

Total No. of Questions : 6]

SEAT No. :

PA-1988

[Total No. of Pages : 3

[5955]-101

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

101 : Principles of Management

(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 and Q. No. 6 are compulsory.*
- 2) *Solve any 3 (Three) questions from the remaining question nos. 2, 3, 4 and 5.*
- 3) *Figures to right indicate full marks.*

Q1) A) Fill in the blanks (Attempt any 5) :

[5]

- i) Middle level management includes _____.
 - a) Vice president
 - b) Supervisors
 - c) Plant managers
 - d) Office managers
- ii) “Science, not rule of thumb”, according to F.W. Taylor, stands for _____.
 - a) One best way of doing a task
 - b) Scientific selection of workmen
 - c) Obtaining harmony in group action
 - d) Scientific division of work between workers and management.
- iii) _____ is known as the father of White Revolution in India.
 - a) JRD Tata
 - b) Dr. Verghese Kurien
 - c) Dhirubhai Ambani
 - d) N.R. Narayana Murthy

P.T.O.

- iv) Top management works on _____.

 - a) Strategic plan b) Corporate plan
 - c) Budgeting d) Authority structure

- v) Total quality management was first developed in _____.

 - a) USA b) UK
 - c) Japan d) Korea

- vi) Unity of command means _____.

 - a) Parity of authority and responsibility
 - b) Flow of command from subordinate to superior
 - c) Parity in controlling
 - d) Flow of command from superior to subordinate

B) Match the following : [5]

- | Group A | Group B |
|--|---|
| i) Quantative technique of forecasting | a) Customer - Driven quality management |
| ii) Voice outsourcing | b) Determinative function |
| iii) TQM | c) Trend Projection method |
| iv) Scalar chain | d) Telemarketing |
| v) Administration | e) Chain of command and communication |

Q2) What is management? Explain basic functions of management. [15]

Q3) Explain fourteen principles of management. [15]

Q4) Explain the various techniques of controlling. [15]

Q5) What is outsourcing? State its merits & Demerits. [15]

Q6) Write short notes (any 3) : [15]

- a) Management as a profession
- b) Classification of Business Activities
- c) Decision-Making & its types
- d) Total Quality Management
- e) Management of change



Total No. of Questions : 4]

SEAT No. :

PA-1989

[Total No. of Pages : 2

[5955]-102

F.Y. B.B.A. (International Business)
102 : Business Communication Skills
(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Marks are indicated on right side.*

Q1) A) Fill in the blanks :

[5 × 1 = 5]

- i) Posters fall under _____ communication
 - a) Oral
 - b) Visual
 - c) Written
 - d) Spoken
- ii) Dialogic listening is also known as _____.
 - a) Empathetic listening
 - b) Therapeutic listening
 - c) Relational listening
 - d) Active listening
- iii) An order letter must contain _____.
 - a) Exact quantity
 - b) Delivery date
 - c) You attitude
 - d) Mode of packing
- iv) Communication to a person of _____ mind is extremely difficult.
 - a) Open
 - b) Closed
 - c) Very open
 - d) Social
- v) Etiquette are _____.
 - a) Unwritten rules
 - b) Written rules
 - c) Non verbal
 - d) Verbal

P.T.O.

B) Match the following : [5]

- | Group A | Group B |
|---|---------------------|
| i) Memo | a) Eye contact |
| ii) Letter written by customer when he found a problem | b) Efficiency |
| iii) Which letter is written by buyer to a supplier | c) Memorandum |
| iv) Body language | d) Complaint letter |
| v) Verbal communication increases the productivity & _____ of workers | e) Order |

Q2) Explain communication and principles of good communication. [10]

OR

“Body language is very important for communicating anything orally”. Discuss

Q3) “Resume is the replica of oneself”. Discuss draft an application letter along with a resume for the post of marketing manager. [10]

OR

Explain importance of social media communication.

Q4) Write short notes on any four : [4 × 5 = 20]

- Types of Barriers.
- Oral communication.
- Proximity.
- Sales letters.
- Memos.
- Video-conferencing.



Total No. of Questions : 5]

SEAT No. :

PA-1990

[Total No. of Pages : 4

[5955]-103

B.B.A. - I (IB)

**103 : BUSINESS ACCOUNTING
(CBCS 2019 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer all questions.*
- 2) *Use of calculator is allowed.*
- 3) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice questions. [5]

- a) 'Debit the receiver and credit the giver' - Rule is applicable to _____
- | | |
|------------------|--------------------|
| i) Real a/c | ii) Personal a/c |
| iii) Nominal a/c | iv) Impersonal a/c |
- b) The amount withdrawn by the proprietor from his business for personal use is _____
- | | |
|--------------|--------------|
| i) Capital | ii) Drawings |
| iii) Expense | iv) Income |
- c) _____ is a statement of the details of the difference any two of more accounts
- | |
|------------------------------------|
| i) Bank passbook statement |
| ii) Bank Balance Statement |
| iii) Bank Reconciliation Statement |
| iv) Bank Account Statement |
- d) The policy to anticipate no profit and provide for all possible losses arises due to _____ convention.
- | | |
|------------------|---------------------|
| i) Consistency | ii) Conservatism |
| iii) Materiality | iv) Full disclosure |
- e) A person who owes money to the firm is known as _____.
- | | |
|-------------------|--------------------|
| i) A debtor | ii) A creditor |
| iii) A proprietor | iv) A lease holder |

P.T.O.

- B) True or False [5]
- a) Patent is a current asset.
 - b) In cost concept assets are recorded at the market price.
 - c) The fundamental assumptions and principles on which accounting rests are referred to 'GAAP'.
 - d) Credit balance of Profit and Loss a/c is known as Net Profit.
 - e) Balance sheet is an account showing incomes and expenditure incurred by a firm.
- C) Classify the following accounts as real, personal and nominal. [5]
- a) Ziffy Bank Ltd a/c.
 - b) Machinery a/c
 - c) Salary a/c
 - d) Shanita a/c
 - e) Printing and Stationery a/c
- D) Answer in one sentence. [5]
- a) What is BRS?
 - b) Long form of 'GAAP'?
 - c) Give 2 examples of vouchers.
 - d) Give 2 examples of Intangible assets.
 - e) Give 2 features of Computerised Accounting.

Q2) Journalise the following transactions in the books of Mr. Karan for the Month of March 2022. [10]

- a) Started business with cash ₹1,00,000.
- b) Purchased Indira Vikas Patra ₹10,000.
- c) Purchased a cow worth ₹20,000.
- d) Sold goods ₹15,000 to Mr. Sham, half the amount received in cash.
- e) Purchased goods ₹5,000 @ 10% cash Discount
- f) Sold goods ₹20,000 @ 5% cash Discount.
- g) Withdraw ₹12,000 from bank for personal use.
- h) Received commission ₹1,000 and Brokerage ₹500.
- i) Paid ₹ 1,000 to Radha and ₹2,000 to Shardha.
- j) Paid salary ₹6,000.

Q3) Record the following transactions in relevant subsidiary books of Mr. Dinesh.

[10]

2018

Jan.

- 1 Purchased goods from Suresh ₹10,000.
- 3 Sales made to Sharma ₹20,000.
- 6 Sold goods to Puneet ₹4,000.
- 11 Purchases made from Sunita ₹10,000 Trade Discount 10%
- 15 Goods returned by Sharma ₹1,500.
- 19 Goods returned to Sunita ₹1,900.
- 26 Goods returned by Puneet ₹500.
- 29 Bought goods from Roy ₹20,000 less T.D 5%.
- 31 Sales made to Diwan ₹20,000 Less T.D ₹1000
- 31 Goods Returned to Roy for ₹1700.

Q4) From following Trial Balance of Mr. Akshay. Prepare Trading a/c. Profit & Loss a/c and Balancesheet as on

[20]

Particulars	₹	Particulars	₹
Cash in hand	8,000	Sales	5,00,000
Cash at Bank	12,000	Creditors	40,000
Wages	20,000	Capital	3,20,000
Machinery	2,12,000	Commission	2,800
Bills Receivable	40,000		
Opening stock	84,000		
Purchases	3,30,000		
Sales Return	6,000		
Salaries	32,000		
Debtors	86,000		
Taxes & Insurance	22,000		
Bad debts	6,000		
Freight Inward	4,800		
	8,62,800		8,62,800

Adjustments:

- 1) Closing stock ₹ 90,000
- 2) Outstanding Salaries ₹ 3,200 and wages ₹ 2,000
- 3) Prepaid Insurance ₹ 900 and accrued commission ₹1,200.
- 4) Charge 10% depreciation on machinery.

Q5) The cash book of Mr Soham showed a balance of ₹ 5,600 on 31/3/19. This Pass book showed totally a different result. On comparison the following discrepancies are traced out. Find Bank balance as per Pass Book. **[10]**

- a) Cheques issued but not presented for payment prior to 31/3/19 amounted to ₹ 2,500.
- b) A cheque of ₹ 6,200 deposited into the bank on 30th March, 19 is credited on 4th April, 2019.
- c) A customer paid ₹ 2,000 directly into book account which was not entered in cash book.
- d) A cheque ₹ 2,100 deposited and credited by bank was recorded as ₹ 1,200 in the Cash Book
- e) A payment of Insurance premium ₹ 1,900 made by bank was not recorded in cash book.



Total No. of Questions : 6]

SEAT No. :

PA-1991

[Total No. of Pages : 2

[5955]-104

First Year B.B.A. (Internation Business)
104 : BUSINESS ECONOMICS-MICRO
(2019 Pattern) (Semester-I)

Time : 2½ Hours]

[Max. Marks : 70

Instruction to the candidates:

- 1) *Q. No. 1 and Q. No. 6 are compulsory.*
- 2) *Solve any 3 (three) questions from the remaining question number 2,3,4 and 5.*

Q1) A) Fill in the balnks (Attempt any 5 out of 6) [5]

- a) _____ economics deals with individual consuming units.
- b) The economy which integrates the components of socialist and capitalist economics. is known as _____.
- c) _____ measures price elasticity of demand at different points on a demand curve.
- d) _____ cost is known as the addition mode to the total cost.
- e) _____ curve is U-Shaped'
- f) Oligopoly refers to a maket of _____ sellers.

B) Match the following. [5]

A

B

- | | |
|---------------------------|--------------------------------|
| a) Mixed economy | i) Determinants of demand |
| b) Macro Economics | ii) Public and private sectors |
| c) Price of the commodity | iii) J.M. keynes |
| d) Total Revenue Method | iv) Monopoly |
| e) Single Seller | v) Price Elasticity of demand |

Q2) Define Business Economics. Explain the scope of Business Economics and importance of economics. [15]

P.T.O.

Q3) What is price Elasticity of Demand? Explain the types of price Elasticity.[15]

Q4) Explain the typology of costs. [15]

Q5) Explain the price and output determination in the short-run of firm under monopolistic competition. [15]

Q6) Compulsory (Attempt any 3 short notes out of 5) [15]

- a) Forms of Economy
- b) Law of Demand
- c) Types of Revenue
- d) Characteristics of Oligopoly
- e) Determinants of supply



Total No. of Questions : 3]

SEAT No. :

PA-1992

[Total No. of Pages : 3

[5955]-105
F.Y. B.B.A. (I.B.)
105 : BUSINESS MATHEMATICS
(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of statistical table and calculator is allowed.*
- 4) *Symbols have their usual meanings.*

Q1) A) Fill in the blanks:

[5×2=10]

- a) If a, b, c are in continued proportion then _____.
- | | |
|-----------------|----------------|
| i) $a^2 = bc$ | ii) $b^2 = ac$ |
| iii) $c^2 = ab$ | iv) $a = bc$ |
- b) 4:5 can be expressed into percentage as _____.
- | | |
|---------|--------|
| i) 80 | ii) 85 |
| iii) 90 | iv) 95 |
- c) If the L.P.P, the conditions, limitations are called as _____.
- | | |
|-----------------------|------------------------|
| i) Decision variables | ii) Objective function |
| iii) Constraints | iv) None of the above |
- d) If $x : y = 3 : 7$ and $x = 21$ then $y =$ _____.
- | | |
|---------|--------|
| i) 35 | ii) 28 |
| iii) 14 | iv) 49 |
- e) If all the elements in the matrix are equal to zero then it is called _____ matrix.
- | | |
|-------------|--------------|
| i) Identity | ii) Zero |
| iii) Scalar | iv) Diagonal |

P.T.O.

- B) State whether the following statements are True or False. [3×2=6]
- For the selection of objects combination is required.
 - A non-singular matrix can possess inverse.
 - If selling price is more than cost price then loss is incurred.

Q2) Attempt any four of the following: [4×4=16]

- An article is sold at 25% profit. Find the ratio of cost price to selling price.
- A car travels 81 km in 4.5 litres of petrol. How far will it travel by 20 litres of petrol?
- Find the simple interest on Rs. 1,000 at 6% p.a. for 5 months?
- Find the value of x if $\begin{bmatrix} x & 15 \\ 4 & 12 \end{bmatrix}$ is a singular matrix.
- If ${}^n P_r = 240$, ${}^n C_r = 120$, find n and r .
- If 135 litres of milk mixed with water the ratio of milk to water is 7:2. How much water to be added so that ratio of milk to water becomes 5:2?

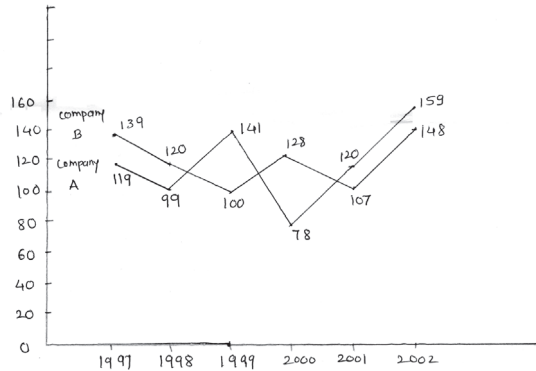
Q3) Attempt any four of the following: [4×4=16]

- A sum of Rs. 3,000 amount of Rs. 3,960 at 8% p.a. simple interest in a certain period. Find period.
- Write a note on fundamental principle of counting.
- If ${}^n C_6 = {}^n C_4$ then find ${}^n C_2$.
- If $A = \begin{bmatrix} -1 & 2 \\ 5 & 1 \end{bmatrix}$, find matrix x such that $2A + 3x = \begin{bmatrix} 4 & 16 \\ -5 & 17 \end{bmatrix}$.
- If $A:B = 3:4$, $B:C = 2:5$, find $A:B:C$.
- Find the number whose 14% is 126.

