Reports                   |
| c) Secondary Data       | iii) Later Stage of Decision making |
| d) Explanatory Research | iv) Probability sampling            |
| e) Judgmental sampling  | v) Early Stage of Decision making   |

C) Answer in one sentence. [5]

- a) What is a sample?
- b) What is meant by Hypothesis?
- c) What is descriptive research?
- d) What is regression?
- e) What is codification?

D) Fill in the blanks. [5]

- a) The standard deviation of sampling distribution is called \_\_\_\_\_
- b) There is a certain bias involved in the \_\_\_\_\_ of samples.
- c) The report is normally based on the \_\_\_\_\_ information collected by the researcher.
- d) In \_\_\_\_\_ interview a set of pre-decided questions are set.
- e) Evaluation research is an example of \_\_\_\_\_ research.

(Random Sampling, Editing, Standard error, tabulation, non-random selection, first hand, Unstructured, Data interpretation, Applied research)

**Q2) Long Answer (any 3)**

**[3×10=30]**

- a) Prepare a Questionnaire to find the customer satisfaction for the Hotel Services.
- b) Define Research Design. Explain the different types of research design.
- c) What is a research hypothesis? What are the good qualities of a hypothesis?
- d) Define Scaling. Explain the various methods of scaling.
- e) Define Research. State the limitations of research.

**Q3) Short Answer (any 4)**

**[4×5=20]**

- a) Differentiate between the Basic research and Applied Research.
- b) Explain any 5 types of Sampling with examples.
- c) Explain the steps involved in report writing.
- d) Explain the methods of data collection for Primary data.
- e) State the essentials of a good Research Design.
- f) Differentiate between Qualitative Research and Quantitative Research.

**x x x**

Total No. of Questions : 3]

SEAT No. :

**PC1186**

**[6318]-203**

[Total No. of Pages : 3

**S.Y.B.B.A (International Business)**

**403 : BUSINESS ETHICS**

**(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) Compulsory question: (Objective Type Questions)**

**[10]**

A) Multiple Choice Questions.

- a) \_\_\_\_\_ is the oldest source of ethical inspiration
  - i) Religion
  - ii) Law
  - iii) Education
  - iv) Society
- b) Values and ethics shape the:
  - i) Corporate unity
  - ii) Corporate discipline
  - iii) Corporate culture
  - iv) Corporate differences
- c) The primary stakeholders are
  - i) Customers
  - ii) Suppliers
  - iii) Shareholders
  - iv) Creditors
- d) Leader acts more as bosses then leadership style is.
  - i) Positive style
  - ii) Negative style
  - iii) Autocratic style
  - iv) Democratic style

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

- e) FTC is an abbreviation for .....
- i) Federal Trade Commission
  - ii) Federal Trade Company
  - iii) Financial Trade Commission
  - iv) Financial Trade Corporation
- f) Most companies begin the process of establishing organizational programs by developing:
- i) Ethic training program
  - ii) Codes of Conduct
  - iii) Ethics enforcement mechanism
  - iv) Hidden agendas
- g) Persons who take the procedural steps to set up a company and who make business preparations for the company are known as:
- i) Directors
  - ii) Share holders
  - iii) Registrars
  - iv) Promotes
- h) In which year did the word sustainable development come into existence .
- i) 1992
  - ii) 1978
  - iii) 1980
  - iv) 1987
- i) The National Green Tribunal Act was established in the year .....
- i) 1986
  - ii) 2010
  - iii) 2005
  - iv) 1981
- j) Which on of the following cause global warming.
- i) Radiative forcing
  - ii) Earth gravitation force
  - iii) Oxygen
  - iv) Centripetal force

- B) Answer in one sentence: [5]
- a) Define Business Ethics.
  - b) Define Code of Ethics
  - c) What is Whistle Blowing?
  - d) What is Sustainable Development?
  - e) Define Stakeholder.
- C) Fill in the blanks: [5]
- a) Forest destruction increases \_\_\_\_\_ Emissions into the atmosphere.
  - b) If businesses pay \_\_\_\_\_ honestly and on time, the government will effectively meet their obligations.
  - c) The \_\_\_\_\_ Refers to misleading, dishonest or unethical tactics to achieve a market advantages or inflict harm to a customer.
  - d) Business development depends on the \_\_\_\_\_ growth.
  - e) \_\_\_\_\_ Interest groups represent the economic interests of various professions including doctor's engineers and lawyers.

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

- a) Elaborate different legislation related to environment?
- b) Explain the importance of promoting an Ethical Business Climate.
- c) What is Collective Bargaining? Explain the role of management in implementing ethics.
- d) What are the social responsibilities of a business organization towards society?
- e) Define Consumer. Explain its different types.

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

- a) Framing ethical policies
- b) Silent features of Whistle-Blower Act
- c) Policies of Economic Development
- d) Relationship management structure
- e) Causes of environmental problem
- f) Difference between Ethics and Laws



Total No. of Questions : 3]

SEAT No. :

PC-1187

[Total No. of Pages : 3

[6318]-204

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

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

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

**[4 × 5 = 20]**

A) Multiple choice questions :

**[5 × 1 = 5]**

- i) Which of the following is not one of the basic objectives of MIS?
  - a) Capturing Data
  - b) Processing Data
  - c) Manipulating Data
  - d) Information Storage
- ii) Which is not an attribute of Information -
  - a) Accurate
  - b) Complete
  - c) Relevant
  - d) Bias
- iii) Which of the following suggests a systematic, sequential approach to software development?
  - a) Waterfall Model
  - b) Prototyping Model
  - c) Spiral Model
  - d) RAD
- iv) A Decision is a choice made from \_\_\_\_\_ alternatives.
  - a) Desired
  - b) Affordable
  - c) Independent
  - d) Available
- v) Which of the following is not a primary goal of Software Quality Assurance (SQA)?
  - a) Ensuring compliance with standards
  - b) Maximizing software performance
  - c) Identifying and preventing defects
  - d) Minimizing risks and uncertainties

**P.T.O.**



B) Match the Pairs.

[5 × 1 = 5]

Group A		Group B	
i)	Quality	a)	Interview
ii)	DDOS attack	b)	Degree of Excellence
iii)	Artificial Intelligence	c)	Making service unavailable
iv)	RAD Model	d)	Simulate human behavior
v)	Primary Data	e)	Component based approach

C) Fill in the blanks with correct answer from given options. [5 × 1 = 5]

i) \_\_\_\_\_ guarantees that information is complete, providing all necessary details.

(Completeness, Reliability, Understandability, Conciseness)

ii) \_\_\_\_\_ are systems that interact with their environment, exchanging both matter and energy with it.

(Open systems, Closed systems, Isolated systems, Dynamic systems)

iii) \_\_\_\_\_ is essential for maintaining stability and achieving desired outcomes in various systems.

(Input, Output, Feedback, Control)

iv) Programmed decisions are common in \_\_\_\_\_ situations where the conditions are well- defined and repetitive.

(Unstructured, Semi-structured, Structured, Complex)

v) \_\_\_\_\_ is the practice of protecting information by mitigating information risks.

(Information management, Information security, Information governance, Information technology)

D) Answer in one sentence.

[5 × 1 = 5]

i) What is cybersecurity?

ii) State full form of CASE tools.

iii) Define Data Abstraction.

iv) Define System.

v) Define secondary data.

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

- a) Define MIS and elaborate in detail its basic objectives.
- b) Describe Intellectual Property Right (IPR) and explain different areas of IPR.
- c) Explain Herbert Simon's model with its stages in the decision-making process.
- d) Elaborate in detail Executive Information System with its characteristics and benefits.
- e) Elaborate in detail Prototyping model with the steps in prototyping process.

**Q3)** Write Short Notes. (any four)

[**4 × 5 = 20**]

- a) Waterfall Model
- b) Information type - Operational level
- c) System Analysis
- d) Distributed Data Processing
- e) Feasibility Assessment
- f) Expert Systems



Total No. of Questions : 6]

SEAT No. :

PC-1188

[Total No. of Pages : 4

**[6318]-205**  
**S.Y. B.B.A. (IB)**  
**405 A - FRENCH - II**  
**(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q.1. Complétez le dialogue suivant : (UN au choix)**

**[10]**

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

M. Glize : Bonjour. Nous devons faire la de la publicité pour nos voyages. \_\_\_\_\_ ?

Le webmestre : Un e-mail commercial?

M. Glize: C'est une bonne idée. \_\_\_\_\_ .

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

M. Glize : \_\_\_\_\_ ?

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

M. Glize: C'est super. \_\_\_\_\_ ?

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

M. Glize: Parfait! \_\_\_\_\_ ?

Le webmestre: En haut de la page.

**OU**

B. M. et Mme Pilat vont au restaurant, "Plaisir". Elles ont une réservation. Elles commandent le Menu Trio avec la salade 'César' comme entrée, steak tartare avec des frites comme plat principal et une tarte aux pommes comme dessert. Elles prennent le vin rouge et une bouteille d'eau.

M. Pilat: Bonjour monsieur, nous avons une table réservée au nom de Pinot.

Le serveur : Oui, mesdames, c'est par là.

(...)

Le serveur: Vous avez choisi?

Mme Pilat: Nous prendrons \_\_\_\_\_ .

Le serveur: Et comme plat principal?

M. Pilat: \_\_\_\_\_ .

Le serveur: Et comme garniture?

Mme Pilat: \_\_\_\_\_ .

Le serveur: Et pour le dessert?

M. Pilat: \_\_\_\_\_ .

Le serveur: Et pour boire?

M. Pilat: \_\_\_\_\_ .

Le serveur: C'est noté.

**P.T.O.**

**Q.2. Grammaire :**

[10]

**A. Choisissez la bonne réponse : (2 au choix)**

(2)

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

**B. Choisissez la bonne réponse : (2 au choix)**

(2)

1. Je déjeune (avec/dans) mes enfants.
2. Les Français arrivent au bureau entre/en 8 h et 9 h 30.
3. Vous êtes invités de/chez des Français.

**C. Complétez le texte avec les mots donnés :**

(4)

*(retard, légale, l'heure, réunions, beaucoup, flexibles, finissent, choisir)*

En France, le durée \_\_\_\_\_ du travail est de 35 heures par semaine. \_\_\_\_\_ d'entreprises proposent des horaires \_\_\_\_\_ à leurs employés. Ils peuvent \_\_\_\_\_ l'heure d'arrivée et \_\_\_\_\_ de départ. Les \_\_\_\_\_ de travail commencent et \_\_\_\_\_ souvent avec du \_\_\_\_\_.

**E. Choisissez la bonne réponse : (2 au choix)**

(2)

1. La cliente canadienne/canadien habite au Portugal.
2. J'étudie les nouveaux/nouvelles circuits.
3. Un Français peut travailler pleine/plein temps

**Q.3. Vocabulaire :**

[10]

**A. Répondez aux questions : (2 au choix )**

(4)

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

**B. Reliez les deux colonnes (4)**

(4)

**A.**

**B.**

- |               |                        |
|---------------|------------------------|
| 1. Chocolats  | a. de voyage           |
| 2. Sac        | b. Chez le chocolatier |
| 3. Un dessert | c. En cuir             |
| 4. Une agence | d. Salade de fruits    |

**C. Donnez le contraire des mots soulignés : (2 au choix)**

(2)

1. Les appartements sont rarement au centre-ville.
2. Les hôtes arrivent le premier.
3. Il fait très froid.

**Q.4. Compréhension**

(5)

**Compréhension de texte:**

Jean: Ah, Nicolas! Comment vas-tu?

Nicolas: Très bien, merci. Je suis allé en Chine pour notre nouveau projet de construction.

Jean : Et tu es parti combien de temps?

Nicolas: Juste trois jours.

Jean: Comment ça s'est passé?

Nicolas: Je suis arrivé à Shanghai lundi matin et j' ai rencontré le chef de projet chinois.

Jean: Et, tu as rencontré les ingénieurs chinois?

Nicolas: Oui, lundi soir, j'ai dîné avec eux et nous avons eu une réunion de travail mardi matin.

**i. Dites vrai ou faux :**

1. Jean va en Chine.
2. Nicolas arrive en Shanghai.
3. Mardi matin, Nicolas a eu une réunion avec les ingénieurs chinois.

**ii. Donnez l'infinif : parti, arrivé.**

**Q.5. A. Traduisez en anglais**

(4)

La semaine dernière ma mère a commandé un sac et une ceinture le 15/02 mais je n'ai pas reçu ma commande. J'ai envoyé un mail au service après-vente mais ils n'ont pas répondu. N'achetez pas sur ce site.

**B. Traduisez en français (3 au choix)**

(6)

1. We bought a bag.
2. This is a good idea.

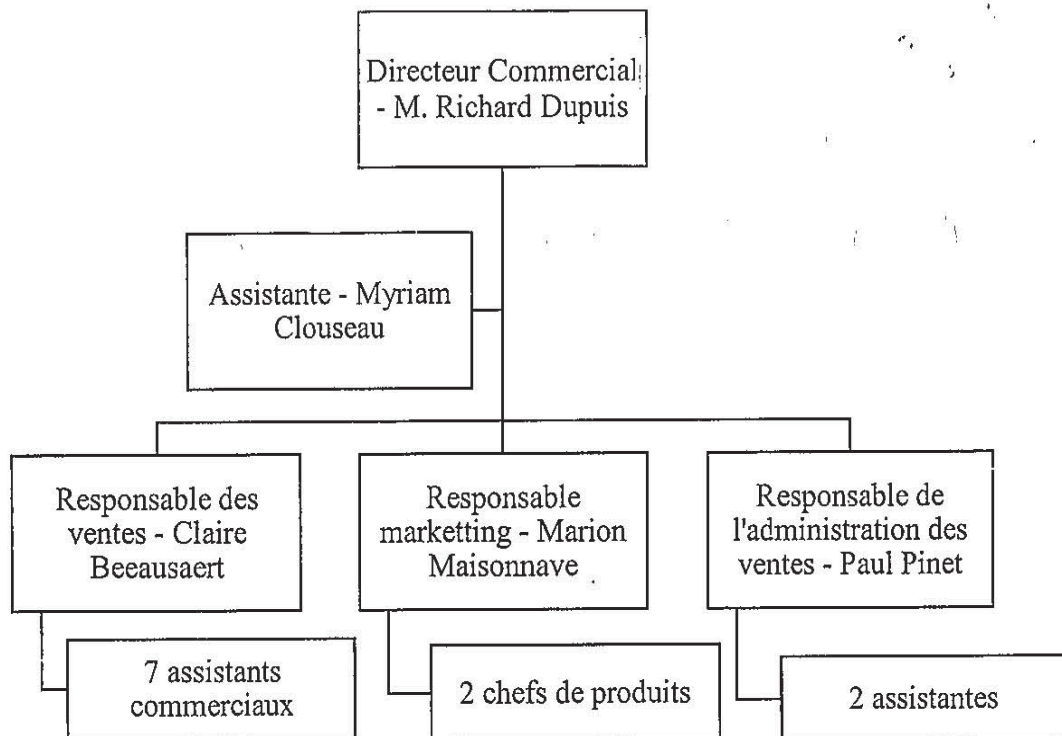
3. You climb to the 5<sup>th</sup> floor.

4. I play tennis.

Q..6. Écrivez un paragraphe

(5)

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



OU

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





Total No. of Questions : 5]

SEAT No. :

PC-1189

[Total No. of Pages : 3

**[6318]-206**  
**B.B.M. (IB)**  
**405 B : GERMAN - II**  
**(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Frage 1: Beantworten Sie die folgenden Fragen!**

**[3]**

**(Answer the following questions)**

1. Was machen Sie in Ihrer Freizeit?
2. Welche Sprachen sprechen Sie?
3. Wo machen Sie Urlaub im Sommer?

**Frage 2: Übersetzen Sie ins Englisch ! (Translate into English)**

**[5]**

Der Wecker klingelt. Maria steht schnell auf. Sie frühstückt um 7 und geht los. Um 2.30 Uhr kommt sie nach Hause zurück. Sie macht die Hausaufgaben am Nachmittag. Am Abend hat sie zweimal in der Woche Klavierunterricht. Um 10 Uhr geht sie ins Bett.