Q4) Attempt any four of the following: [4×4=16]

- A car was bought for Rs. 86,000 and sold for Rs. 92,000 through a broker who charges 2% commission on purchase and 3% on sales. Find the total gain on transactions.
- Explain Feasible solution and optimal solution of the L.P.P.
- Find the value of x if ${}^{10}C_5 + {}^{10}C_6 + {}^{11}C_7 = {}^{12}C_x$
- Two numbers are in the ratio 7:8 and their sum is 195. Find the numbers.

- e) What was the day of week on 1st January 1987, If it was Wednesday on 1st January 1986?
- f) The following line graph shows number of vehicles manufactured by two companies A & B over the years (number in Thousands).



- i) What is the difference between number of vehicles manufactured by company B in 2000 & 2001?
- ii) What is the average number of vehicles manufactured by company A over the given period?

Q5) Attempt any one of the following:

[1×6=6]

- a) Solve the following L.P.P. by graphical method:

$$\text{Minimize } Z = 30x + 50y$$

subject to

$$20x + 15y \geq 1800$$

$$10x + 20y \geq 1700$$

$$40x + 10y \geq 1600$$

$$x, y \geq 0$$

- b) Find the inverse of

$$A = \begin{bmatrix} 8 & 2 & 4 \\ 3 & 5 & 5 \\ 5 & 1 & 3 \end{bmatrix}$$



Total No. of Questions : 4]

SEAT No. :

PA-1993

[Total No. of Pages : 2

[5955]-106

F.Y. B.B.A.(I.B.)

106 : BUSINESS DEMOGRAPHY

(2019 CBCS Pattern) (Semester-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) Demography means study of _____.
 - i) Size of population
 - ii) Growth in population
 - iii) Movement of people from place to place
 - iv) All of the above
- b) The arrangement or spread of living organisms living in a given area is known as _____.
 - i) Population
 - ii) Population growth
 - iii) Population distribution
 - iv) Population density
- c) Number of females per 1000 males in the population is known as _____.
 - i) Population pyramid
 - ii) Sex Ratio
 - iii) Fertility
 - iv) Mortality
- d) Urbanization is the rise in population living in ____ areas.
 - i) Rural
 - ii) Urban
 - iii) Hilly
 - iv) Coastal
- e) The relation between total population & total area of land is called _____ density.
 - i) Economic
 - ii) Nutritional
 - iii) Agricultural
 - iv) Arithmetic

P.T.O.

B) Match the pairs [5]

Set-A

Set-B

- | | |
|------------------------------|---|
| a) Push factors of migration | i) Between age group of 15 to 60 years |
| b) Pull factors of Migration | ii) Permanent entry of new individuals of same species into population from outside |
| c) Immigration | iii) Between age group of 0 to 15 years |
| d) Non-earning dependent | iv) Unfavourable things that does not attract people to settle down |
| e) Working dependent | v) Favourable things that attract people to settle down |

Q2) Long answer questions (any 1) [15]

- Define the term fertility. Explain various factors influencing fertility.
- Define population Growth. Discuss various areas of population density.

Q3) Long answer questions (any 1). [15]

- What do you mean by sex ratio? What are the different types of Age & Sex pyramid.
- Discuss in detail; different factors influencing urbanization.

Q4) Write short notes (any 2): [10]

- Structural concept of urbanization.
- Working population.
- Population Growth.
- Mortality.
- Importance of demography.



Total No. of Questions : 6]

SEAT No. :

PA-1994

[Total No. of Pages : 4

[5955]-201

F.Y. B.B.A. (I.B.)

201 : BASICS OF COST ACCOUNTING
(2019 Pattern) (CBCS) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) a) Fill in the Blanks : [5]

- i) The amount of expenditure incurred on a given thing is termed as _____.
- ii) Cost unit is a unit of measurement of _____.
- iii) _____ costs remain constant with changes in the volume of output.
- iv) The _____ cost of a product are material, labour and expenses.
- v) In process costing the output of one process becomes the _____ of another process.

b) Write True or False : [5]

- i) Costing is simply the technique and process of ascertaining costs.
- ii) Prime costs are aggregate of indirect material, indirect labour and indirect expenses.
- iii) Variable overheads vary with the volume of output.
- iv) Cost of additional work is to be recovered from the contractee.
- v) Allocation of cost is always direct.

Q2) Explain the term 'Cost', 'Costing' and Cost Accounting. Explain in brief the objectives and advantages of Cost Accounting. [15]

OR

Define 'Cost Classification'. Explain following methods of cost classification in brief.

- a) Elementwise
- b) Functional
- c) Behavioural, with suitable examples

P.T.O.

Q3) Write Short Notes on any two : **[10]**

- a) Cost unit
- b) Difference between Fixed Overheads and variable Overheads
- c) Steps in Overhead Accounting
- d) Work certified and work uncertified.

Q4) Prepare a statement of cost showing : **[15]**

- a) Cost of Material Consumed
- b) Prime Cost
- c) Factory Cost
- d) Cost of Production
- e) Total Cost

The accounts of Precious Ltd, Parabhani for the year ending 31st December 2021, shows the following :

	₹
Stock of Material on 1 st January, 2021	16,720
Material Purchased	25,900
Bad debts written off	910
Traveller's Salaries and Commission	1,078
Depreciation on office furniture	42
Rent, Rates, Taxes and Insurance (Factory)	1,190
Productive wages	17,640
Director's fees	840
General expenses	476
Gas and water (Factory)	168
Travelling expenses	294
Sales	70,000
Manager's Salary (2/3 factory, 1/3 office)	1,500
Depreciation on Plant and Machinery	1,820
Discount allowed	406
Repairs to Plant and Machinery	623
Carriage outward	602
Direct expenses	1001
Rent, Rates, Taxes and Insurance (Office)	280
Gas and Water (Office)	56
Stock of Material on 31 st December, 2021	8792

Q5) Parimal Constructions Pvt. Ltd, Pawai undertook a contract for construction of a library buildings. The following is the information relating to the contract during the year 2018-2019. **[10]**

	₹
Material sent to site	1,00,000
Material purchased and issued	70,698
Material returned to stores	1,098
Material at site on 31 st March, 2019	3,766
Labour engaged on site	1,40,000
Wages accrued and due but not paid	8,750
Engineer's fees	6,334
Direct Expenses Payable	580
General Overheads	8,252
Overheads Outstanding	9,250
Plant Installed at site at cost	41,500
Erection charges on site for plant	1,250
Scrap value of plant after its life of five years	2,750
Work certified	3,90,000
Cost of work not certified	9,000
Cash received from contractee	3,60,000

Prepare Contract Account and Contractee's Account. Also show the amount of profit calculation.

Q6) The product of Brightland Ltd. Belapur passes through two processes viz. 'A' and 'B'. It is ascertained that in each process 10% of the total weight is lost and 20% is scrap. The realisation from scrap amount to ₹ 160/-per ton and ₹ 400 per ton from process 'A' and process 'B' respectively. The cost figures relating to processes are as follows : [10]

<u>Particulars</u>	<u>Process 'A'</u>	<u>Process 'B'</u>
Material Consumed	2000 Tons	140 tons
Cost of Materials per ton	₹ 250	₹ 400
Direct Wages	₹ 36000	₹ 24000
Chargeable expenses	₹ 11000	₹ 12960

Prepare Process Account showing the cost per ton of output in each process.



Total No. of Questions : 4]

SEAT No. :

PA-1995

[Total No. of Pages : 2

[5955]-202

F.Y. B.B.A. (I.B.)

**202 : ORIGIN AND DEVELOPMENT OF GLOBAL
BUSINESS**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Fill in the Blanks :

[5]

- a) _____ is a term used to a more connected and interdependent world.
- b) _____ business in the one where buyer and seller are located in the same country.
- c) _____ are not applicable in local trade.
- d) _____ refers to where goods are imported in a country with the sole purpose of reexporting them to some another country.
- e) _____ refers to patents, copyrights and trademarks.

Select answers - a) Tariffs b) Globalization c) Domestic d) Intellectual property
e) Entrepot

Q2) True or False :

[5]

- a) Franchising is a kind of licensing.
- b) International finance deals with various components of finance, such as balance of payments.
- c) Technological environment includes legislature, executive and judiciary elements.
- d) Factor endowment theory was propounded by Prof. Marshall.
- e) The term tariff refers to taxes and duties within a country.

P.T.O.

Q3) Write Short Notes on : (Attempt any 4)

[20]

- a) Define Globalization and explain its importance.
- b) State the importance of domestic business in a nation's growth.
- c) Explain the concept of geographical indication in brief.
- d) Mercantilism theory.
- e) SAARC.
- f) European Union

Q4) Write long answers on: (Attempt any 2)

[20]

- a) What is the theory of National Competitive Advantage? State its components.
- b) Distinguish between absolute cost advantage theory and comparative cost advantage theory.
- c) State the comparison between tariff and non-tariff barriers.
- d) Elaborate any 2 international trade theories in brief.



Total No. of Questions : 3]

SEAT No. :

PA-1996

[Total No. of Pages : 3

[5955]-203

First Year B.B.A. (IB)

203 : COMMERCIAL GEOGRAPHY

(CBCS 2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Objective type questions

[20]

A) Multiple Choice questions.

[5]

- a) This Indian region is famous for tea
 - i) Hyderabad Deccan
 - ii) Assam
 - iii) Bengal
 - iv) Maharashtra
- b) A solar water heater cannot be used to get hot water on a _____
 - i) hot day
 - ii) sunny day
 - iii) windy day
 - iv) cloudy
- c) An example of a renewable source of energy is _____
 - i) Petrol
 - ii) Natural gas
 - iii) Biogas
 - iv) All of these
- d) Which of the following forest type is called as monsoon forest?
 - i) Rain forest
 - ii) Equatorial forest
 - iii) Deciduous forest
 - iv) Mountain forest
- e) Government policy about exports and imports is called _____
 - i) Commercial policy
 - ii) Fiscal policy
 - iii) Monetary Policy
 - iv) Finance policy

P.T.O.

B) Match the following 5 marks [5]

- | Group A | Group B |
|------------------------------------|------------------------------------|
| a) Largest area of forest in India | i) Non-conventional energy |
| b) Sandalwood | ii) Non-renewable source of energy |
| c) Solar energy | iii) Mumbai |
| d) Fossil fuels | iv) Madhya Pradesh |
| e) Jawaharlal Nehru Port | v) Tropical deciduous forest |

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

- a) State any two characteristics of Monsoon forests.
- b) Define Resource.
- c) What do you mean by Fide.
- d) State any two factors affecting International Trade
- e) State any two renewable energy resources.

D) Fill in the blanks. [5]

- a) Roadways, railways, airways and waterways are the four means of _____
- b) _____ is caused by the gravitational force of the sun and the moon
- c) The water in the ocean comes from various _____
- d) Tropical Rain forests occur in the are as which receive _____ rainfall
- e) The climate of India has been described as _____ type

Q2) Long answer questions (Any 3 out of 5).

[30]

- a) Define commercial Geography. Explain its nature and scope.
- b) What do you mean by Natural Resources? Explain its importance.
- c) Explain the factors affecting Industrial location.
- d) Discuss the advantages and disadvantages of Roadways.
- e) Explain the role and importance of Trade.

Q3) Write short notes on (Any 4 out of 6).

[20]

- a) Utility of commercial Geography.
- b) Role of industries in the economic development.
- c) Importance of transportation in commercial development.
- d) Non - conventional energy resources.
- e) Rural and Handicrafts industries.
- f) Primary sector of the economy.



Total No. of Questions : 3]

SEAT No. :

PA-1997

[Total No. of Pages : 2

[5955]-204

First Year B.B.A. (Internation Business)
CA- 204 : PRINCIPLES OF MARKETING
(2019 Pattern) (CBCS) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 70

Instruction to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) This P is not the part of the 7Ps of marketing mix?
 - i) Promotion
 - ii) Price
 - iii) People
 - iv) Purpose
- b) Want for a specific product backed by an ability to pay is called.
 - i) Demand
 - ii) Need
 - iii) Want
 - iv) Customer
- c) Select an appropriate definition of want.
 - i) More consumer needs
 - ii) Needs backed by buying power
 - iii) Needs directed to the product
 - iv) Basic human requirements
- d) Which of the following refers to marketing channel?
 - i) Integrated Marketing communication
 - ii) Distribution channel
 - iii) Marketing Myopia
 - iv) Retailing
- e) The promotion "P" of marketing is also known as _____.
 - i) Product differentiation
 - ii) Distribution
 - iii) Cost
 - iv) Marketing communication

B) Fill in blanks. [5]

- a) _____ is the father of Modern marketing.
- b) _____ are the form of human needs take as shaped by culture & individual personality.

P.T.O.

- c) Marketing is a process which aims at _____.
- d) Good marketing is no accident, but a result of careful planning and _____
- e) _____ is defined as communication with large Numbers of customers at the same time.

C) Define the terms [5]

- a) Marketing mix
- b) Market segmentation
- c) Product mix
- d) Green marketing
- e) Product life cycle

D) Match the following. [5]

- | Column-I | Column-II |
|-----------------------|---|
| a) Production concept | i) Customer need & society's well being |
| b) Product concept | ii) Quantity of product |
| c) Selling concept | iii) Quality of product |
| d) Societal concept | iv) Existing product |

Q2) long answer questions (any 3) [3×10=30]

- a) What is marketing environment? Explain the internal and external factors influencing marketing environment.
- b) Explain the challenges and oppoetunity of marketing manager in the international marketing.
- c) Explain the product life cycle with an appropriate example.
- d) Define the rural marketing. Explain the problems and measures to improve indian rural market.
- e) Explain the service marketing with its importance.