**Frage 3: Wortschatz (Vocabulary)**

**[11]**

**A. Wählen Sie die richtige Antwort aus.**

**[3]**

**(Choose the suitable word)**

1. Ich möchte etwas trinken. Ich habe \_\_\_\_\_.  
a. Probleme                      b. Hunger                      c. Durst
2. Du hast Fieber. Ich glaube, du musst zum \_\_\_\_\_ gehen.  
a. Arm                      b. Arzt                      c. Alter
3. Der Pullover \_\_\_\_\_ mir nicht gut. Er ist zu kurz.  
a. passt                      b. gehört                      c. gefällt

**B. Welches Verb pass?**

**[3]**

**(Pick out the suitable verb)**

**(trifft, lernt, isst)**

1. Anton \_\_\_\_\_ die Banane.
2. Markus \_\_\_\_\_ seine Freundin in einem Cafe.
3. „\_\_\_\_\_ ihr Deutsch in der Schule?“

**P.T.O.**

**C. Bilden Sie die Sätze ! (Make sentences)**

[3]

1. Sarah/ am Morgen/ eine Zeitung/ lesen
2. Der Bruder/ sein/ älter/ die Schwester/ als
3. können/ man/ hier/ grillen/ im Garten

**D. Welches Wort passt nicht ! (Pick the Odd one out)**

[2]

1. Zug – Bus – Flugzeug – Fahrkarte
2. der Rock – der Anzug – der Freund – die Mütze

**Frage 4: Grammatik**

[18]

**E. Ergänzen Sie das Perfekt !**

[3]

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

1. \_\_\_\_\_ die Gäste schon am Flughafen \_\_\_\_\_ ? (ankommen)
2. Im Museum \_\_\_\_\_ ich nicht \_\_\_\_\_. (fotografieren)
3. Das Kind \_\_\_\_\_ jeden Tag nur Milch \_\_\_\_\_. (trinken)

**F. Ergänzen Sie die Präposition !**

[3]

**(Fill in the preposition)**

1. Ich mag schwarzen Kaffee. Ich mag Kaffee \_\_\_\_\_ Milch.
2. \_\_\_\_\_ dem Essen schläft die Oma eine Stunde.
3. Kommt Serena \_\_\_\_\_ Amerika?

**G. Ergänzen Sie die Adjektivendungen**

[3]

**(Fill in the blank with Adjective ending)**

1. Der alt\_\_ Mann hat mit mir gesprochen.
2. Roberto hat ein toll\_\_ Auto.
3. Bei dem schlecht\_\_ Wetter bleiben wir zu Hause.

**H. Ergänzen Sie die Modalverben!**

[3]

**(Fill in the blank with Model verb)**

1. Im Restaurant \_\_\_\_\_ man nicht rauchen. Es ist verboten. (dürfen)
2. Rolf ist krank. Er \_\_\_\_\_ im Bett bleiben. (müssen)
3. \_\_\_\_\_ du mir bitte helfen? Ich habe ein Problem. (können)

**I. Ergänzen Sie die richtige Form im Komparativ!**

[3]

**(Choose the correct degree of comparison)**

(warm, interessant, intelligent, kalt)

1. Heute ist es kalt. Aber gestern war es \_\_\_\_\_.
2. Meine Tante ist \_\_\_\_\_ als ihre Schwester.
3. Skifahren und Handball finde ich interessant. Aber Fußball finde ich am \_\_\_\_\_.



**J. Ergänzen Sie die richtigen Possessivartikel!**

[3]

(Write the correct possessive article!)

1. Lisa hat \_\_\_\_\_ Tasche in Berli gekauft.
2. „Was macht ihr hier? Und wo ist \_\_\_\_\_ Lehrer?“
3. Wir essen keine Pizza. Aber \_\_\_\_\_ Kinder essen Pizza gern.

**Frage 4: Lies den Text und beantworte die Fragen !**

[8]

(Comprehension)

**Familie Müller** plant ihren Urlaub. Sie gehen zusammen in ein Reisebüro und holen alle wichtige Informationen. Sie sind glücklich, sie machen diesen Sommer eine Reise nach Mallorca, eine Insel in Spanien. Dort wohnen viele Deutschen, deshalb gibt es viele deutsche Cafes. Familie Müller bucht den Flug und auch zwei Zimmer in einem großen Hotel direkt am Strand. Familie Müller badet gerne im Meer. Die Kinder möchten schwimmen, deshalb nehmen sie ihre Bademützen mit. Frau Müller will einfach in der Sonne liegen und braun werden.

**Rita:** Schon ein Monat in dieser neuen Stadt! Ich studiere an einer Uni, das mag ich sehr gerne. Wir sind eine internationale Gruppe, aber auch einige Deutschen. Mit ihnen spreche ich natürlich Deutsch. Nicht alle können Deutsch, aber das ist kein Problem, weil alle hier Englisch verstehen. Die Uni ist nicht weit von meiner Wohnung, nur vier Haltestellen mit dem Bus. Wenn das Wetter schön ist, gehe ich manchmal zu Fuß. Ich finde das Leben hier ganz interessant. In der Zukunft will ich hier arbeiten und viel Geld verdienen, obwohl das ziemlich schwierig ist.

**A. Beantworten Sie die Fragen.**

1. Wo macht Familie Müller dieses Jahr Urlaub?
2. Was möchte die Familie in Mallorca machen?
3. Welche Sprachen spricht man an der Universität?
4. Wie geht sie zur Universität, wenn das Wetter schön ist?

[1]

[2]

[1]

[1]

**B. Richtig oder falsch?**

[3]

1. In Mallorca gibt es keine deutsche Cafes.
2. Die Kinder schwimmen gern.
3. Rita findet das Leben an der Uni interessant.

**Frage 5: Schreiben Sie 6-8 sätze über das Thema. (Nur 1)**

[5]

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

1. Mein Urlaub
2. Meine Freunde



Total No. of Questions : 4]

SEAT No. :

PC-1190

[Total No. of Pages : 2

[6318]-207

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

**A 406: International Warehouse and Supply Chain Management - II  
(2019 Pattern) (Semester - IV)**

*Time : 2 ½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Select the most correct answer from the given alternatives: [5]**

- i) \_\_\_\_\_ refers to a planned, efficient storage space and handling of goods and raw material.
  - a) Material Handling
  - b) Warehouse Automation
  - c) Warehousing
  - d) Port Management
- ii) TAT stands for\_\_\_\_\_
  - a) Turn Around Time
  - b) Transferable Account Treatment
  - c) Transparency Accuracy Test
  - d) Transportation Accuracy Test
- iii) \_\_\_\_\_ is the combination of electronic business (e-business) and supply chain management.
  - a) D-SCM
  - b) L-SCM
  - c) I-SCM
  - d) E-SCM
- iv) \_\_\_\_\_ refers to those products those are not standardized and are marketed in a region or nation.
  - a) International Products
  - b) Transactional Products
  - c) Regional Products
  - d) Standardized Products.
- v) \_\_\_\_\_ are AI (Artificial Intelligence) driven where entire process right from sorting, storage, transportation and management are digitalized or automated.
  - a) Bonded Warehouses
  - b) Smart Warehouses
  - c) Government Warehouses
  - d) Agricultural Warehouses

**P.T.O.**

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

<b>Group (A)</b>	<b>Group (B)</b>
a) Public Warehouses	i) Possessed and managed exclusively by the traders, manufacturers for their own inventory distribution activities.
b) Private Warehouses	ii) Principle of Cooperation
c) Cooperative Warehouses	iii) Custom Regulated Warehouses
d) Bonded Warehouses	iv) Storage of goods for International Trade.
e) Export and import warehouse	v) Constructed to store goods of general public.

**Q2) Long Answer Question (Attempt Any One):****[10]**

- a) Define Warehouse Management. State and explain modern trends in warehousing.
- b) Define Warehouse Layout and Warehouse Location. Explain functions of Warehouse.

**Q3) Long Answer Question (Attempt Any One):****[10]**

- a) Explain in detail with suitable examples Value Added services in Warehousing.
- b) Define International Supply Chain Management. State the issues of Global Supply Chain Management.

**Q4) Write Short notes. (Attempt any Four):****[20]**

- a) Warehouse Processes
- b) Warehouse Management System
- c) Role of Government in Supply Chain Efficiency
- d) Impact of Supply Chain on Stores.
- e) Reverse Logistics
- f) Material Handling



Total No. of Questions : 4]

SEAT No. :

PC-1191

[Total No. of Pages : 2

[6318] - 208

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

**B 406: International Logistics & Port Management - II**  
**(CBCS) (2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Multiple Choice Questions : [5 × 1 = 5]**

- 1) Factors that impact International Logistics are \_\_\_\_\_
  - a) Geography
  - b) Political Barriers
  - c) Financial issues
  - d) All of the above.
- 2) At present CONCOR is a market leader having network of \_\_\_\_\_ ICD's in India.
  - a) 51
  - b) 75
  - c) 61
  - d) 71
- 3) \_\_\_\_\_ is a bill of lading used for goods that are shipped using air transport.
  - a) Airway Bills
  - b) Certificate of Origin
  - c) Commercial Invoice
  - d) None of these.
- 4) \_\_\_\_\_ are those ports that limit the array of transit of commodities
  - a) Sea Port
  - b) Mono Functional Port
  - c) Poly Functional Port
  - d) Smart Port.
- 5) \_\_\_\_\_ refers to a plan of method that facilitates different types of container vessels to be loaded in container of specific standard sizes.
  - a) Board plan
  - b) Cargo plan
  - c) Stowage plan
  - d) Port plan

**P.T.O.**

**b) Match the Pairs :**

**[5]**

- |                          |                              |
|--------------------------|------------------------------|
| 1) Smart Port            | a) 1960                      |
| 2) Cargo Equipment       | b) Depends on ocean products |
| 3) First Generation Port | c) Forklift                  |
| 4) Stowage Plan          | d) Block Chain driven        |
| 5) Fishing Port          | e) Bay Plan                  |

Options:

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

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

**[10]**

- a) Define term International Logistics. Elaborate on the factors that are responsible for influencing International Logistics.
- b) Define CONCOR and elaborate its functions and services offered by CONCOR

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

**[10]**

- a) Define the term Port. Explain the different types of Port.
- b) Define International Logistics? Elucidate the functions of 3 PL and 4 PL.

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

**[4 × 5 = 20]**

- a) Scope of International Logistics
- b) Containerization
- c) Just in time port operation.
- d) Certificate of Origin
- e) Stowage Plan
- f) Road Multimodal Transportation.



**SEAT No. :**

PC1192

**[6318]-301**

**[Total No. of Pages :2**

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

## 501 : INTERNATIONAL RELATIONS

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

***Time : 2½ Hours]***

**[Max. Marks : 70**

**Instructions to the candidates:**

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

**Q1) A) Multiple Choice Questions:** **[5]**

- a) \_\_\_\_\_ is a subject that studies the interactions of countries, and non-governmental organizations in the areas of economics, politics, law, commerce, and many more.
  - i) International Relations
  - ii) International Trade
  - iii) International Communications
  - iv) International dispute
- b) \_\_\_\_\_ is an international Financial institution that provides leveraged loans to developing countries for capital programs.
  - i) International Monetary Fund
  - ii) World Bank
  - iii) Asian Development Bank
  - iv) All of the above
- c) The European Union is a Unique economic and political integration between \_\_\_\_\_ European countries that together cover much of the continent.
  - i) 25
  - ii) 03
  - iii) 27
  - iv) 162
- d) \_\_\_\_\_ conditions occurs when a country or a foreign company exports its products at a lower price than the price it sells in its own country.
  - i) Trading
  - ii) Dumping
  - iii) Subsidies
  - iv) Quotas
- e) \_\_\_\_\_ is defined as the duties or taxes imposed on internationally traded products when they cross the national borders.
  - i) Tariffs
  - ii) Trade Policy
  - iii) TRIPS
  - iv) TRIMs

*P.T.O.*

- B) Match the following. [5]
- |           |                                   |
|-----------|-----------------------------------|
| a) NAFTA  | i) Britain                        |
| b) SAARC  | ii) Copyright                     |
| c) WTO    | iii) Marrakesh Declaration        |
| d) TRIPS  | iv) 8 <sup>th</sup> December 1985 |
| e) Brexit | v) United State                   |
- C) Define the following terms (any 5 out of 6) [5]
- Subsidies
  - Socio-Cultural Relations
  - Dualism
  - Commodity Agreements
  - Legal Relations
  - Trade Policy
- D) True or False [5]
- The Agreement on (TRIMs) are rules that are applicable to the domestic regulations a country applies to foreign investors, often as part of an industrial policy.
  - Regional Cooperation refers to cooperation between nation states occupying a common geographical space.
  - Brazil is a member state of the NAFTA.
  - WTO is an international Organization which makes rules for trade between the countries.
  - Quotas are simply a form of free trade between two countries.

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

- Explain the evolution of the European Union. Describe the organization structure of the European Union and its current practices.
- State the Function and Organizational Structure of SAARC.
- What is regional economic integration? What are the advantages and disadvantages of regional economic integration?
- What is Uneven Income Distribution? Explain causes and solutions for inequality of income in India.
- What is Socio Cultural Relations? What are the factors that need to be considered in sociocultural relations?

**Q3)** Write Short Notes. (Attempt any 4 out of 6): [20]

- BRICS
- Work Place ethics
- Importance of Political Relations
- Brexit
- NAFTA
- Work Culture in Indian Business



Total No. of Questions : 3]

SEAT No. :

**PC1193**

[Total No. of Pages : 3

**[6318]-302**

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

**502 : INTERNATIONAL BUSINESS LAW**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions.**

**[5]**

- a) FICCI stands for \_\_\_\_\_
  - i) Federation of Indian Chambers of Commerce and Incubation
  - ii) Federation of Indian Chambers of Commodity and Industry
  - iii) Federation of Indian Chambers of Commerce and Industry
  - iv) Federation of International Chambers of Commerce and Industry
- b) The Customs Act extends to \_\_\_\_\_
  - i) The whole of India
  - ii) The whole of India except the state of Jammu and Kashmir
  - iii) The whole of India except the state of Goa
  - iv) The whole of India except the state of Manipur
- c) ICJ was founded in \_\_\_\_\_
  - i) 1971
  - ii) 1995
  - iii) 1954
  - iv) 1946



d) Who was the Minister of Commerce of Independent India?

- i) Rajkumari Amrit Kaur
- ii) Dr. B. R. Ambedkar
- iii) Syama Prasad Mukherjee
- iv) Maulana Abul Kalam Azad

e) IFC is \_\_\_\_\_

- i) Indian Finance Corporation
- ii) International Finance of Corporation
- iii) International Federation of Commodity
- iv) International Federation of Commerce

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

- a) UNCTAD stands of \_\_\_\_\_.
- b) OECD is \_\_\_\_\_.
- c) Indian Diamond Institute is a Society registered under the \_\_\_\_\_.
- d) International Tea Committee was set up in \_\_\_\_\_.
- e) \_\_\_\_\_ is a National Standard Body of India.

C) Answer in One Sentence. [5]

- a) What is NAFTA?
- b) What is Brussel Convention?
- c) What is Bill of Lading?
- d) Define Export.
- e) Define Treaty.

D) Match the pairs.

[5]

Group (A)	Group (B)
(a) IIFT	(i) Sec. 3 of the Export (Quality Control and Inspection) Act, 1963.
(b) Export Inspection Council	(ii) A permanent diplomatic mission.
(c) World Court	(iii) 1992
(d) Indian Embassy	(iv) Set up in 1963
(e) Foreign Trade Act	(v) Netherlands

**Q2)** Long Answers. ( Attempt any three)

[30]

- Define International Law. State objectives of International Trade Laws.
- Differentiate between Public International Law and Private International Law.
- Explain in detail “Unification of Law of International Sale of Goods”.
- Explain the significance of International Dispute Settlement Machinery in the era of globalization.
- “Export and Import in India has gained a tremendous boom in the recent years because of the effort of the promotion boards and councils.” Explain it with the support system developed for Indian Exporters.

**Q3)** Short Notes. (Attempt any four)

[20]

- Principles of International Trade Laws.
- Penalties under the Customs Act, 1962.
- Ministry of Textiles.
- Indian Institute of Packaging.
- World Bank Inspection Panel.
- UNCITRAL Model for Inter Credits and Guaranties.



Total No. of Questions : 3]

SEAT No. :

PC1194

[6318]-303

[Total No. of Pages : 3

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

503 : BUSINESS REPORTING AND ANALYSIS

(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[5]

- a) \_\_\_\_\_ is an orderly, objective communication of factual information that serves some business purpose.
  - i) Business report
  - ii) Key Performance Indicators
  - iii) BCG Matrix
  - iv) Business analysis
- b) \_\_\_\_\_ includes those activities through which the natural resources are used to provide raw material to other industries.
  - i) Primary Industry
  - ii) Secondary Industry
  - iii) Tertiary Industry
  - iv) Constructive Industry
- c) When company analysis is done amongst the various companies of different groups, it is called \_\_\_\_\_.
  - i) Intra company analysis
  - ii) Inter-company analysis
  - iii) macro-economic analysis
  - iv) Micro-economic analysis

P.T.O.

d) \_\_\_\_\_ techniques is used for gathering as many ideas as possible from a group of people.

- |           |                       |
|-----------|-----------------------|
| i) PESTLE | ii) Brainstorming     |
| iii) SWOT | iv) Document analysis |

e) \_\_\_\_\_ is a record of financial activities of a business or entity.