Q3) Short notes (any 4) [4×5=20]

- a) Digital Marketing
- b) Price Mix
- c) Physical evidences
- d) Virtual marketing
- e) Hybreid marketing



Total No. of Questions : 5]

SEAT No. :

PA-1998

[Total No. of Pages : 4

[5955]-205
F.Y. B.B.A. (IB)
205 : BUSINESS STATISTICS
(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer all questions.*
- 2) Figures to the right indicates full marks.*

Q1) a) Fill in the blanks.

[5×2=10]

- i) The highest range of the correlation (r) is _____.
(0 and 1), (-1 and 0), (-1 and +1)
- ii) Standard deviation is always _____.
(Positive, Negative, zero)
- iii) The empirical relation between Mean, Median, and Mode is _____.
(Mode = 3 Median - 2 Mean), (Mode = 2 Median - 3 Mean),
(Mode = Median + Mean)
- iv) The process of arranging data into rows and columns is called _____.
(Classification of data, tabulation of data)
- v) Data obtained by observing value of quantitative variable are referred to as _____.
(Discrete data, continuous data, Quantitative data)

P.T.O.

- b) State whether the following statements are true or false (3 out of 5). [3×2=6]
- i) The 'Variance' and the 'standard deviation' are two different terms indicating the same concept.
 - ii) The mean of a set of scores is the sum of all the scores in the set and divided by the number of scores.
 - iii) The 'mean', the 'median' and the 'mode' are all measures of central tendency.
 - iv) The histogram is a measure of central tendency.
 - v) The frequency distribution indicates how many times each value in a data set occurs.

Q2) Attempt any four of the following. (4 out of 6): [4×4=16]

- i) Draw a multiple bar diagram for the following data:

Year	Profit before tax (in Rs)	Profit after tax (in Rs)
	(in Lac)	(in Lac)
2010	195	80
2011	200	87
2012	165	45
2013	140	32

- ii) The weekly wage of 5 workers is as given below:
1350, 1400, 1450, 1370 and 1480 Complete the arithmetic mean.
- iii) Find standard deviation of (₹) 8, 10, 15, 24, 28.
- iv) Calculate Range and its coefficient from the following data.
53, 46, 18, 16, 75, 84, 28.
- v) What do you mean by regression lines and regression equations?
- vi) What is standard deviation? Write the properties of standard deviation?

Q3) Attempt any four of the following (4 out of 6):

[4×4=16]

- i) Draw a pie diagram for the following data of production of Sugar in quintals of various countries.

Country	Production of Sugar (quintals)
Cuba	62
Australia	47
India	35
Japan	16
Egypt	6

- ii) Calculate the Median when mean and mode of Distribution are 38.6 and 32.6 respectively.
- iii) Draw a scatter diagram for the following and indicate whether the correlation is positive or negative.

X	10	20	30	40	50
Y	20	40	60	80	100

- iv) What are the applications of Regression Analysis.
- v) What is primary and secondary data?
- vi) Define the term Range with example?

Q4) Attempt any four of the following (4 out of 6):

[4×4=16]

- i) Represent the data given below by histogram:

Income (in Rs)	Frequency
0-50	10
50-100	30
100-150	80
150-200	90
200-250	40
250-300	20

ii) Find the Median of the following distribution:

X	1	2	3	4	5	6
f	8	12	16	19	20	25

iii) Calculate Range and the coefficient of range from the following data:

X	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
f	6	4	15	24	11	3	10	16	20

iv) What is coefficient of correlation?

v) Explain functions of Statistics?

vi) Distinguish between classification and tabulation?

Q5) Attempt any one out of two:

[1×6=6]

Calculate coefficient of variations of the following data.

S. No.	1	2	3	4	5	6	7	8	9	10
Weight (in kg)	52	56	44	32	51	48	39	58	46	54

OR

In the two lines of regression are:

$$4x - 5y + 30 = 0 \text{ and}$$

$$20x - 9y - 107 = 0$$

Which of these is the line of regression of X on Y and Y on X? Find r_{xy}

and σ_y when $\sigma_x = 3$.



Total No. of Questions : 5]

SEAT No. :

PA-1999

[Total No. of Pages : 2

[5955]-206

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

206 : FUNDAMENTALS OF COMPUTER

(2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks. [5]

- a) Plotter is _____ device.
- b) $(9263)_{16}$ is a _____ number.
- c) _____ is a process of executing an application divided into threads that can run concurrently.
- d) Linux is _____ source operating system.
- e) _____ topology has a central hub.

B) True or False: [5]

- a) Ring topology has a dedicated point to point configuration with the two devices.
- b) Chain printer is a type of non impact printer.
- c) OMR is a type of printer.
- d) ROM is a non volatile memory.
- e) Microsoft window is a open source software.

Q2) Write any one of the following: [10]

- a) Explain RAM & ROM in detail.
- b) Explain the Mini & Micro computers in detail.

P.T.O.

Q3) Write the following answers: [10]

- a) What is memory management of computer?
- b) What is Binary language? Explain the conversion of any two no. decimal to binary.

Q4) Write the answer: [10]

Explain the types of attacks to the computer.

Q5) Write a short note on (any 2): [10]

- a) System software
- b) Average, Count, Min function
- c) Storage devices



Total No. of Questions : 3]

SEAT No. :

PA-2000

[Total No. of Pages : 3

[5955]-301

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

301 : Elements of Human Resource Management

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) Primary Responsibility for human resource planning lies with -
 - a) HR manager line manager
 - b) General manager
 - c) Trade union leader
 - d) Line manager
- ii) Human Resource management include below scope.
 - a) Procurement
 - b) Development
 - c) Compensation
 - d) All the above
- iii) Position head by and individual through out his work life are normally suffered to as -
 - a) Job
 - b) Task
 - c) Career
 - d) None of the above
- iv) The systematic and deliberate advancement made by any individuals in his careers in the entire work life is known as -
 - a) Career path
 - b) Career Goal
 - c) Career Guidance
 - d) Career Anchoring

P.T.O.

- v) Human Resource is -
 - a) It is an Art of handling manpower
 - b) It is an power to manipulate employees
 - c) It is Decision maker in all function of organisation
 - d) HRM is Job Analysis componant

B) Match the pair : [5]

- | | |
|-----------------------------|--|
| i) Human Relation Area | a) 1980 onwards |
| ii) Job Analysis | b) Time involve in task |
| iii) Job Analysis Componant | c) 1930 - 1950 |
| iv) International HRM | d) Economic Diversity |
| v) HRM Era responsibility | e) Collection of Duties and Responsibility |

C) Answer in one sentence : [5]

- i) Explain “Trainee and Development”.
- ii) What is performance Appraisal?
- iii) What is Human Resource planning?
- iv) What are Benefit of career planning?
- v) What is employee morale?

D) Fill in the blanks : [5]

- i) Gender Diversity effects at certain. Extent of work life Balance of an employee _____
- ii) It is important for the HR Department to convince _____ of the need for implementing Diversity.
- iii) Bringing together various task to build a Job is called _____.
- iv) _____ are the resource that provide utility value to all resources.
- v) _____ is concerned with people at the workplace, interaction and Relation with each other.

Q2) Solve any three out of five Long answer questions : **[3 × 10 = 30]**

- a) What are the function of HRM? Explain in details.
- b) What is Job Evaluation? Explain its features and advantages.
- c) What are stages of career planning.
- d) What is the work force Diversity? Explain primary and secondary factors.
- e) Explain the process of Human Resource planning with neat suitable Diagram.

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

- a) Job Description
- b) Objective of Career planning
- c) Importance of morale
- d) Out sourcing
- e) Challenges before HRM
- f) Components of Job Analysis



Total No. of Questions : 3]

SEAT No. :

PA-2001

[Total No. of Pages : 3

[5955]-302
S.Y. B.B.A. (I. B)
302 : GLOBAL COMPETENCIES & 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) Objective type questions:

- A) Multiple choice questions **[5]**
- i) Which of the following is not a biological factor to determine the personality?
 - a) Heridity
 - b) Hormones
 - c) Brain Disorder
 - d) Home environment
 - ii) Postive personality development needs _____.
 - a) Appriciation
 - b) Couctousness
 - c) Both (i) & (ii)
 - d) Only (ii)
 - iii) In SWOT analysis 's' stands for _____.
 - a) Strength
 - b) Specific
 - c) Smart
 - d) Soul
 - iv) Which of the following is not an element of communication?
 - a) Sender
 - b) Message
 - c) Receiver
 - d) Transporter

P.T.O.

- v) Which of the following is not an advantage of verbal communication?
- a) Cost effective
 - b) Helpful in bonding
 - c) No record available
 - d) Personal touch

B) Match the pairs [5]

Group A

Group B

- | | |
|------------------------|----------------------------------|
| i) Sender | a) Communicatee |
| ii) Receiver | b) Written Communication |
| iii) Letter | c) Punishment |
| iv) Fear | d) Communicator |
| v) Negative motivation | e) Obstacle in achieving success |

C) Answer in one sentence. [5]

- i) Define motivation.
- ii) What is attitude?
- iii) What do you mean by skills?
- iv) What is Flexibility?
- v) Define Ethics.

D) Fill in the blanks: [5]

- i) _____ is a group of people working together towards achieving a common goal.
- ii) _____ is an ability to change something or oneself to fit to occurring changes.
- iii) Commitment is a _____ of successful person.
- iv) In 'SMART' model 'T' stands for _____.
- v) _____ is understanding that you trust your own judgement & abilities.

Q2) Long answer questions. (Attempt any 3 out of 5) **[30]**

- a) What is self-assessment? State its importance.
- b) What is self - esteem. State the factors affecting self - esteem.
- c) Explain the barriers to effective communication.
- d) Discuss the guidelines for effective listening.
- e) What is stress? Explain the techniques of stress Management.

Q3) Write short notes on: (Solve any 4 out of 6) **[20]**

- a) Benefits of teamwork
- b) Emotional Intelligence
- c) 7 cs of effective communication
- d) Positive Thinking
- e) Dressing etiquettes
- f) Problem solving ability



Total No. of Questions : 5]

SEAT No. :

PA-2002

[Total No. of Pages : 2

[5955]-303

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

Time : 2½ Hours]

[Max. Marks : 70

Instruction to the candidates:

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

Q1) Fill in the blanks.

[5×1=5]

- a) _____ deals with the economic interdependence among countries.
- b) Within a country _____ and _____ moves freely to get maximum returns.
- c) According to _____ trade is possible between two countries even when one country has an absolute advantage in the production of both goods.
- d) _____ refers to the rate at which the goods of one country exchange for the goods of another country.
- e) _____ policy refers to without any tariffs, quantitative restrictions and other devices obstructing the movement of goods between countries.

Q2) True or False (Attempt any 4)

[4]

- a) Inter-regional trade refers to trade between regions within a country.
- b) The classical economists believed that the factors of production are freely mobile within each region.
- c) Heckscher Ohlin model consists of 2*2 model.
- d) David Ricardo is the father of Economics.
- e) The comparative cost theory was formulated David Ricardo.

Q3) Match the following.

[5]

- | | |
|-------------------------|---|
| a) Adam Smith | i) Monetary value of International transactions |
| b) David Ricardo | ii) Gold Standard |
| c) Balance of Payments | iii) Gold Exchange Standard |
| d) IMF | iv) Absolute Cost Advantage |
| e) Bretton Woods System | v) Comparative Cost Theory |

P.T.O.

Q4) Write short notes (Attempt any 3) [24]

- a) Explain the meaning and nature of international Economics.
- b) What is the importance of foreign trade in economic growth?
- c) Evaluate the H-O model of international Trade.
- d) Explain the concept of comparative cost theory in brief.

Q5) Write Long Answer (Attempt any 2) [32]

- a) Write briefly about MNC's and FDI
- b) Define balance of payments. What are the components of BOP?
- c) Explain the meaning and nature of International Economics.
- d) Explain the theory of absolute cost advantage as explained by Smith.



Total No. of Questions : 3]

SEAT No. :

PA-2003

[Total No. of Pages : 2

[5955]-304

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

304 : PRODUCTION & OPERATION MANAGEMENT

(2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Figures to the right indicates full marks.*

Q1) A) Multiple choice questions :

[5×1=5]

- a) Which is not clinical waste?
 - i) Blood
 - ii) Body parts
 - iii) Paper
 - iv) Needles
- b) Which can't be recycle?
 - i) Water
 - ii) Paper
 - iii) plastic
 - iv) Iron
- c) In EOQ "O" stands.
 - i) Ordering cost
 - ii) Carrying cost
 - iii) Optimal cost
 - iv) None of above
- d) Stock is also known as.
 - i) inventory
 - ii) Sales
 - iii) Factory expenses
 - iv) None of above
- e) Automation reduces_____.
 - i) Cost
 - ii) Time
 - iii) Waste
 - iv) All of above

B) Match the column :

[5×1=5]

- | Group-A | Group-B |
|----------------|------------------------|
| a) Gantt chart | i) Material management |
| b) Bar chart | ii) Plastic |
| c) 3's R | iii) Re use |
| d) Solid waste | iv) Minor work |
| e) ABC | v) Scheduling |

P.T.O.

- C) Answer in 1 sentences? **[5×1=5]**
- a) FMS stand for what?
 - b) For inventory, F.S.N. analysis stand for what?
 - c) When fixed position layout is adopted?
 - d) What is automation?
 - e) What is Bin card?
- D) Fill in the blanks: **[5×1=5]**
- a) Store ledger prepare by _____.
 - b) Objective of work study to improve _____.
 - c) Flow of production is not continuous. It is _____.
 - d) Queiry theory is example of _____ model.
 - e) In break even point, _____.

- Q2)** Attempt any 3 out of 5 : **[3×10=30]**
- a) Explain about plant layout.
 - b) Explain various types of waste.
 - c) Explain various types of Devision model.
 - d) Explain advantage & disadvantage product layout.
 - e) Explain Historical phases of Automation.

- Q3)** Write short note (Any 4 out of 6) **[4×5=20]**
- a) codification
 - b) Production planning & control
 - c) EOQ
 - d) Unit load equipment
 - e) Route card
 - f) Fixed automation Vs flexible Automation



Total No. of Questions : 6]

SEAT No. :

PA-2004

[Total No. of Pages : 4

[5955]-305

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

A - 305 : FRENCH - 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 indicates full marks.*

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

[10]

A. Mlle. Laperre téléphone au standard de la société 'SZX'. Elle veut rencontrer M. Pilat, le directeur. M. Pilat n'est pas là. Elle parle à la standardiste. Complétez le dialogue.

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

B. Dans l'avion Berlin et Paris.

M. Dumarty : Excusez-moi, vous êtes brésilienne?
Mme Lachaise: _____ . Et vous?
M. Dumarty : Je suis français, mais j'habite en Allemagne.
Mme Lachaise: _____ .
M. Dumarty : Je travaille dans l'aéronautique. Et vous?
Mme Lachaise : _____ .
M. Dumarty : Vous êtes marié ?
Mme Lachaise : _____ .
M. Dumarty: Oui, je suis marié et j'ai deux fils. Et vous ?
Mme Lachaise : _____ .

Q.2. Grammar [10]

A. Choisissez la bonne réponse (2 au choix)

(2)

1. Où (habitez.habiter)-vous ?

P.T.O.

2. Le poste ne (répondre) pas.
3. Je (devoir) contacter le directeur.

B. Donnez le féminin des mots soulignés (choisissez la bonne réponse): (2 au choix)(2)

1. Le directeur arrive en retard. (le directrice/la directrice)
2. M. Lebrun est suisse. (Mme Lebrun/Mme Lebrune)
3. Le client envoie un mél. (La client/le client)

C. Quelle heure est-il ?(Choisissez la bonne réponse) (2 au choix) (2)

1. 7 h 30 – (il est sept heures trente/il est dix-neuf heures)
2. 16 h 20 – (il est seize heures/il est seize heures vingt)
3. 9 h – (il est dix-neuf heures/il est neuf heures)

D. Complétez avec de, du, de la, des (2 au choix) (2)

1. Je contacte le directeur _____ société Socatex.
2. Quel est votre numéro _____ téléphone ?
3. On pose _____ questions sur la famille.

E. Choisissez la bonne réponse (au, à la , aux)(2 au choix) (2)

1. Je voyage _____ Japon.
2. Je travaille _____ GDF – Suez.
3. La température _____ sol est de 19° .

Q.3. Vocabulaire [10]

A. Répondez au questions (3 au choix) (3)

1. Quelle est votre profession ?
2. Comment s'appelle un habitant de la France ?
3. Aimez-vous voyager en avion ?
4. Dans quel secteur, Total travaill-t-il ?

B. Reliez les deux colonnes (4)

A.

1. Un habitant de l'Espagne
2. Carrefour
3. Louis Dreyfus
4. Un habitant de la Chine

B.

- a. Négoce et service.
- b. Chinois
- c. Grande distribution
- d. Espagnol

C. Donnez le contraire (3 au choix) (3)

1. J'aime les voyages.
2. Je voyage souvent.
3. On finis tard.
4. Nous pouvons sortir.

Q.4. Compréhension

Mathieu : Non ! Je déteste l'avion. En avion, j'ai peur et j'ai toujours froid. Je déteste les longs trajets. Je n'aime les plateaux-repas. Pendant le voyage, je préfère dormir et je ne regarde jamais les films.

A. Dites vrai ou faux : (3)

1. Mathieu aime l'avion.
2. Il préfère lire dans le vol.
3. Il regarde toujours les films.

B. Cherchez le contraire dans le texte : chaud, aimer` (2)

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. We are visiting the city.
2. You have a meeting with M. Gabon.
3. Don't hang up, please.
4. I'm calling you because I am in London.

Q. 6. Écrivez un paragraphe

(5)

Nom : Ferreira
Prénom: Catherine
Nationalité: Portugaise
Pays de résidence: La France.
Situation de famille: Mariée
Nombre d'enfants: 1 fille

OU

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



Total No. of Questions : 6]

SEAT No. :

PA-2005

[Total No. of Pages : 4

[5955]-306

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

B-305 : 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 indicates full marks.*

Frage 1: Beantworten Sie die folgenden Fragen! (Any 3)

[03]

1. Wo wohnen Sie?
2. Welche Sprachen sprechen Sie?
3. Wie heißt die Hauptstadt von Deutschland?
4. Wie viele Zimmer haben Sie in Ihrer Wohnung?
5. Wie viel Uhr ist es jetzt?

Frage 2: Übersetzen Sie ins Englisch!

[03]

Das ist Angelika Wiechert. Sie kommt aus Dortmund und ist 34 Jahre alt. Sie hat zwei Kinder und wohnt jetzt in Hamburg. Sie ist Ingenieurin von Beruf. Angelika Wiechert hat zwei Hobbys: Lesen und Surfen.

Frage 3: Wortschatz

[12]

A: Schreiben Sie die Zahlen in Wörtern! (Any 3)

(03)

1. 25
2. 11
3. 300
4. 88

B: Ergänzen Sie die Vokale! (Any 3)

(03)

1. B L _ _ I S T _ _ F T
2. M _ _ N C H _ _ N

3. R _ _ D I E R G _ _ M M I
4. A R B _ _ I T S Z _ _ M M E R

P.T.O.

C: Ergänzen Sie das richtige Wort! (Any 3) (03)

1. wohnen: wo? / kommen: _____?
2. Deutsch: Sprache / Deutschland: _____
3. Arbeitszimmer: arbeiten / Schlafzimmer: _____
4. Sofa: Wohnzimmer / Der Esstisch: _____

D: Welches Wort passt nicht? (Any 3) (03)

1. Flur, Wohnzimmer, Kufi, Balkon
2. Polnisch, Deutsch, Italienisch, Belgien
3. Sofa, Sessel, Tisch, Computer
4. Name, Adresse, Kaffee, Telefonnummer

Frage 4: Grammatik : [18]

A: Ergänzen Sie die Verben in richtigen Formen! (Any 3) (03)

1. Sabine _____ aus Deutschland. (kommen)
2. Das _____ ein Radio. (sein)
3. Ich _____ einen Kaffee. (trinken)
4. Wie _____ Sie die Wohnung, Herr Müller? (finden)

B: Ergänzen Sie die Personalpronomen! (Any 3) (03)

1. Markus kommt aus Deutschland. _____ wohnt in Hamburg.
2. Sara und Thomas kommen aus Indien. _____ sprechen gut Deutsch.
3. Hallo, Tamina! Trinkst _____ Kaffee?
4. Frau Müller ist Professorin. _____ hat um 13 Uhr Mittagspause.

C: Ergänzen Sie den Artikel (bestimmt/unbestimmt/nominativ/akkusativ)! (Any 3) (03)

1. Das ist ____ Tasche.
2. Ich finde ____ Haus teuer.
3. Die Wohnung hat ____ Balkon.
4. Ist das ____ Kuli?

D: Ergänzen Sie die Possessivartikel! (Any 3) (03)

1. Peter, ist das ____ Auto? - Nein.
2. Ich heie Klaus. Das ist ____ Wohnung.
3. Das sind Klara und Samuel. Das ist ____ Schule.
4. Entschuldigen Sie! Ist das ____ Videorekorder?

E: Ergnzen Sie die Verben ‚sein‘ oder ‚haben‘ im Prteritum! (Any 3) (03)

1. Ich ____ gestern in Mumbai.
2. Wir _____ einen Termin mit Frau Mller am Montag.
3. Frau Joshi, _____ Sie schon mal in Deutschland?
4. Markus und Samantha _____ gestern keine Zeit.

F: Bilden Sie die Fragen! (Any 3) (03)

1. ist, Wie, es, spt ?
2. du, Polen, Kommst, aus ?
3. stehst, du, auf, am Sonntag, Wann ?
4. Sie, einen, Kaffee, Trinken?

Frage 5: Lesen Sie den Text und beantworten Sie die Fragen!

[10]

Mein Freund kommt aus England. Wir leben jetzt in Wien. Ich spreche schon gut Deutsch. Ich lese viel und notiere neue Wörter. Ich mache einen Sprachkurs. In zwei Jahren wollen wir nach England fahren. Ich möchte dort Deutsch unterrichten (to teach). Ich glaube (to think), Deutsch ist sehr wichtig in Europa. - Clare, 23, England.

Ich lebe jetzt in Frankfurt. Meine Familie spricht Deutsch und Französisch. Ich lerne jetzt Deutsch. Ich will in Deutschland leben und arbeiten. Ich besuche jeden Tag einen Deutschkurs in Frankfurt. Ich habe von 8 Uhr bis 12.30 Uhr Unterricht. Ich lerne viel Grammatik. Am Abend höre ich Musik. - Katherina, 17, Frankreich.

A: Beantworten Sie die Fragen in einem ganzen Satz:

(05)

1. Wo wohnt Clare?
2. Was macht sie in Wien?
3. Was macht Katherina am Abend?
4. Von wann bis wann hat Katherina Deutschunterricht?
5. Wo wohnt Katherina jetzt?

B: Schreiben Sie richtig oder falsch.

(05)

1. Clare wohnt jetzt in England.
2. Clare möchte Deutsch in Deutschland unterrichten.
3. Clares Freund spricht sehr gut Deutsch.
4. Katherine macht einen Deutschkurs am Wochenende.
5. Kathrine hört morgens Musik.

Frage 6: Schreiben Sie 6-8 sätze über das Thema! (Any 1 Topic)

[04]

Mein Hobby

OR

Meine Familie



Total No. of Questions : 4]

SEAT No. :

PA-2006

[Total No. of Pages : 3

[5955]-307

B.B.A. (IB)

**(A-306(I)): 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 options from the following : [5]

- a) In _____ supply chain, the manufacturing company becomes the centre and takes the lead in bringing all the partners & suppliers in its supply chain.
 - i) Raw supply chains
 - ii) Self monitored supply chains
 - iii) Ripe supply chains
 - iv) Internal supply chains

- b) _____ are the sum of inventory, transportation and facilities costs for a supply chain network.
 - i) Inventory costs
 - ii) Supply chain costs
 - iii) Transpiration costs
 - iv) Total Logistics costs

- c) _____ is an integral part of supply chain management.
 - i) Supply Management
 - ii) Human Resource Management
 - iii) Relationship Management
 - iv) Marketing Management

P.T.O.

- d) All are the elements of inventory except:
- i) Work in progress
 - ii) Consumable
 - iii) Stores and spares
 - iv) Material handling
- e) _____ involves the management of a company's physical space inventory.
- i) Space Management
 - ii) Materials handling
 - iii) Store Keeping
 - iv) Procurement

B) Match the following : [5]

- | | |
|--------------------------------|--|
| 1) EDI | a) Data collecting through wireless signals |
| 2) Data mining | b) Execution of workflow with the help of software |
| 3) RIFD | c) Exchange of documents with the help of computers |
| 4) Work Flow Management System | d) Identifying the patterns and relationships on the basis of data |
| 5) Component of Logistics | e) Material handling |

Q2) a) Define Supply Chain Management. Explain its significance and limitations. [10]

OR

b) Describe the strategies of warehousing. Also give classification of warehousing.

Q3) a) Write the steps involved in logistics planning process. What are the logistics strategies? [10]

OR

b) Describe the elements and factors affecting Network Design Decisions.

Q4) Short Notes (any 4) :

[5 marks each]

- a) Green Supply Chain Management.
- b) Store Management.
- c) IT Solutions for SCM.
- d) Issues in workforce Management.
- e) Guidelines for Effective Space Management.
- f) Workflow Automation.



Total No. of Questions : 4]

SEAT No. :

PA-2007

[Total No. of Pages : 3

[5955]-308

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

**B-306 : Logistics Management - I
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks :

[5]

- i) _____ logistics include receiving goods, checking, unloading goods and placement in the warehouse.
 - a) Outbound
 - b) Inbound
 - c) In house
 - d) All of the above
- ii) _____ is defined as an integrator that assembles the resources, capabilities and technology of its own organization and other organizations to design, build and run comprehensively supply chain solutions.
 - a) Second party logistics
 - b) Third party logistics
 - c) Fourth party logistics
 - d) None of the above
- iii) _____ is a delivery method used to transport mixed loads from various suppliers to one customer.
 - a) Vehicle scheduling
 - b) Milk Run
 - c) Cross Docking
 - d) Global sourcing
- iv) _____ is an agreement in which one company hires another company to be responsible for planned or existing activity that is or could be done internally.
 - a) JIT
 - b) VMI
 - c) Outsourcing
 - d) Inventory Management

P.T.O.

v) _____ is the application of specialized equipment and storage and retrieval system to perform the tasks previously handled by labour.

- a) Warehouse Automation
- b) Warehousing
- c) Supply chain
- d) Milk Run

B) Match the pairs : [5]

I	II
i) Bonded warehouse	a) Developed & applied by Toyota
ii) JIT	b) Used to store imported dutiable goods for specific time period without paying duties
iii) Global sourcing	c) Finding the most efficient way to visit a set of stops
iv) International logistics	d) Seeking goods & services beyond one's borders
v) Routing	e) Bridges the gap between demand and supply

Q2) Attempt any One out of the following : [10]

- a) Define the term 'Third Party Logistics' (3PL). Explain the benefit's of and services offered by 3PL service providers.
- b) What is E-procurement? State its advantages and limitations.

Q3) Attempt any One out of the following : [10]

- a) What is outsourcing. Explain its types and advantages in detail.
- b) What is materials Handling? Explain the role and importance of materials handling system in detail.