- |                      |                            |
|----------------------|----------------------------|
| i) Financial Reports | ii) Marketing Reports      |
| iii) HRM Reports     | iv) Macro-economic reports |

B) Match the pairs: [5]

Part A

Part B

- |                      |  |
|----------------------|--|
| a) KPIs              | i) Interprets financial statements                 |
| b) Financial Reports | ii) Non Financial Measures                         |
| c) Economic analysis | iii) Cost Benefit Analysis                         |
| d) Stars             | iv) Conversion of raw material into finished goods |
| e) Industry          | v) High growth industries and high market share    |

C) Answer in one sentence [5]

- a) Define the term Business Report.
- b) What does “Question Marks” indicate in the BCG Matrix?
- c) What is Human Resource Forecasting?
- d) Define the term Business Analysis.
- e) What is Economic Analysis?

D) Fill in the blanks. [5]

- a) Soap industry is an example of \_\_\_\_\_ industry.
- b) Products are classified as “\_\_\_\_\_” when they have a very low market share in a slowly growing market.

- c) Threats of potential entrants is an important component of \_\_\_\_\_.
- d) \_\_\_\_\_ theory is that part of economics which studies the overall averages and aggregates of the system.
- e) In PESTLE analysis “T” stands for \_\_\_\_\_ factors.

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

- a) What is Business Report? Explain the scope and importance of Business Reports.
- b) What is BCG Matrix? Explain the four quadrants of BCG matrix.
- c) What is Financial Report? Explain the objectives and types of Financial Reports.
- d) Explain in brief Various tools & techniques used in business analysis & interpretation.
- e) Explain in brief various selective business strategies.

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

- a) Factors affecting business reporting
- b) Key Performance Indicators (KPIs)
- c) PESTEL analysis
- d) Economic Analysis
- e) Marketing Report
- f) Inter-company and intra-company analysis



Total No. of Questions : 3]

SEAT No. :

PC1195

[Total No. of Pages : 3

[6318]-304

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

504 : FOREIGN EXCHANGE MANAGEMENT

(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

**Q1)** A) Multiple Choice Questions. **[5]**

- a) A \_\_\_\_ is a price offered by a dealer to buy another currency.
- |           |            |
|-----------|------------|
| i) Offer  | ii) Spread |
| iii) Spot | iv) Bid    |
- b) \_\_\_\_ transaction is the purchase or sale of goods or service at a certain price for a delivery on fixed future date.
- |           |             |
|-----------|-------------|
| i) swap   | ii) option  |
| iii) spot | iv) forward |
- c) FEMA was found in the year
- |           |          |
|-----------|----------|
| i) 1974   | ii) 1948 |
| iii) 1956 | iv) 1999 |
- d) A fixed exchange rate is also known as \_\_\_\_ exchange rate.
- |                            |                     |
|----------------------------|---------------------|
| i) Dollarisation           | ii) Pegged rate     |
| iii) Managed floating rate | iv) Semi fixed rate |
- e) Nostro means \_\_\_\_
- |            |          |
|------------|----------|
| i) yours   | ii) ours |
| iii) their | iv) them |

**P.T.O.**

B) Match the following. [5]

Group-A

Group-B

- |                    |                                    |
|--------------------|------------------------------------|
| a) SWIFT payment   | i) Transferring funds abroad       |
| b) TT selling rate | ii) Mean your                      |
| c) Vostro account  | iii) Swift code                    |
| d) Spread          | iv) Decrease the value of currency |
| e) Devaluation     | v) Difference between bid & offer  |

C) Answer in one sentence [5]

- a) What is meant by TT buying rate.
- b) Meaning of LORO account.
- c) Define spot rate.
- d) Define swap transaction.
- e) Define hedging.

D) Fill in the Blanks [5]

- a) FERA is replaced by \_\_\_\_\_
- b) \_\_\_\_\_ is not an authorised person under FEMA.
- c) Indirect quotation is also known as \_\_\_\_\_
- d) TT stand for \_\_\_\_\_
- e) Derivative can be used by an exporter for managing \_\_\_\_\_.

**Q2) Long Answer questions. (Any 3)**

**[30]**

- a) Explain Authorised person under FEMA.
- b) Explain briefly the SWIFT payment system.
- c) What do you mean by exchange rate. State merit & demerit of fixed & flexible exchange rate.
- d) Elaborate the objective and importance of exchange control.
- e) Explain the role of RBI in controlling foreign exchange market.

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

**[20]**

- a) Salient features of FEMA
- b) Exchange quotation
- c) Managed rates
- d) Forward exchange contract
- e) Convertibility of Rupee on current account
- f) External technique of exposure management.





Total No. of Questions :4]

SEAT No. :

**PC1196**

**[6318]-305**

[Total No. of Pages :2

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

**505A : INTERNATIONAL MARKETING MANAGEMENT-I**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Fill in the blanks: (Attempt Any 5) [5]**

- a) \_\_\_\_\_ is the performance of business activities that direct the flow of company's goods and services to consumers in more than one nation.
- b) \_\_\_\_\_ has liberalized the import of capital goods needed for the manufacturing of different goods.
- c) Under the \_\_\_\_\_ scheme, an exporter can import capital goods duty free with the undertaking to certain obligations within stipulated time frame.
- d) \_\_\_\_\_ is a commercial deal which is essential to the exporter and importer.
- e) \_\_\_\_\_ is usually associated with using the same brand name all over the world.
- f) \_\_\_\_\_ is the assistance provided before shipment of goods.
  - i) EPCG
  - ii) Export Order
  - iii) EXIM Policy
  - iv) International Advertising
  - v) Pre Shipment Finance
  - vi) International Marketing

**P.T.O.**

**Q2) True or False [5]**

- a) International marketing is the application of marketing principles to more than one country across national boundaries.
- b) The EXIM policy focuses on liberalization, openness, transparency and globalization.
- c) The Duty Exemption Passbook Scheme is a modified adaptation of the Advance Licence Concept.
- d) The Agro–Export zones were established to promote manufacturing units and reorganize the efforts based on specific products
- e) Under the system of advance licenses the book DEEC was promoted.
- f) FTZ refers to Free Trade Zones

**Q3) Write Short Notes on (Any 2) [10]**

- a) Any 4 objectives of International Marketing.
- b) International Marketing Mix.
- c) Export Promotion Capital Goods
- d) Export Benefits

**Q4) Write Long Answers on (Any 2) [30]**

- a) What is International Marketing? Explain the concept, scope and objectives of International Marketing.
- b) Explain the concept of International Marketing with challenges and opportunities in International Market.
- c) Explain market entry strategies employed by firms in International Marketing.
- d) Explain the international pricing strategy and factors influencing these decisions.



Total No. of Questions :4]

SEAT No. :

PC1197

[6318]-306

[Total No. of Pages :2

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

**505(B) : INTERNATIONAL FINANCIAL MANAGEMENT - I**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions. [5]**

- a) \_\_\_\_\_ is a systematic record of economic transactions between the entities (Corporates, Governments, and individuals) of a country with the rest of the world, during a specified accounting period.
  - i) Balance of payment
  - ii) Balance of trade
  - iii) Global financial system
  - iv) Current account deficit
- b) \_\_\_\_\_ envisions a prosperous, inclusive, resilient, and sustainable Asia and the Pacific, while sustaining its efforts to eradicate extreme poverty in the region.
  - i) World Bank
  - ii) IMF
  - iii) ADB
  - iv) BIS
- c) \_\_\_\_\_ refers to an assessment of the credit worthiness of individuals, corporations, government who wish to borrow money.
  - i) Credit rating
  - ii) Credit assessment
  - iii) Credit analysis
  - iv) None of these
- d) \_\_\_\_\_ is issued in a currency other than the currency of the country or market in which it is issued.
  - i) Euro bond
  - ii) Foreign bond
  - iii) Convertible bonds
  - iv) Municipal bond
- e) \_\_\_\_\_ represent an exchange-traded contract to buy or sell a specified amount of a given currency at a predetermined price on a set date in the future.
  - i) Forwards
  - ii) Currency futures
  - iii) Options
  - iv) Long Position

**P.T.O.**

B) Match the following: [5]

- | A         | B   |
|-----------|---|
| a) IAS-21 | i) 1966   |
| b) CAC    | ii) Corporate entities with foreign operations. |
| c) DAX    | iii) 1930                                       |
| d) ICSID  | iv) Germany                                     |
| e) BIS    | v) France                                       |

**Q2)** Solve any One of following: [10]

- a) Explain the phases of development of the International Monetary System (IMF).
- b) Describe in detail the International Bank for Reconstruction and Development (IBRD) and its three-subsiary organization.

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

- a) Explain the concept of ADR & GDR in detail.
- b) List out different instrument and strategies used to take challenges and risks with regards to international receivables management.