Q4) Write short notes (any Four) :

[20]

- a) Reverse Logistics
- b) Cross Docking
- c) Vendor Managed Inventory (VMI)
- d) Types of warehouses
- e) Just In Time (JIT)
- f) Factors affecting Transportation performance.



Total No. of Questions : 3]

SEAT No. :

PA-2008

[Total No. of Pages : 2

[5955]-401

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

401 : IMPORT EXPORT PROCEDURE

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

Time : 2½ Hours]

[Max. Marks : 70

Q1) A) Fill in the Blank (Attempt any 5 out of 6) : [5]

- i) _____ Exports mean those transactions in which the goods supplied do not leave the country and the supplier in India receives the payment for the goods.
- ii) The _____ is the traditional transport document for shipping goods by ocean transport.
- iii) _____ Receipt is issued by the chief of vessel after the cargo is loaded and it contains the name of the shipping line.
- iv) For export _____ is an incentive scheme to promote export from the country.
- v) _____ can be defined as the Marketing or selling of goods produced in one country into another.
- vi) The customs Authorities will not allow import or export goods into or from India unless the person holds a valid _____ number.

B) Match the following : [5]

- | | |
|----------------------------|--|
| a) ANF-1 | i) Representatives of foreign buyers in the Domestic Country |
| b) DEPB | ii) Profile of Importer or Exporter |
| c) Import Document | iii) Export Incentive Scheme |
| d) Duty Drawback | iv) Trade Enquiry |
| e) Export Commission House | v) Incentive Scheme to promote export |

P.T.O.

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

[4]

- i) A Merchant Export can export goods either directly from the premises of the manufacturer, with or without sealing of export consignment.
- ii) The Performa Invoice is Prima facie evidence that the goods are loaded in the vessel.
- iii) Import order is a documentation in which the importer orders for supply of imperative merchantile to the supplier.
- iv) Direct exporting is selling the product in a foreign country directly through it's distribution arrangement or a host country's company.
- v) Piggyback marketing is an arrangement in which "One manufacturer or service firm distributes a second firm's products or services.

Q2) Write Short Notes (Attempt any 3 out of 4) :

[24]

- a) Write Determinants of Market Selection.
- b) Explain the Procedure Registration with DGFT for to Obtaining IEC Number.
- c) Explain Import Documentation.
- d) What is Duty Drawback and Remittance Scheme?

Q3) Write long Answer (Attempt any 2 out of 4) :

[32]

- a) Explain in details classification of export.
- b) Explain in details procedure of Import.
- c) Write foreign Market Entry Decision need and Entry Strategies in depth.
- d) Explain the Method "Excise clearance for Export."



Total No. of Questions : 3]

SEAT No. :

PA-2009

[Total No. of Pages : 2

[5955]-402

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

402 : RESEARCH METHODOLOGY

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the blanks.(any 5)

[5]

- i) Research inculcates _____ and inductive thinking.
 - a) Analytical
 - b) Scientific
 - c) Qualitative
 - d) Quantitative
- ii) Authenticity of a research finding is its _____.
 - a) Hypothesis
 - b) Objectivity
 - c) Researcher
 - d) Analysis
- iii) Magazines is a sources of _____ data.
 - a) Primary
 - b) Secondary
 - c) Inhouse
 - d) External
- iv) In research methodology, interpretation is the search of _____.
 - a) Research Objectives
 - b) Research Problem
 - c) Literature Review
 - d) Research Finding
- v) The data which is collected first hand is called as _____.
 - a) Primary
 - b) Secondary
 - c) Inhouse
 - d) External
- vi) The first page of the research report is _____.
 - a) Appendix
 - b) Bibliography
 - c) Index
 - d) Title page

P.T.O.

- B) Match the following [5]
- | | |
|-----------------------------------|--------------------------------|
| i) Descriptive research | a) Non-probability sampling |
| ii) Reserch design | b) Subjective |
| iii) Systematic sampling | c) On the Basis of Application |
| iv) Data interpretation should be | d) Probability sampling |
| v) Judgemental sampling | e) Blue print of research |

- C) True or False (Any 4). [4]
- i) Research helps to find potential sources of finance.
 - ii) Descriptive research studies deal with association between variables and determining of frequency with which something occurs.
 - iii) Secondary Data is current and real time data.
 - iv) The research report should be factual.
 - v) A good research design gives the smallest experimental or it yields maximal information.

Q2) Short answer (Any 3). [24]

- a) State the Criteria of Good Research.
- b) Explain the advantages of Secondary data.
- c) What are the Essentials of a Good Research Design.
- d) Explain the various steps inwriting Report.

Q3) Long Answer (Any 2). [32]

- a) Explain the different types of Research.
- b) What are the different types of research design?
- c) Explain the layout of a Research Report.
- d) Explain Primary Data along with advantages and disadvantages.



Total No. of Questions : 3]

SEAT No. :

PA-2010

[Total No. of Pages : 2

[5955]-403

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

403 : BUSINESS ETHICS

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 70

Instruction to the candidates:

- 1) *Attempt all questions are compulsory.*
- 2) *Figures to the right Indicate full marks.*

Q1) A) Multiple choice questions.

[5]

- i) Honesty Always Aroid
 - a) Half truth
 - b) Cheat
 - c) Fearness
 - d) All of above
- ii) Collective Bargaining is _____
 - a) Bi-Partite
 - b) Tri-partite
 - c) 4-partite
 - d) All of above
- iii) Organizational stackholders are
 - a) customer
 - b) financier
 - c) community
 - d) All of above
- iv) Home freeze contain gas
 - a) CFC
 - b) CO₂
 - c) O₂
 - d) N₂
- v) E-waste affect adversely
 - a) industry
 - b) Agriculture
 - c) Human's air breath
 - d) water

B) Match the column.

[5×1=5]

- | Group-A | Group-B |
|--------------------|--------------------------|
| i) CO ₂ | a) Ozon depleration |
| ii) CSR | b) 3C's |
| iii) Contribution | c) Greek word-Ethos |
| iv) Ethics | d) Economic development |
| v) Tax | e) Social Responsibility |

P.T.O.

- C) Answer in 1 sentences. **[5×1=5]**
- i) OSH stand for what?
 - ii) When environment protection Act enforced?
 - iii) 'Our shared future' famous study, when released?
 - iv) What is ethics to do with?
 - v) FTC is an abbreviation for what?
- D) Fill in blanks. **[5×1=5]**
- i) _____ refer to activities that are not required for business
 - ii) In _____ concept, collective bargaining is contract of seller.
 - iii) Right of consumer are protected under _____
 - iv) _____ standardized marks for Jewellery
 - v) Ethics is a _____

Q2) Write any 3 out of 5. **[3×10=30]**

- a) differentiate between work place ethics & Laws.
- b) Explain ethics in contemporary business
- c) Explain type of interest & interest group.
- d) Environmental Legislation is must. Explain some legal act.
- e) Explain Government regulation agencies for consumer protection & commission activities.

Q3) Write short note (4 out of 6) **[4×5=20]**

- a) Environmental problem
- b) Steps in ethical Decision making.
- c) 3 C's of business ethics
- d) Any 3 types of responsibility
- e) Relationship managerial skill
- f) Feature of values



Total No. of Questions : 3]

SEAT No. :

PA-2011

[Total No. of Pages : 2

[5955]-404

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

404 : MANAGEMENT INFORMATION SYSTEM

(CBCS 2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Neat diagrams must be drawn wherever necessary.*

Q1) A) Multiple choice questions : [5]

- a) _____ is capable of taking decisions on its own.
 - i) IOT (Internet of things)
 - ii) AI (Artificial intelligence)
 - iii) MIS (Management information system)
 - iv) VR (Virtual Reality)
- b) Intellectual property Right providing guarantee regarding the _____ and _____ of products
 - i) Quality and safety
 - ii) Cost and quality
 - iii) Safety and Assurance
 - iv) Design and Assurance
- c) Cyber security is primarily about?
 - i) People
 - ii) Processes
 - iii) Technologies
 - iv) All of them
- d) A hacker contacts your phone or e-mail and attempts to acquire your personal password is called _____.
 - i) Spamming
 - ii) Spoofing
 - iii) phishing
 - iv) None of these
- e) _____ are the attributes of information.
 - i) Accuracy
 - ii) Cost of information
 - iii) Value of information
 - iv) All of above

B) Match the pairs: [5]

Set-A

Set-B

- | | |
|-------------------------|--|
| a) Information security | i) Cognitive science |
| b) R.A.D. | ii) Probabilistic system |
| c) G.D.S.S. | iii) Faster development higher quality |
| d) Type of system | iv) Unauthorized access |
| e) AI | v) Software tool |

P.T.O.

- C) Answer in 1 sentences? [5]
- a) What is change?
 - b) Define any two objectives of Management Information system (MIS).
 - c) Define the term Information Security?
 - d) What are the primary sources of Information?
 - e) What is Information Analysis System in DSS?
- D) Fill in the blanks: [5]
- a) CASE tool is _____.
 - b) _____ is a type of MIS.
 - c) A good EIS must be efficient to _____.
 - d) RAD is a form of _____.
 - e) _____ is backbone of any organization information.

Q2) Solve any 3 out of 5. Answer the following long answer questions.[3×10=30]

- a) What do you mean by MIS (Management Information System)? Explain it's need in detail?
- b) What is CASE Tools? Explain characteristics of CASE Tool.
- c) What are the different types of information?
- d) Define the term 'Quality Assurance' in detail?
- e) What are the attributes of information?

Q3) Write short note (Solve Any 4 out of 6): [4×5=20]

- a) Write a short note on 'Artificial Intelligence'.
- b) Define term 'Modelling process'.
- c) Sources of Information.
- d) Benifits of EIS.
- e) Quality Assuarance.
- f) Open and closed system.



Total No. of Questions : 6]

SEAT No. :

PA-2012

[Total No. of Pages : 3

[5955]-405

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

A - 405 : 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. Mason va dans une agence de publicité pour faire la publicité de son agence de voyages. Il discute avec le webmestre.

M. Mason : Bonjour. Nous devons faire la de la publicité pour nos voyages. _____ ?

Le webmestre : Un e-mail commercial?

M. Mason: C'est une bonne idée. _____ .

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

M. Mason: _____ ?

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

M. Mason: C'est super. _____ ?

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

M. Mason: Parfait! _____ ?

Le webmestre: En haut de la page.

B.

M. et Mme Pilat vont au restaurant, "Plaisir". Elles ont un 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 Pilat.

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.

Q.2. Grammar [10]

A. Choisissez la bonne réponse

(2)

1. Les passagers ont voyagé/a voyagé en avion.

P.T.O.

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. Choisissez la bonne réponse (2 au choix) (2)

1. Nous venons avec vos/votre mél.

2. Vous voyez votre/vos message ?

3. Les clients téléphonent à leur/leurs collaborateurs.

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

1. Cette/ce vol arrive de Lyon.

2. J'ai vérifié mon boîte mail ce/ces matin.

3. Le directeur sort avec ces/cette cliente.

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 au 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.

1. Chocolats
2. Sac
3. Un dessert
4. Un gîte

B.

- a. Maison meublée à louer
- b. Chez le chocolatier
- c. En cuir
- d. Salade de fruits

C. Donnez le contraire (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)

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.

A. Dites vrai ou faux :

1. Ma mère a commandé une robe.
2. J'ai envoyé un mail au service après-vente.
3. Le service-après-vent a répondu.

B. Donnez le contraire : dernière

C. Donnez l'infinifitif : répondu.

Q.5. A. Traduisez en anglais (4)

En France, le style de vêtements portés au travail dépend du secteur d'activité, de la fonction ou du statut des personnes et de la culture de l'entreprise.

Les personnes portent des tenues plus décontractés et « branchés » dans la publicité, la mode et les métiers artistiques. Les vêtements sont plus classiques (costume avec ou sans cravate pour hommes, robe ou tailleur jupe ou pantalon pour femme) dans les secteurs de la finance, des assurances, du conseil etc.

B. Traduisez en français (3 au choix) (6)

1. We bought a bag.
2. This is a good idea.
3. You climb to the 5th floor.
4. I play tennis.

Q.6. Écrivez un paragraphe (5)

A. Décrivez les repas en France.

B. Décrivez votre emploi du temps.



Total No. of Questions : 6]

SEAT No. :

PA-2013

[Total No. of Pages : 4

[5955]-406

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

B - 405 : GERMAN - II

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

Frage 1: Beantworten Sie die folgenden Fragen! (Any 3)

[03]

1. Nenne zwei deutsche Autofirmen!
2. Was hast du am Wochenende gemacht?
3. Welche Jahreszeit magst du am besten? Warum?
4. Wo kann man Obst kaufen?
5. Dein Freund hat Grippe. Was soll er tun?

Frage 2: Übersetzen Sie ins Englisch!

[05]

Schon drei Wochen 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.

Frage 3: Wortschatz

[11]

A: Ergänzen Sie das richtige Wort! (Any 3)

(03)

1. Der **K**_____ bringt uns die Speisekarte im Restaurant..
2. Wir kaufen Medikamente in der **A**_____.
3. Picasso war ein **M**_____.
4. Wellington ist die **H**_____ von Neuseeland.

P.T.O.

B: Welches Verb passt am besten? (Any 3)

(03)

1. Ein Auto: _____
2. Eine Pizza: _____
3. Einen Film: _____
4. Eine Party: _____

C: Bilden Sie die Sätze! (Any 3)

(03)

1. Mario-sein Auto- putzt.
2. Freundin- deine- trägt- gern- Schmuck.
3. rennt- schnell- Lisa.
4. Taj Mahal und Red Fort- zwei- in- Sehenswürdigkeiten- Indien- sind.