**Q4)** Write any Four short notes: [4×5=20]

- a) Balance of trade
- b) FOREX market
- c) Moody's credit rating
- d) Euro Band
- e) Zero coupon bonds
- f) Features of IFRS



Total No. of Questions : 4]

SEAT No. :

PC-1198

[Total No. of Pages : 2

[6318]-307

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

**A506: Legal Dimensional in International Marketing - II  
(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) A) Select the correct option:**

**[5]**

- i) IMF is headquartered in \_\_\_\_\_.
  - a) Paris
  - b) Geneva
  - c) Washington D.C.
  - d) London
- ii) UNCTAD ordinarily meets in every \_\_\_\_\_.
  - a) Year
  - b) 2 Years
  - c) 3 Years
  - d) 4 Years
- iii) UNCTAD was established by \_\_\_\_\_.
  - a) United Nations General Assembly
  - b) United Nations Security Council
  - c) ECOSOC
  - d) United Nations Secretariat
- iv) WTO regulates and facilitates \_\_\_\_\_.
  - a) Politics
  - b) International trade
  - c) Funds
  - d) Marketing
- v) GSP is \_\_\_\_\_.
  - a) Generalized System of Preferences
  - b) Generalized System of Policies
  - c) Generalized System of Parity
  - d) Generalized System of Protocols

**P.T.O.**

**B) Match the pairs:**

**[5]**

- |           |           |
|-----------|-----------|
| a) UNCTAD | i) 1999   |
| b) IMF    | ii) 1964  |
| c) WTO    | iii) 1995 |
| d) FERA   | iv) 1944  |
| e) FEMA   | v) 1973   |

**Q2) Answer the following questions (Attempt Any One out of Two) : [10]**

- a) Explain regulation and treaties related to Joint Ventures.
- b) Explain functions of WTO.

**Q3) Answer the following questions (Attempt Any One out of Two) : [10]**

- a) Explain TRIP and TRIM.
- b) Explain FERA and FEMA.

**Q4) Short notes. (Attempt any Four out of Six) :**

**[20]**

- a) Anti dumping
- b) GATS
- c) International sales agreement
- d) IMF
- e) Regulations related joint ventures
- f) Foreign investment



Total No. of Questions : 4]

SEAT No. :

PC-1199

[Total No. of Pages : 2

[6318]-308

T.Y. B.A. (IB)

**506 B : Legal Dimensions in Financial Management - II**  
**(2019 Pattern) (CBCS) (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) a)** Select the most correct answer from the given alternatives: **[5]**
- i) \_\_\_\_\_is the main authority to regulate the administration of companies Act, 2013 in India.
    - a) MCA
    - b) Company Secretary
    - c) Board of Directors
    - d) SEBI
  - ii) The certificate of Incorporation of Companies is issued by\_\_\_\_
    - a) ROC
    - b) MCA
    - c) NCLT
    - d) RBI
  - iii) A contract without consideration under section 25 :
    - a) Void
    - b) Voidable
    - c) Valid
    - d) Illegal
  - iv) A wrong representation when made without any intention to deceive the other party amounts to\_\_\_\_
    - a) Coercion
    - b) Undue Influence
    - c) Misrepresentation
    - d) Fraud
  - v) Index of Ease of Doing Business is published by\_\_\_\_
    - a) World Bank
    - b) IMF
    - c) WTO
    - d) RBI

**P.T.O.**

b) Match the pairs.

[5]

Group (A)	Group (B)
i) ADEN Rule	a) Agreement with minor
ii) Mohori Bibee v/s Dharmodas Ghose	b) Financial Statement
iii) Cash Flow Statement	c) Threat to suicide
iv) Coercion	d) Implied Contracts.
v) Quasi Contract	e) International Taxation

**Q2) Long Answer question. (Attempt ANY ONE)**

[10]

- a) Define Minor : Explain rules regarding agreement with minor.
- b) What do you mean by a Company? Explain in detail procedure of Incorporation of a company.

**Q3) Long Answer Question. (Attempt ANY ONE)**

[10]

- a) What is FEMA? Explain important provisions of FEMA.
- b) Define Tax. EXplain rules regarding Taxation of Foreign Income.

**Q4) Write Short Notes.(Attempt ANY FOUR)**

[20]

- a) Types of Contract.
- b) Setting of office and branches abroad.
- c) Format of Income Statement of a Company.
- d) Government Company and Statutory Company.
- e) Types of Damages
- f) Foreign Institutional Investment.





Total No. of Questions : 3]

SEAT No. :

**PC1200**

**[6318]-401**

[Total No. of Pages :3]

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

**601 : NEW VENTURE CREATION AND STARTUPS**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions:**

**[5]**

- a) Innovation can best be defined as \_\_\_\_\_.
  - i) The generation of new ideas
  - ii) The evolution of new ideas
  - iii) The opposite of creativity
  - iv) The successful exploitation of new ideas
- b) District Industries Centres are located \_\_\_\_\_.
  - i) In each district
  - ii) In each state
  - iii) Only in selected districts
  - iv) Only in selected states
- c) Entrepreneurship can best be described as \_\_\_\_\_.
  - i) A process that requires setting up a business
  - ii) Taking a significant risk in a business context.
  - iii) Having a strong vision
  - iv) A process involving innovation, new products of services, and value creation
- d) Entrepreneurial development is the key to achieve all-round \_\_\_\_\_ through acceleration of industrial and entrepreneurial activities.
  - i) Economic Development
  - ii) Increase in Profits
  - iii) Shareholders Value
  - iv) Business Development
- e) Which of the following sentence is inconsistent in the context of entrepreneur?
  - i) He is owner of the business
  - ii) He is risk taker
  - iii) He operates production activities
  - iv) He searches out business opportunities

**P.T.O.**

- B) Match the following. [5]
- |                           |  |
|---------------------------|--|
| a) Business plan          | i) An assessment of a business project.  |
| b) Managerial Feasibility | ii) Assessment typically involves a cost/benefits analysis of the project, helping organizations determine the viability, cost, and benefits associated with a project before financial resources are allocated. |
| c) Financial Feasibility  | iii) Evaluates the technical complexity of the expert system and often involves determining whether the expert system can be implemented with state-of-the-art techniques and tools.                             |
| d) Economic Feasibility   | iv) A document that defines in detail a company's objectives and how it plans to achieve its goals.  |
| e) Technical Feasibility  | v) Ability of a project to achieve sufficient income, credit, and cash flow to financially sustain the project over the long term and meet all debt obligations.   |
- C) Answer in one sentence (attempt any 5) [5]
- Social and Legal Feasibilities
  - An Entrepreneur
  - Production Plan
  - Industrial Development Corporation (IDC)
  - E-commerce
  - Feasibility Study
- D) Fill in the blanks [5]
- The Small Industrial Development Bank of India (SIDBI) is a \_\_\_\_\_ Institution of Government of India.
  - Full form of DIC is \_\_\_\_\_.
  - \_\_\_\_\_ is the design or symbol that is created by an organization and identifies its offerings & services.
  - To provide financial assistance to entrepreneurs the government has set up a number of \_\_\_\_\_.
  - \_\_\_\_\_ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.

**Q2)** Answer the following questions (Attempt any 3)

**[30]**

- a) What is National Small Industries Corporation (NSIC)? Explain the Objectives and functions of NSIC.
- b) What is meant by Idea Generation? Explain the significance of Creativity and Innovation in Idea Generation.
- c) Explain Objectives and functions of State Financial corporation (SFCs).
- d) State the different sources of Capital available for new venture development. Explain the significance of financial controls.

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

**[20]**

- a) Importance of Entrepreneurship Development
- b) Activities of IDC
- c) Project Report Preparation
- d) Legal Constraints and Documentation in start-ups.
- e) Political Feasibilities



Total No. of Questions : 3]

SEAT No. :

**PC1201**

[Total No. of Pages : 3

**[6318]-402**

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

**602 : INTERNATIONAL 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) Compulsory Question : (Objective Type Questions)**

**A) Multiple Choice Questions.**

**[10]**

- 1) Which of the following is not a project management goal?
  - a) Avoiding customer complaints
  - b) Keeping overall costs within budget
  - c) Delivering the software to the customer at the agreed time
  - d) Maintaining a happy and well - functioning development team
- 2) What is the first step in project planning?
  - a) Determine the budget
  - b) Determine project constraints
  - c) Inspect the deliverables
  - d) Establish the objectives and scope
- 3) During project estimation, project manager estimates following.
  - a) Project duration
  - b) Project effort
  - c) Project cost
  - d) All of the above
- 4) The project manager conducts the analysis of the problem & submits the report to the \_\_\_\_\_.
  - a) Top Management
  - b) Lower Management
  - c) Middle Management
  - d) All of the above

**P.T.O.**

- 5) The project management process is defined by the \_\_\_\_\_. It describes & organizes the work of the project.
  - a) Customer
  - b) Organization
  - c) Project
  - d) None of the above
- 6) Controlling process controls \_\_\_\_\_.
  - a) Time
  - b) Cost
  - c) Quality
  - d) All of the Above
- 7) The project will go through for preparation, which constitutes formulation & modeling, Planning, control, execution, monitoring, completion & review.
  - a) Statement is correct
  - b) Statement incorrect
- 8) Reviews, Findings, and analysis of the project performance are done during.
  - a) Planning Processes
  - b) Executing Processes
  - c) Controlling Processes
  - d) Closing Process
- 9) Project state reviews and the decisions taken and actions planned need to be approved by the \_\_\_\_\_ management.
  - a) Top
  - b) Middle
  - c) Lower
  - d) None of the above
- 10) Every project will have a huge information inflow, which has \_\_\_\_\_ for the purpose of decision - making actions are taken.
  - a) Sorted
  - b) Classified
  - c) Distributed & analyzed
  - d) All of the above

B) Answer in one sentence :

**[5]**

- a) State any two characteristics of the project.
- b) Define project.
- c) What is variance?
- d) What is cost estimating?
- e) What is social cost benefit analysis?

C) Fill in the blanks : [5]

- a) \_\_\_\_\_ is a set of activities which are networked in an order and aimed toward achieving the goals of a project.
- b) Effective project management focuses on various S's. The number of essential S's is \_\_\_\_\_
- c) \_\_\_\_\_ is best described as minimizing threats and maximizing opportunities.
- d) CPM stands for \_\_\_\_\_
- e) Schedule performance index in the earned value analysis can be computed as \_\_\_\_\_

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

- a) Explain the principles of Project Management in detail.
- b) Explain the various skills required by a Project Manager.
- c) Explain in detail the seven S's of project management.
- d) How should a project manager manage the stakeholders?
- e) What is project scheduling? Explain the project scheduling techniques.

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

- a) Types of projects
- b) Audit and review
- c) Corrective actions
- d) Quality Control
- e) Project Management process
- f) Critical Path Analysis



Total No. of Questions : 3]

SEAT No. :

**PC1202**

**[6318]-403**

[Total No. of Pages : 3

**T.Y.B.B.A. (International Business)**  
**603 : Decision Making and Risk Management**  
**(2019 Pattern) (Semester-VI)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

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

**[5×1=5]**

- a) DSS stands for \_\_\_\_\_
  - i) Department Support System
  - ii) Delegation Support System
  - iii) Decision Supreme System
  - iv) Decision Support System
- b) Retrospective Decision Model was developed by \_\_\_\_\_
  - i) Spielberg
  - ii) Isabel Briggs Myers
  - iii) Philip Kotler
  - iv) E. Mc. Ferland
- c) \_\_\_\_\_ Is a phase in creative decision making process which is concerned with the individual learning about the problem.
  - i) Preparation
  - ii) Incubation
  - iii) Illumination
  - iv) Implementation
- d) \_\_\_\_\_ is the art of motivating and directing a group of people towards the achievement of a common objective.
  - i) Motivation
  - ii) Decision Making
  - iii) Leadership
  - iv) Followership

**P.T.O.**

e) \_\_\_\_\_ risk assessment is defined as the process of identifying and prioritizing risks for further assessment.

i) Quantitative

ii) Qualitative

iii) Decision Making

iv) Continuous

f) Mintzberg's decision making model proposes \_\_\_\_\_ stages to decision making.

i) Two

ii) Three

iii) Four

iv) Five

B) Match the pairs:

[5×1=5]

Group (A)

Group (B)

a) Assess

i) Figure out what to do about it

b) Analyse

ii) Take Stock of the Situation

c) Organise

iii) The actual effects of the strategy are viewed and evaluated

d) Execute

iv) Make it happen

e) Look Back and Learn

v) Get Ready for Action

C) State True or False. (Attempt any 4 out of 5)

[4×1=4]

a) Risk is associated with almost every business activity and the business makers have to take decision considering the risks involved in that particular activity.

b) Herbert Simon's Decision-Making Model Comprises five stages.

c) Implementation is the first stage under Creative Problem-Solving Model.

d) Creativity is the cognitive process of developing an Idea, Concept, Commodity that is viewed as novel by its creator or a target audience.

e) EMV stands for Expected Monetary Value.



**Q2) Write Short Answers. (Attempt any 3 out of 4)**

**[3×8=24]**

- a) Factors affecting Decision Making.
- b) Intelligence Quotient and Emotional Quotient.
- c) Causes of Conflicts
- d) Monte Carlo Simulation

**Q3) Write Long Answers. (Attempt any 2 out of 4)**

**[2×16=32]**

- a) Explain in detail different types of decisions.
- b) Elaborate on various Principles of Decision Making.
- c) Define Creativity. Explain Creative Decision-Making Process.
- d) What is Team Composition? Explain Components of Team Composition.



Total No. of Questions : 3]

SEAT No. :

**PC1203**

**[6318]-404**

[Total No. of Pages : 3

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

**604 : MANAGEMENT OF AGRIBUSINESS & AGRI EXPORTS**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions.**

**[5]**

- a) The Kisan Credit Card (KCC) scheme was introduced in \_\_\_\_\_.
  - i) 1987
  - ii) 1988
  - iii) 1989
  - iv) 1990
- b) SHG stands for \_\_\_\_\_.
  - i) System help group
  - ii) Social help group
  - iii) Self-help group
  - iv) Social hand on group participation
- c) The term Agribusiness is coined by \_\_\_\_\_.
  - i) Michel Peter
  - ii) John Davis
  - iii) Ewell Roy
  - iv) None of the above
- d) In India \_\_\_\_\_ markets exist for food grains.
  - i) Spot
  - ii) Regional
  - iii) Periodic
  - iv) None of the above
- e) Microfinance was developed by \_\_\_\_\_.
  - i) Rangarajan
  - ii) Rajiv Gandhi
  - iii) Indira Gandhi
  - iv) Wagule Committee

**P.T.O.**

B) Match the Pairs [5]

Column-I	Column-II
a) Kisan Call Centre	i) Agreement on Agriculture
b) Apex	ii) ITES Application
c) AOA	iii) NABARD
d) Minimum Needs Program	iv) Processing the product
e) Agricultural Marketing	v) Nutrition

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

- a) What do you mean by RRB?
- b) What do you mean by Agriculture marketing?
- c) What do you mean by Microfinancing?
- d) What do you mean by a marketing plan for exports?
- e) What do you mean by contract farming?
- f) Write any two Agri exports products from India to foreign countries
- g) What do you mean by terms of payment in Agri exports?

D) Fill in the Blanks. [5]

- a) Seeds, Fertilizers, feed, chemicals etc. include in \_\_\_\_ sector.
- b) \_\_\_\_\_ is also known as the grower's market.
- c) \_\_\_\_\_ is one of the largest Microfinance Company announced its first rainfall insurance program in India.
- d) Secondary market is also called as \_\_\_\_\_
- e) Agricultural products are mainly \_\_\_\_\_ in nature.

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

**[3×10=30]**

- a) Explain role of cooperative institutions in Agriculture credit.
- b) Explain export documentation & procedure in India for Agri exports.
- c) Explain in detail about types of Agriculture Marketing.
- d) Explain the concept & application of ICT in Agribusiness.

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

**[4×5=20]**

- a) Concept of Self-Help Group.
- b) Types of Contract Farming.
- c) Characteristics of Cooperation.
- d) WTO Agreement on Agriculture.
- e) Role of NABARD.



Total No. of Questions :3]

SEAT No. :

**PC1204**

**[6318]-405**

[Total No. of Pages :2

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

**A605 : INTERNATIONAL SERVICE MANAGEMENT(I)**

**(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) Multiple Choice Questions.**

A) Slect the correct answer from given options.