D: Welches Wort passt nicht? (Any 2)

(02)

1. Kopf - Hand - Bein - Schuhe.
2. Garten - Wohnzimmer - Schlafzimmer - Küche
3. Pizza - Pasta - Cola - Suppe

Frage 4: Grammatik :

[18]

A: Ergänzen Sie das Perfekt! (Any 4)

(04)

1. Bernd ___ um 6 Uhr _____. (aufstehen)
2. Ich ___ das Buch _____. (lesen)
3. Sie ___ mit dem Hund spazieren _____. (gehen)
4. Katja ___ ein neues Auto _____. (kaufen)
5. Gestern ___ ich eine Pizza _____. (essen)

B: Ergänzen Sie die Präposition! (Any 4)

(04)

(um - am - in die - aus - im - ohne)

1. Ich habe Geburtstag ___ 5. Dezember.
2. Lea kommt _____ Österreich.
3. Martin ist gestern _____ Schweiz gefahren.
4. Ich gehe nie _____ meine Wasserflasche aus dem Haus.
5. Die Tasche ist _____ Schrank.

C: Ergänzen Sie die Adjektivendungen! (Any 4)

(04)

1. Diese Frau hat einen groß ___ Hund.
2. Er hat eine lang ___ Nase wie seine Mutter.
3. Florian ist ein nett ___ Mann.
4. Das schön ___ Haus gehört meinem Freund.
5. Viele Leute interessieren sich für modern ___ Musik.

D: Ergänzen Sie die Modalverben! (Any 3)

(03)

1. Deutsch spreche ich nicht so gut, aber Englisch _____ ich schon gut. (können)
2. _____ du lieber Pizza oder Pav Bhaji? (möchten)
3. In der Bibliothek ___ man nicht rauchen. (dürfen)
4. Die Mutter _____ mit Manfred viel sprechen. (sollen)

E: Schreiben Sie die Sätze im Imperativ! (Any 3)

(03)

1. schnell- zurück- kommen. (du)
2. kaufen- zwei Flaschen- Milch. (Sie)
3. Sie- im Bett- bleiben. (Sie)
4. so- faul- nicht- sein- Sie. (ihr)

Frage 5: Lies den Text und beantworte die Fragen !

[08]

Hans Wörner, 26, ist Student und jobbt als Taxifahrer, um sein Studium zu finanzieren. Er wohnt und studiert in Dresden. Er arbeitet normalerweise nachts : von 22 Uhr bis 6.00 Uhr morgens. Er arbeitet gern in der Nacht. „Da ist nicht viel los“ , sagt er. Er findet den Job zwar anstrengend, aber als Student ideal. Und Bezahlung ist auch nicht schlecht: 9,50 Euro die Stunde, dazu das Trinkgeld (Tip). „ Nein, ich habe keine Angst, in der Nacht zu fahren“, sagt er.

Aber Hans kennt einen Kollegen, der schon zweimal beraubt worden ist. Natürlich fährt er nicht jede Nacht Taxi. Nur zweimal pro Woche. Der Job macht ihm Spaß, und dazu hat er noch Zeit zu lernen. Am Taxistand wartet er nämlich eine Stunde, bis ein Kunde kommt. Und in dieser Zeit lernt er für die nächste Prüfung. In den kalten Winternächten hat er immer eine Thermosflasche mit Kaffee dabei. Der einzige Nachteil (disadvantage): Es ist für ihn nicht leicht, acht Stunden im Taxi zu sitzen. Deshalb treibt er regelmäßig Sport: Er fährt sehr gern Rad und joggt im Park.

A: Beantworten Sie die Fragen in einem ganzen Satz:

(04)

1. Wie alt ist Hans?
2. Was ist Hans von Beruf?
3. Wie oft jobbt Hans?
4. Was gefällt Hans an dem Job nicht?

B: Schreiben Sie richtig oder falsch.

(04)

1. Als Taxifahrer bekommt er 9.50 Euro jeden Tag.
2. Er hat keine Angst, in der Nacht zu fahren.
3. Er treibt jeden Tag Sport.
4. Im Winter arbeitet Hans nicht.

Frage 6: Schreiben Sie 6-8 sätze über das Thema! (Any 1 Topic)

[05]

Mein bester Freund/ beste Freundin OR Meine Stadt



- b) Match the following : [5]
- | | | |
|------------------------------|---|---|
| i) International Trade | - | Receiving |
| ii) JIT | - | Warehouses established in foreign country |
| iii) First warehouse process | - | Just In Time |
| iv) SCM | - | Increased revenues |
| v) Overseas warehouse | - | Supply chain management |

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

- a) Explain the concept of global warehousing and explain modern trends in warehousing.
- b) What is International supply chain management? Explain the benefits of SCM.

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

- a) What is warehouse layout? Explain various factors considered while selecting a warehouse location.
- b) Explain supply chain management and its impact on global business.

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

- a) Importance of warehouse in value chain.
- b) Issues in International Supply Chain Management.
- c) Role of a warehouse manager.
- d) Functions of a warehouses.
- e) Types of warehouses.
- f) Warehousing costs.



Total No. of Questions : 4]

SEAT No. :

PA-2015

[Total No. of Pages : 3

[5955]-408

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

B-406 : INTERNATIONAL LOGISTICS AND PORT

MANAGEMENT - II

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Fill in the blanks.

[5]

- i) The scope of international logistics includes _____.
 - a) Forecasting customer demands
 - b) Processing orders
 - c) Creating time and place utilities
 - d) All of the above
- ii) _____ make sure that goods have been received for shipment by air.
 - a) Inspection certificate
 - b) Air way bills
 - c) Certificate of origin
 - d) Combined Transport Documents
- iii) Container corporation of India (CONCOR) was incorporated in _____.
 - a) 1970
 - b) 1982
 - c) 1988
 - d) 1992
- iv) Ports are points of convergence between the _____ of passengers & freight circulation.
 - a) Land domains
 - b) Maritime domains
 - c) Land and maritime domains
 - d) None of the above

P.T.O.

- v) _____ can reduce the time vessels spend idling before entering the port, reduce emissions & costs and increase customer satisfaction with shorter turnaround times.
- a) Just In Time Port Operations
 - b) Pre - Shipment Planning
 - c) Cargo Positioning
 - d) Stowage plan

B) Match the Pairs. [5]

- | Part - I | Part - II |
|--|--|
| i) Cargo Parts | a) Storage & warehousing |
| ii) Mate's Receipt | b) It act according to the cargo it manages |
| iii) Elements of International logistics | c) Acknowledgement of receipt of cargo on ship signed by a ship's commanding officer |
| iv) Shipping Agents | d) A practice of carrying goods in containers for shipping |
| v) Containerization | e) A person who deals with the transactions of a ship in every port. |

Q2) Attempt any ONE of the following. [10]

- a) Define the term 'International logistics'. Explain logistics documents required for international trade.
- b) What is containerization? Explain the advantages and constraints in containerization.

Q3) Attempt any ONE of the following. [10]

- a) Define the term 'Port' state various types of ports.
- b) Explain in detail the services and facilities available for cargo on ports.

Q4) Write Short Notes on : (Any Four)

[20]

- a) Objectives of International logistics
- b) Clearing and Forwarding Agents (C & F Agents)
- c) Bill of Lading
- d) Core functions of CONCOR
- e) Stowage Plan
- f) Cargo Positioning



Total No. of Questions : 6]

SEAT No. :

PA-2016

[Total No. of Pages : 3

[5955]-501

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

GC 501 : International Relations

(2019 Pattern) (CBCS) (Semester - V) (3 Credits)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 & 6 are compulsory.*
- 2) *Solve any three from Q.2 to Q.5.*

Q1) A) Multiple Choice Questions (MCQS) :

[5]

Fill in the blanks :

- i) Which among the following is not a socio-cultural parameter?
 - a) Language
 - b) Aesthetics
 - c) Time
 - d) Trade
- ii) SAARC was established in _____ year.
 - a) 1995
 - b) 1985
 - c) 1999
 - d) 1990
- iii) Under TRIPS _____ and _____ patents in almost all fields of technology are included.
 - a) Product and Process
 - b) Product and Technology
 - c) Process and Technology
 - d) Product and Services

P.T.O.

- iv) According to Ginsberg, “The study of _____ is concerned with the principal form of social organisation that is types of groups, associations & institutions and the complex of these which constitute societies”.
- a) Society
 - b) Cultural structure
 - c) Social structure
 - d) Social diversity
- v) The Laws of Inheritance in India aggravates the Inequality of _____.
- a) Income
 - b) Property
 - c) Wealth
 - d) None of the above

B) Match the pair : [5]

- | | |
|----------|---------|
| 1) WTO | a) 1985 |
| 2) SAARC | b) 1994 |
| 3) MAFTA | c) 1947 |
| 4) GATT | d) 1958 |
| 5) EU | e) 1995 |

C) Define the following terms : [5]

- 1) Tariffs
- 2) TRIPS
- 3) GATS
- 4) TRIMS
- 5) Quotas

Solve any three from (Q.2 to Q.5) :

[3 × 15 = 45]

Q2) Explain the importance & scope of International relations in the world.

Q3) Define regional Economic integration. Discuss the advantages and disadvantages of regional economic integration.

Q4) Discuss the WTO provisions relating to preferential Treatment of Development Countries.

Q5) Explain the causes & solutions or policy for inequality of income in India.

Q6) Write short notes (Any 2 out of 5) :

[2 × 5 = 10]

- a) SAARC
- b) NAFTA
- c) Types of Trade policy Instruments
- d) Anti-Dumping procedure
- e) Economic Institutions of the world



Total No. of Questions : 3]

SEAT No. :

PA-2017

[Total No. of Pages : 3

[5955]-502

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

INTERNATIONAL BUSINESS LAW

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Q1) A) Select correct answer and rewrite the sentence : [5]

- i) International finance corporation established in the year _____.
 - a) 1952
 - b) 1964
 - c) 1956
 - d) 1991
- ii) _____ is engaged in standard formulation, certification marking and laboratory testing.
 - a) DGCIS
 - b) IIC
 - c) BIS
 - d) DGFT
- iii) Director General of Foreign Trade is that office of the Ministry of commerce which helps to formulate India's _____ policy.
 - a) Monetary Policy
 - b) Fiscal Policy
 - c) Foreign Policy
 - d) Export-Import Policy
- iv) ICSID was established under the auspices of the _____.
 - a) IBRD
 - b) IFC
 - c) WTO
 - d) IMF
- v) Which of the following is not a principle of International Trade Laws?
 - a) The Territorial Principle
 - b) The Nationality Principle
 - c) The Protective Principle
 - d) The Dispute Settlement Principle

P.T.O.

B) Match the pairs : [5]

Group A	Group B
a) Foreign Trade Act, 1992	i) Apex Export Promotion organisation
b) ICJ	ii) Duties on import and export of goods are levied under this Act
c) FIEO	iii) Set up in 1933
d) The International Tea Committee	iv) Located in the Hague
e) The Customs Act, 1962	v) Set up in 1991
	vi) Set up in 2000
	vii) Provides for the development and regulation of foreign trade by facilitating imports

C) Answer in one sentence : [5]

- i) Define International Law.
- ii) UNCTAD stands for?
- iii) What is letter of credit?
- iv) Define Import and Export.
- v) International court of Justice is commonly called as?

D) Fill in the blanks : [5]

- i) DSB stands for _____.
- ii) Indian Institute of Packaging was set up in _____.
- iii) Foreign Trade (Regulation and Development) Act 1992 received the assent of the President on the _____.
- iv) The Customs Act, 1962, extends to _____.
- v) _____ was founded in 1965 to combine the Expanded Programme of Technical Assistance and the United Nations Special Fund.

Q2) Solve any three (Long answer question) :

[30]

- a) What is International Law? Explain the scope and objectives of International Law in detail.
- b) Write a detailed note on convention relating to unification of Law of International Sale of Goods.
- c) “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.
- d) Explain WTO Dispute Redressal System in detail.
- e) Explain the Procedure, Evaluation of International Court of Justice.

Q3) Write Short Notes (Any Four) :

[20]

- a) World Bank Inspection Panel.
- b) Ministry of commerce, Government of India.
- c) Organization for Economic Co-operation and Development.
- d) Brussel convention.
- e) Penalties under the Customs Act, 1962.
- f) Indian Government Trade Representative Abroad.



Total No. of Questions : 3]

SEAT No. :

PA-2018

[Total No. of Pages : 3

[5955]-503
T.Y. B.B.A. (IB)
BUSINESS REPORTING & ANALYSIS
(2019 Pattern) (Semester - V) (503)

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 (any 5)

[5]

- i) At the time of market entry low price is charged for the product under the _____ strategy.
 - a) Market up Price
 - b) Competitive Price
 - c) Penetration Price
 - d) Discount Price
- ii) Operating activities are reported in the _____ Statement before financing activities.
 - a) Fund Flow
 - b) Cash Flow
 - c) Trial Balance
 - d) Ledgers
- iii) An unclaimed dividend is shown as a _____ in the balance sheet.
 - a) Liability
 - b) Miscellaneous expenses
 - c) Assets
 - d) Expenses
- iv) _____ is a review and assessment of the current condition and future prospects of a given sector of the company.
 - a) Sector Analysis
 - b) Profit Analysis
 - c) Wealth Maximization
 - d) Market Analysis

P.T.O.

- v) A business task is described as the _____ or question a data analyst answers for a business.
- a) Opportunity b) Risk
c) Problem d) Threat
- vi) The term 'EVA' means _____.
- a) Economic Value Added b) Economic Value Addiction
c) Ecological Value Added d) Eco Value Added

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

- | | |
|--------------------------------|-----------------------------|
| i) Responsibility of investors | a) Compulsory |
| ii) Economic objective | b) Michael Porter |
| iii) Question Mark | c) To maintain transparency |
| iv) Registration of company | d) To earn Profit |
| v) Five forces analysis | e) Invest |

C) True of False (any 4) **[4]**

- i) Reports help the companies to formulate effective marketing strategies.
- ii) The auditor of a company is required to give his report in accordance with the provision Section 143 of the Companies Act, 2013.
- iii) Secondary Activities of Value Chain includes operations.
- iv) Reporting is one of the important steps in personal selling.
- v) Unbiased report may lead to disastrous decisions.