**[5×1=5]**

- a) \_\_\_\_\_are three actors in Service Marketing Triangle.
  - i) Company, Employees and Customers
  - ii) Service, Marketing and Product
  - iii) Company, Product and packaging
  - iv) Executives, Managers and product designers
- b) Which of the following is not a reason for service failure?
  - i) Lack of innovations in service
  - ii) Avoiding the feedback received
  - iii) Less attention towards customer satisfaction level
  - iv) Immediate action on solving customers problem
- c) Which of the following is not considered as dimensions of service quality?
  - i) Just in time
  - ii) Responsiveness
  - iii) Assurance
  - iv) Empathy
- d) The GAP Model of Service quality helps to identify the gaps between the \_\_\_\_\_.
  - i) Perceived service and the expected service
  - ii) Designed service and delivered service
  - iii) Assured service and received service
  - iv) Communication and specification
- e) Designing a consistent service strategy is a primary stage in \_\_\_\_\_.
  - i) Service Life Cycle (SLC)
  - ii) New Service Development (NSD)
  - iii) Service Marketing
  - iv) None of the above

**P.T.O.**

- B) Match the Pairs: [5×1=5]
- a) External Marketing–Stage in Service Life Cycle (SLC)
  - b) Service Mapping–Reliability
  - c) Service Design–Physical evidence
  - d) Service quality–alignment of services, sources, entities and attributes
  - e) Service Marketing Mix–Advertising

**Q2)** Long Answer Question Solve any 2 questions out of 4. [2×10=20]

- a) Define New Service Development (NSD). Discuss the critical issues in new service development
- b) Elaborate 5 gaps model in service marketing with examples.
- c) Define Service Design. Discuss in detail the steps involved in service design.
- d) Explain in details the 7P's of service marketing in international perspective with examples.

**Q3)** Short Notes-Solve any 4 questions out of 6. [4×5=20]

- a) Service Life Cycle (SLC)
- b) Service Benchmarking
- c) Factors influencing consumers behaviour in services
- d) Services in global economy
- e) Service quality
- f) Services Marketing Triangle



Total No. of Questions :3]

SEAT No. :

**PC1205**

**[6318]-406**

[Total No. of Pages :2

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

**605-B : INTERNATIONAL HUMAN RESOURCE MANAGEMENT-I**

**(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) Fill in the blank with the most appropriate alternative (Any 4) [4]**

- a) \_\_\_\_\_ is a major IHRM practice that means to open their recruitment process that enhance the attractiveness of global assignment.
  - i) Planning
  - ii) Training
  - iii) Appraising performance
  - iv) Staffing
- b) In \_\_\_\_\_ approach subsidiaries are managed by staff form the home country (PCNs)
  - i) Ethnocentric
  - ii) Polycentric
  - iii) Geocentric
  - iv) Region-centric
- c) \_\_\_\_\_ Workforce is found to be more creative and adaptable.
  - i) Multicultural
  - ii) Skilled
  - iii) Knowledgeable
  - iv) Talented
- d) The internal aspects of environment include \_\_\_\_\_.
  - i) Organisational structure
  - ii) Social issues
  - iii) Political issues
  - iv) Economic issues
- e) \_\_\_\_\_ is a driving force for success.
  - i) Training
  - ii) Effective communication
  - iii) Education
  - iv) Morals

**P.T.O.**

- B) Match the following. [4]
- |                  |  |
|------------------|--|
| a) Host country  | i) Done at the National Level  |
| b) Domestic HRM  | ii) Approach reflects the geographic strategy & structure of MNE's.          |
| c) Diversity     | iii) Forms the foundation block of the International Compensation            |
| d) Regio-centric | iv) Multidimensional   |
| e) Basic Salary  | v) Employees are belonging to the nation in which the subsidiary is situated |

- C) True or False (Any 4) [4]
- a) Home country is one where the headquarter of MNC & TNC is located.
  - b) Domestic HRM is done at the state level
  - c) Polycentric approach reflect the geographic strategy and structure of MNEs.
  - d) E-recruitment has the potential to reduce geographical barrers to employment on a global scale.
  - e) Creativity is a term similar to diversity.

- Q2) Write a short answer (Any 2) [14]
- a) Scope of International Human Resource Management
  - b) Emerging issues in compensation management
  - c) Cultural sensitivity and its importance
  - d) Types of International Assignments

- Q3) Write a short answer (Any 2) [24]
- a) Define International Human Resource Management (IHRM) and write objectives and principles of international Human Resource Management (IHRM).
  - b) What is Expatriation? Explain role & Challenges of an expatriate.
  - c) What is performance Management? Explain issues and challenges in International Performance Management.
  - d) Define Organisational Culture. Explain types and strategies of organisational culture.





Total No. of Questions : 3]

SEAT No. :

PC-1206

[Total No. of Pages : 2

[6318]-407

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

**606 A : BRAND MANAGEMENT (II)**  
**(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 × 1 = 5]**

- i) \_\_\_\_\_ defines what the brand thinks about the consumer, as per the consumer.
  - a) Brand attitude
  - b) Brand positioning
  - c) Brand relationship
  - d) Brand management
- ii) \_\_\_\_\_ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?
  - a) Customer loyalty
  - b) Brand loyalty
  - c) Product loyalty
  - d) Company loyalty
- iii) Both brand association and brand personality are a part of \_\_\_\_\_.
  - a) Brand symbol
  - b) Brand image
  - c) Brand relationship
  - d) None of the above
- iv) If a company uses successful brand names to launch a new or modified product in a new category, this strategy is called \_\_\_\_\_.
  - a) Brand extension
  - b) Co-branding
  - c) Line extension
  - d) Multi branding
- v) Brand personality is a set of \_\_\_\_\_ characteristics associated with the brand.
  - a) Human
  - b) Computer
  - c) Product
  - d) Artificial Intelligence

**P.T.O.**

**B) Answer the following in one sentence.**

**[5 × 1 = 5]**

- i) Define Brand Identity
- ii) State two Brand Equity model
- iii) State any two aspect of Brand Personality Dimension
- iv) Define Brand
- v) Define Brand Perception

**Q2) Answer the following questions (Any 2) :**

**[2 × 10 = 20]**

- a) What is Brand and explain the role of social media in Brand Building?
- b) What is Brand Valuation and Various methods of Brand Valuation?
- c) Explain David Aaker model of Brand Equity.
- d) Define the term 'building a brand'? Write its importance & process?

**Q3) Write Short notes on (Any 4) :**

**[4 × 5 = 20]**

- a) Brand Loyalty
- b) Brand Extension
- c) Branding Challenges & opportunities
- d) Stages of Brand Development
- e) Brand Positioning
- f) Point of Distribution



Total No. of Questions : 4]

SEAT No. :

PC-1207

[Total No. of Pages : 2

[6318]-408

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

**B-606-CROSS CULTURAL RELATIONSHIPS - II**  
**(2019 Pattern) (CBCS) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1) A) Multiple Choice Questions**

**[5×1=5]**

- a) \_\_\_\_\_ is the management of people and things that involve a different cultural background.
  - i) Human Resource Management
  - ii) Cross Culture Management
  - iii) Cultural Identity
  - iv) Cultural Diversity
- b) Culture is Dynamic means \_\_\_\_\_.
  - i) Changeable
  - ii) Remains Constant
  - iii) Lethargic
  - iv) None of the above
- c) \_\_\_\_\_ contains all the information or meaning that the sender aims to convey.
  - i) Message
  - ii) Encoding
  - iii) Decoding
  - iv) None of these
- d) Cultural differences exist due to \_\_\_\_\_.
  - i) Language
  - ii) Belief
  - iii) Values
  - iv) All of the above.
- e) \_\_\_\_\_ refers to a set of skills that allows you to understand and learn about people whose cultural background is not the same as yours.
  - i) Cultural Sensitivity
  - ii) Cultural Diversity
  - iii) Cultural Awareness
  - iv) Profit from culture

**P.T.O.**

B) Match the following. [5×1=5]

- |  |                               |
|--|-------------------------------|
| i) Prime 21 <sup>st</sup> Century Skills | 1) Personality                |
| ii) Culture                              | 2) Being negative or critical |
| iii) Determinant of culture              | 3) Noise                      |
| iv) Cross Cultural Communication Failure | 4) Critical thinking          |
| v) International Marketing Communication | 5) Symbolic Communication     |

**Q2)** Answer the following Questions (Any 1) [1×10=10]

- a) What is International Business? Explain ‘any four’ challenges before International Business with examples.
- b) Define the term “Cross Cultural Sensitivity”. Explain ‘any four’ tips to develop Cross Cultural Sensitivity.

**Q3)** Answer the following Questions (Any 1) [1×10=10]

- a) Define the term Culture. Explain Characteristics of Culture.
- b) What is Cross Cultural Communication? Explain the Cross Cultural Communication Process.

**Q4)** Write Short Notes on: (Any 4) [4×5=20]

- a) Elements of Culture
- b) Power Distance Index (PDI)
- c) Any 5 techniques for managing conflict in a Cross Cultural Environment
- d) Ethical dilemmas of international executives
- e) Non Verbal communication
- f) Reasons for cultural differences