Q2) Short Answer (any 3) **[24]**

- a) Business Segment
- b) Explain the concept of Value Chain
- c) Macro-economic analysis and its Goals.
- d) Intra-company analysis

Q3) Long Answer (any 2)

[32]

- a) Explain the Factors affecting business reporting.
- b) Discuss various Business Industries with reference to following analysis parameters: Growth Drivers, CSF and KPI.
- c) Explain the procedure, factors to be consider in business analysis.
- d) Explain the procedure or steps of Economic Analysis.



Total No. of Questions : 3]

SEAT No. :

PA-2019

[Total No. of Pages : 3

[5955]-504

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

GC504: 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) Convertibility of rupee refers to its convertibility into _____ as desired by the holder.
- | | |
|---------------------|--------------------|
| i) Foreign currency | ii) Local currency |
| iii) Bank notes | iv) Demand draft |
- b) TT buying rates are applicable for transactions where _____.
- i) Remittance is received by telecommunication
 - ii) Remittance is sent by telecommunication
 - iii) The nostro account of the bank is already debited
 - iv) The nostro account of the bank is already credited
- c) The objective of trading in foreign exchange by a dealer of a bank is to _____.
- i) Make profit out of exchange rate fluctuations
 - ii) Insulate bank from exchange rate changes
 - iii) Comply with exchange control regulations
 - iv) None of the above

P.T.O.

- d) Gold was used for international settlement under _____ standard.
- i) IMF
 - ii) Gold bullion
 - iii) Fixed
 - iv) Floating
- e) Balance of payment records _____ transactions of country with outsiders.
- i) economic
 - ii) debit
 - iii) credit
 - iv) cash

B) Match the following : [5]

- a) An offshore banking unit - Difference between spot & forward rate
- b) Vostro account - London
- c) Currency system of India - Your account with us
- d) Largest foreign exchange market - Managed float
- e) Forward margin - Authorized person under FEMA

C) Answer in one sentence : [5]

- a) What is meant by forward transactions?
- b) What is meant by a value tomorrow transaction.
- c) What does the acronym FERA stand for ?
- d) What is the principle adopted by the bank in direct quotation method?
- e) In which year was Euro launched?

D) Fill in the blanks : [5]

- a) TT stands for _____.
- b) Rupee is partially convertible on _____ account.

- c) FERA is replaced by _____.
- d) _____ is not an authorized person under FEMA.
- e) Indirect quotation is also known as _____ quotation.

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

- a) Write in detail about various authorized persons under FEMA.
- b) Write a detailed note about flexible exchange rate along with its advantages & limitations.
- c) Write in detail about different types of exchange rates.
- d) Elaborate the objectives of exchange control.
- e) Write the provisions of FEMA related to export & import board.

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

- a) Purchase transactions.
- b) Managed rates.
- c) TT buying rates V/s Tt selling rates - differentiate.
- d) Importance of exchange control.
- e) Internal techniques of exposure management.
- f) Convertibility of Indian rupee on capital account.



Total No. of Questions : 4]

SEAT No. :

PA-2020

[Total No. of Pages : 2

[5955]-505

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- a) International marketing selection process include _____.
i) Segmentation of market ii) Availability
iii) Profitability iv) All of above
- b) Distribution channels very depending on which of the following _____.
i) Target market size ii) Competition
iii) Intermediaries iv) All of above
- c) International marketing plan must address payment and _____.
i) Credit ii) Paper work
iii) Lien iv) Receipt
- d) Turnkey projects include _____.
i) Design ii) Fabrication
iii) Installation iv) All of above

P.T.O.

- e) Types of Merger includes _____.
- i) Vertical
 - ii) Horizontal
 - iii) Concentric
 - iv) All of above

B) One sentence questions : [5]

- a) Packaging.
- b) Product.
- c) International Marketing.
- d) Promotion.
- e) Distribution channel.

Q2) Explain the process of International marketing planning. [10]

OR

Explain the different pricing methods.

Q3) Explain the different principles of International Marketing. [10]

OR

Which are the factors influencing the channel selection decisions?

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

- a) Sales promotion.
- b) Branding.
- c) IPL.
- d) Problems of Market Segmentation.
- e) Gray Market.
- f) Acquisition.



Total No. of Questions : 4]

SEAT No. :

PA-2021

[Total No. of Pages : 2

[5955]-506

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

**505B : International Financial Management - I
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

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

- i) What represents the structure of financial payment mechanisms, settlements, practices, institutions & associations that govern international trade & payments around the globe?
 - a) National System
 - b) Local financial system
 - c) Current Account Deficits
 - d) International monetary system
- ii) IMF issues an International reserve asset which is also known as :
 - a) Special Drawing Rights
 - b) Quotas
 - c) IMF
 - d) IMS
- iii) Which of the following is a credit rating organisation?
 - a) S & P Global ratings
 - b) Fitch ratings
 - c) Moody's
 - d) All of above
- iv) In DAX 30, 'A' stands for :
 - a) Allowance
 - b) Aktien
 - c) Assissee
 - d) Asia
- v) Which standards can be viewed as Indian Accounting standards converged to IFRS standards?
 - a) IFRS
 - b) Ind-As
 - c) Basic
 - d) Advance

P.T.O.

B) Match the followings : [5]

- | A | B |
|---------------------|--|
| i) Balance of Trade | a) World Bank |
| ii) IDA | b) Difference between Imports & Exports of Merchandise goods |
| iii) Netting | c) International Cash management |
| iv) CAC | d) Loan |
| v) Capital Account | e) France |

Q2) Solve any One of following : [1 × 10 = 10]

- a) What do you mean by 'Balance of Payments'? Explain its different components?
- b) Explain in brief different Arms of World Bank.

Q3) Solve any ONE of following : [1 × 10 = 10]

- a) Explain the concept of ADR & GDR.
- b) Explain different Techniques & Strategies used to tackle Challenges & Risks of International Cash Management.

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

- a) NASDAQ
- b) Bretton Woods System
- c) Moody's Rating Process
- d) International Monetary Fund
- e) Types of Bonds
- f) Factoring



Total No. of Questions : 3]

SEAT No. :

PA-2022

[Total No. of Pages : 2

[5955]-507

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

A-506 : LEGAL DIMENSIONS IN INTERNATIONAL MARKETING - II

(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) A) Select the correct option (Attempt any 4 out of 5). [4]

- a) WTO regulates and facilitates_____.
- | | |
|-------------|-------------------------|
| i) Politics | ii) International trade |
| iii) Funds | iv) Marketing |
- b) WTO is headquartered in_____.
- | | |
|---------------|------------|
| i) Paris | ii) Geneva |
| iii) New York | iv) London |
- c) IMF is headquartered in_____.
- | | |
|---------------------|------------|
| i) Paris | ii) Geneva |
| iii) Washington D.C | iv) London |
- d) The First UNCTAD conference took place in_____.
- | | |
|----------------------|------------|
| i) Paris | ii) Geneva |
| iii) Washington D.C. | iv) London |
- e) UNCTAD was established by_____.
- | |
|-------------------------------------|
| i) United Nations General Assembly |
| ii) United Nations Security Council |
| iii) ECOSOC |
| iv) United Nations Secretariat |

P.T.O.

- B) Match the pairs [4]
- | | |
|-----------|-----------|
| a) UNCTAD | i) 1995 |
| b) IMF | ii) 1973 |
| c) FERA | iii) 1945 |
| d) WTO | v) 1964 |
- C) State True or False. [4]
- a) The WTO Agreement related to investment measures is TRIPS.
 - b) IMF belongs to World Bank group.
 - c) FEMA is a regulatory mechanism that enables the reserve bank of India to pass regulations and the Central Government to pass rules relating to foreign exchange in tune with the foreign Trade policy of India.
 - d) The primary objective of UNCTAD is to formulate policies relating to all aspects of development including trade, aid, transport finance and technology.

- Q2) Solve any TWO.** [14]
- a) Explain the Principles of International Business Contract.
 - b) Explain functions of WTO.
 - c) Explain TRIP.
 - d) Explain the Nature and complexities of international trade law.

- Q3) Solve any TWO.** [24]
- a) Explain WTO Provisions on Anti-Dumping.
 - b) Explain FERA.
 - c) Explain the restrictions on trade in endangered species and other commodities as based on International conventions.



Total No. of Questions : 4]

SEAT No. :

PA-2023

[Total No. of Pages : 2

[5955]-508

T.Y. B.B.A. (International Business)
B-506 : LEGAL DIMENSIONS IN FINANCIAL
MANAGEMENT - II
(2019 CBCS Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Select the correct option and rewrite the sentence. [5]

- a) A proposal when accepted becomes a _____.
- | | |
|------------|----------------|
| i) Promise | ii) Contract |
| iii) Offer | iv) Acceptance |
- b) Consideration must move at the desire of _____.
- | | |
|-----------------------|------------------|
| i) Promisor | ii) Promisee |
| iii) Any other person | iv) Any of these |
- c) _____involver moral or mental pressure.
- | | |
|-------------|-----------------------|
| i) Coercion | ii) Undue Influence |
| iii) Fraud | iv) Misrepresentation |
- d) A private company which is subsidiary of a public company is treated as_____.
- | | |
|----------------------|---------------------|
| i) Public Company | ii) Private Company |
| iii) Holding Company | iv) Family Company |
- e) Maximum number of members under a private company as provided under the companies Act, 2013.
- | | |
|----------|--------------|
| i) 50 | ii) 150 |
| iii) 200 | iv) No Limit |

P.T.O.

B) Match the pairs [5]

Group (A)

Group (B)

- | | |
|---|---|
| a) Coercion | i) 1999 |
| b) Balance Sheet | ii) Residential Status |
| c) Ease of Doing Business | iii) Punishable under Indian penal code |
| d) Taxability of foreign Income | iv) World Bank |
| e) The foreign Exchange
Management Act | v) Financial Position |

Q2) Solve any One. [10]

- a) What do you mean by capacity to contract? Explain rules regarding contract with a minor.
- b) Define a company. Explain in detail contents of Articles of Association and Memorandum of Association.

Q3) Solve any One. [10]

- a) What is FEMA? Explain important provisions of FEMA.
- b) What is WTO? Explain Basic Principles and charter of WTO.

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

- a) Legality of object.
- b) Prospectus.
- c) Format of balance sheet of a company.
- d) Setting up offices and branches abroad.
- e) Foreign Investment.
- f) Regulatory framework of WTO.



Total No. of Questions : 3]

SEAT No. :

PA-2024

[Total No. of Pages : 2

[5955]-601

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

601 : NEW VENTURE CREATION AND START UPS

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

Time : 2½ Hours]

[Max. Marks : 70

Q1) a) Fill in the blanks (Attempt any 5) from the options given below :

[5 × 1 = 5]

- i) _____ with leading brands who want to spread across the country, offers good opportunity for entrepreneurs.
- ii) _____ is a method of raising funds from individuals, using internet-based platforms.
- iii) A design or symbol created by an organisation to identify its offerings and services is called _____.
- iv) _____ are people who have a large follower base (more than 10,000 followers) on social media.
- v) An arrangement where a firm transfers the rights to the use of a product or service to another firm is known as _____.
- vi) To provide financial assistance to entrepreneurs the government has set up a number of _____.

(Key words, Crowd funding, Franchising, Logo, Influences, Financial Institutions)

b) Match the following :

[5 × 1 = 5]

- | A | B |
|--------------------------|--|
| i) Social Responsibility | a) Process of creating something new |
| ii) Psychometric tests | b) Process of recording transactions and events in accounting system |
| iii) UPI | c) Obligation to act for benefit of society |
| iv) Record keeping | d) Assess the personality traits and characteristics of employees |
| v) Innovation | e) Digital tool for facilitating payments |

P.T.O.

- c) True or False (Attempt any 4) : **[4 × 1 = 4]**
- i) Generating and analysing alternative solutions or ideas is an important part of entrepreneurial decision process.
 - ii) Venture capitalists are generally individuals or groups who provide capital from their personal assets to assist you to start a business.
 - iii) Google Analytics is a popular social media platform.
 - iv) Feasibility study analyses the viability of a project and likelihood of its success.
 - v) Setting up incubation centres is one of the objectives of National Small Industries Corporation.

Q2) Write Short Notes on (Attempt any 3) : **[3 × 8 = 24]**

- a) Write a short note on the common traits and characteristics found in entrepreneurs.
- b) What are the various sources of capital for financing new ventures.
- c) Explain the elements of a business plan.
- d) Functions of KVIC.

Q3) Long Answer (Attempt any 2) : **[2 × 16 = 32]**

- a) Discuss in detail about the opportunities available for entrepreneurs in India.
- b) What are the various strategies to be used for marketing of start-ups?
- c) Explain the functions of DICs. What are the various schemes launched under the DIC?
- d) What do you understand by Market Entry Strategies? Explain the market entry strategies used by organisation to enter a new market.



Total No. of Questions : 3]

SEAT No. :

PA-2025

[Total No. of Pages : 4

[5955]-602

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

INTERNATIONAL PROJECT MANAGEMENT

(2019 Pattern) (Semester - VI) (602) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q1. is compulsory.
- 2) Figures to the right indicate full marks.

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

A) Multiple Choice Questions : [10]

- i) Following are the characteristics of Project Mindset:
 - a) Time, Responsiveness, Information sharing, Processes, structured planning
 - b) Time, Project management, Information sharing, Processes, structured planning
 - c) Time, Responsiveness, Information sharing, capability, structured planning
 - d) Time, Responsiveness, Information sharing, Processes, project planning
- ii) Which of the following is NOT a source of Project Idea?
 - a) Attending Trade Fairs
 - b) Analysis of Economic & Social Trends
 - c) Identifying unfulfilled psychological needs
 - d) Increase Production
- iii) In the initial stage of the project the probability of completing the project is _____.
 - a) Zero
 - b) High
 - c) Low
 - d) None of the above

P.T.O.

- iv) Which of the following is not correct about the initial phase of a project?
- The cost associated at the beginning of the project is highest
 - Stakeholders have maximum influence during this phase
 - The highest uncertainty is at this stage of the project.
 - All the above statements are correct
- v) Assembling a project team and assigning their responsibilities are done during which phase of a project management?
- Initiation
 - Planning
 - Execution
 - Closure
- vi) The project manager has the most authority in the _____ type of organization.
- Project expediter
 - Matrix
 - Projectile organization
 - Functional
- vii) The critical element in a project's communication system is the:
- Progress report
 - Project directive
 - Project manager
 - Customer
- viii) The Three attributes of project risk are _____, _____ and _____
- What might happen, who it happens to, and how much will it cost
 - Notification, frequency of relevant events, probability of occurrence
 - Risk cost, quality, control
 - Risk event, probability occurrence, the amount at stake
- ix) Project Scope:
- is of concern only at the start of the project
 - is mainly a problem to be handled by the change control procedures during the project execution phase.
 - Should be managed and controlled from the project concept through close-out
 - is usually not a problem

- x) A project management information system consists of:
- a) A project management software package operating on appropriate computer facilities.
 - b) Hardware, software, documents, and procedures.
 - c) Automated and manual methods for gathering, recording, filtering, and dissemination of pertinent information for members of a project team.
 - d) All of the above

B) Answer in one sentence : [5]

- i) State any two functions of Project Manager
- ii) What is Social cost benefit analysis?
- iii) Define Critical Path Analysis.
- iv) Defining Variation Limits
- v) State any two principles of Project Management

C) Fill in the blanks : [5]

- i) The PERT in project management means program evaluation and technique.
- ii) “Risk” usually _____ as the project progresses.
- iii) A _____ is a set of activities which are networked in an order and aimed towards achieving the goals.
- iv) “Devising and maintaining a workable scheme to accomplish the business need” is _____.
- v) The time necessary to complete a project is referred to as _____

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

- a) Define Project Management. Explain the Objectives and Principles of Project Management.
- b) Explain the Seven ‘S’ of project management.
- c) What do you mean by control system? Explain the characteristics of the control systems.
- d) Explain the major Project Management KPIs.
- e) State and explain the importance of Feedback & Corrective Action.

Q3) Solve any 4 out of 6 Short Notes

[4 × 5 = 20]

- a) Characteristics of Project:
- b) Role of Project Manager:
- c) Resource Coordination:
- d) Critical Path Analysis:
- e) Project Completion & Handover:
- f) Audit and Review



Total No. of Questions : 3]

SEAT No. :

PA-2026

[Total No. of Pages : 2

[5955]-603

T.Y.BB.A. (IB)

**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) Multiple choice questions (Attempt any 5 out of 6) [5]**
- i) Decision making is concerned with_____
 - a) Choice making
 - b) Critical making
 - c) Cross checking
 - d) Result oriented
 - ii) EQ stands for_____
 - a) Eternal quotient
 - b) External quotient
 - c) Emotional quotient
 - d) Experience quotient
 - iii) According to Abraham Maslow. the most elevated type of need is _____
 - a) Self-actualization
 - b) Physiological
 - c) Esteem
 - d) Safety
 - iv) Under _____ model, the decision making depends on objective data and a formal process of analysis over mere subjectivity and intuition.
 - a) Rational
 - b) OODA Loop
 - c) Ladder of inference
 - d) Psychometric test
 - v) _____ is the mirror image of leadership.
 - a) Controlling
 - b) Followership
 - c) Planning
 - d) Direction
 - vi) The decision maker must reflect on the findings of the observation phase at the _____ stage of OODA LOOP.
 - a) First
 - b) Second
 - c) Third
 - d) Fourth

P.T.O.

- B) Match the following : [5]
- | Column -I | Column-II |
|---------------------|-------------------------------------|
| 1) Mintzbergs model | a. Understanding other emotions |
| 2) Incubation | b. Technique to conflict handling |
| 3) Empathy | c. Group of people work together |
| 4) Problem solving | d. Step in creative decision making |
| 5) Team composition | e. Decision making |
- C) True or False (Attempt any 4 out of 5) [4]
- i) Decision making is choosing one alternative from available ones.
 - ii) Programmed decisions are common at the higher levels of the organization.
 - iii) In the emergence stage of problem solving, groups resolve their disagreements and solve their problem.
 - iv) Participative decision making often results in members who are less likely to accept solutions and less committed to the decision than non-participative decision making.
 - v) In most cases, groups produce more and higher-quality solutions to problems than do individuals working alone.

Q2) Short Answer (Attempt any 3 out of 4) [3×8=24]

- a) Write the difference between EQ and IQ.
- b) What are the barriers in effective Decision Making?
- c) What is Pareto Analysis?
- d) What are the various Workplace Problems?

Q3) Long answer (Attempt any 2 out of 4) [2×16=32]

- a) What is Emotional intelligence? Explain the key elements of EQ.
- b) What are the Factors to be considered for Team composition?
- c) What is creative decision-making process? Explain its stages?
- d) What is decision making? What are the various types of decisions?



Total No. of Questions : 3]

SEAT No. :

PA-2027

[Total No. of Pages : 3

[5955]-604

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

**604 : Management of Agribusiness & Agri Exports
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory question objective type of questions.

A) Multiple Choice Questions (Any 5) :

[5]

- i) Proper allocations of cultivable land and utilization of various productive resources for optimal yielding is called as _____.
 - a) Farm planning
 - b) ICT
 - c) Contract farming
 - d) Farm input
- ii) The demand remains _____ in agriculture markets.
 - a) Elastic
 - b) In elastic
 - c) unitary elastic
 - d) All of the above
- iii) SHG stands for _____.
 - a) Small Help Group
 - b) Simple Help Group
 - c) Social Help Group
 - d) System Help Group
- iv) Which of the following is not a part of export documents?
 - a) Commercial invoice
 - b) Certificate of origin
 - c) Bill of entry
 - d) Mates receipts
- v) Secondary market also called as _____.
 - a) Terminal market
 - b) Local market
 - c) Mandies
 - d) Fair

P.T.O.

vi) Seed, Fertilizer, Feed, chemicals etc include in _____ sector.

- a) Farm sector
- b) Farm Input sector
- c) Farm product sector
- d) Government sector

B) Match the pairs : [5]

Group A

Group B

- i) ICT
- ii) NABARD
- iii) RRB
- iv) SHG
- v) WTO
- a) Small Help Group
- b) Regional Rural Bank
- c) Information & communication Technology
- d) World Trade organisation
- e) National Bank for Agriculture & Rural Development

C) State True or False (Any 5 out of 6) : [5]

- i) RBI is known as an apex regulatory body in Indian rural banking system.
- ii) Contract farming is a formal & informal agreement between producers & buyers.
- iii) Agriculture products are mainly non-perishable in nature.
- iv) primary agriculture society works at grampanchayat level.
- v) Cotton market is type product traded agriculture market.
- vi) M Kissan, Kisan TV are government initiatives of ICT in India.

D) Fill in the blanks with appropriate word (Any 5 out of 6) : [5]

- i) In _____ model, the sponsor purchase the crop from farmers & process & markets the product.
- ii) Primary markets are held _____ in a week.
- iii) _____ marketing refers to marketing of farm products.
- iv) The Kisan credit card scheme was introduced in _____.
- v) Apex institution in agriculture finance is _____.
- vi) Certificate of _____ indicates, that good were produced in particular country.

(Agriculture, 1988, Origin, NABARD, Centralized Once)

Q2) Long answer questions (Solve any 3 out of 5) : **[30]**

- a) Explain the concept of contract farming. Explain its types in details.
- b) Enlist & explain the various types of Agriculture Marketing?
- c) What is mean by cooperative institute. Write down its characteristics & explain the Co-operative credit structure.
- d) Explain all the documents used in Export Procedure.
- e) Define the term agribusiness management. Explain the characteristics of Agribusiness.

Q3) Short Notes (Solve any 4 out of 6) : **[20]**

- a) ICT & its role in Agribusiness.
- b) Prerequisites for effective Agriculture marketing.
- c) Factors influencing selection of foreign markets.
- d) Small Help group & its model.
- e) Types of payment terms.
- f) Farm planning & its procedure.



Total No. of Questions : 3]

SEAT No. :

PA-2028

[Total No. of Pages : 3

[5955]-605

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

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Q. 1 is compulsory.*
- 2) *Figures to the right indicate marks.*
- 3) *Use diagrams wherever necessary.*

Q1) Objective type questions (Compulsory Question) :

A) Multiple Choice Questions :

[5 × 1 = 5]

- i) _____ are three actors in service Marketing Triangle.
 - a) Company, Employees & Customers
 - b) Service, Marketing & product
 - c) Company, product and packaging
 - d) Exclusives, Managers and product designers
- ii) Which of the following is not a reason for service failure?
 - a) Lack of innovations in service
 - b) Avoiding the feedback received
 - c) Less attention towards customer satisfaction level
 - d) Immediate action on solving customer's problem
- iii) Which of the following is not considered as dimensions of service quality?
 - a) Just in Time
 - b) Responsiveness
 - c) Assurance
 - d) Empathy

P.T.O.

- iv) The GAP model of service quality helps to identify the gaps between the _____.
- perceived service & expected service
 - designed service & delivered service
 - assured service & received service
 - communication & specification
- v) Designing a consistent service strategy is a primary state in _____.
- Service Life Cycle (SLC)
 - New service development (NSD)
 - Service Marketing
 - None of the above

B) Match the pairs : **[5 × 1 = 5]**

- | | |
|--------------------------|---|
| a) External Marketing | i) Stages in Service Life Cycle (SLC) |
| b) Service design | ii) Physical evidence |
| c) Service Mapping | iii) Reliability |
| d) Service quality | iv) Alignment of services, sources, entities & Attributes |
| e) Service Marketing Mix | v) Advertising |

Q2) Long answer questions (Solve any 2 out of 4) : **[2 × 10 = 20]**

- Define New Service Development (NSD). Discuss the stages involved in new service development.
- Elaborate 5 gaps model in service marketing with examples.
- Define Service Blueprinting. Discuss in details the service Blueprinting.
- Explain in details the 7 P's of service marketing in International Perspectives with examples.

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

[4 × 5 = 20]

- a) Service Life Cycle (SLC).
- b) Benchmarking
- c) Factors influencing consumer's behaviour in services
- d) Services in global economy
- e) Service quality
- f) Services marketing triangle



Total No. of Questions : 3]

SEAT No. :

PA-2029

[Total No. of Pages : 2

[5955]-606

T.Y. B.B.A. (Semester - VI)

**B605 : INTERNATIONAL HUMAN RESOURCE MANAGEMENT - I
(2019 Pattern) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the Blanks (any 4) :

[4]

- i) Domestic HRM is done at the _____ level.
 - a) Global
 - b) State
 - c) National
 - d) None of these
- ii) One of the crucial activities for HR managers is the _____.
 - a) Production Planning
 - b) Marketing
 - c) HR Planning
 - d) Logistic Management
- iii) _____ approach reflects the geographic strategy and structure of MNEs.
 - a) Geocentric
 - b) Ethnocentric
 - c) Polycentric
 - d) Region-centric
- iv) _____ has the potential to reduce geographical barriers to employment on a global scale.
 - a) Head Hunting
 - b) Cross National Advertising
 - c) E-Recruitment
 - d) Local Market
- v) _____ approach provides uniformity among all cities/countries and employees of all nationalities.
 - a) Lumpsum
 - b) Buffet
 - c) Global
 - d) Cluster systems

P.T.O.

B) Match the following : [4]

- | | |
|-----------------------------|---|
| i) Organisational Structure | a) Workforce is found to be more creative and adaptable |
| ii) Multicultural | b) Diversity is viewed as an integral part |
| iii) Creativity | c) Similar to diversity |
| iv) Strategic Planning | d) Internal aspects of environment |

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

- i) Culture is learnt from the environment and interaction at workplace and social spheres.
- ii) International labour market is an informal employment market that exists globally to meet the supply and demand of talent for MNCs.
- iii) Domestic HRM is done at the global level.
- iv) Basic pay takes the form of wage or salary.
- v) Psychometric tests are used for personality and competence assessment and linguistic ability assessment.

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

- a) International HRM.
- b) Forms of International compensation.
- c) Cultural Sensitivities.
- d) Cross culture theory.

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

- a) Give the definition and meaning of IHRM. What are the principles of International Human Resource Management?
- b) Explain different approaches to Multinational Staffing Decisions.
- c) Explain in detail approaches to international Compensation.
- d) What is Culture? Explain types and strategies of organisation Culture.



Total No. of Questions : 4]

SEAT No. :

PA-2030

[Total No. of Pages : 2

[5955]-607

B.B.A. (I.B.)

A-606 : 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]

- a) _____are images and symbols associated with a brand or a brand benefit.
- | | |
|------------------|-----------------------|
| i) Brand equity | ii) Brand Association |
| iii) Brand image | iv) Brand Extension |
- b) _____is the use of established brand name in new product categories.
- | | |
|--------------------|-----------------------|
| i) Brand Extension | ii) Brand Loyalty |
| iii) Brand Equity | iv) Brand personality |
- c) Two established brand names of different companies using the name on the same product is_____.
- | | |
|------------------------|-----------------------|
| i) Brand portfolio | ii) Brand positioning |
| iii) Brand Association | iv) Co-branding |
- d) _____refers to the offerings of all brands and brand lines by a company.
- | | |
|--------------------|--------------------|
| i) Brand Portfolio | ii) Brand Identity |
| iii) Branding | iv) Co-branding |
- e) _____are those features that a company shares in common with its competitors.
- | | |
|----------------------------|-----------------------|
| i) Points of difference | ii) Points of parity |
| iii) Point of distribution | iv) Point of purchase |

P.T.O.

- B) Answer the following questions in one sentence each. [5]
- a) Brand positioning
 - b) Brand Attributes
 - c) Brand loyalty
 - d) Brand equity
 - e) Brand personality

Q2) What are the different digital platforms used for marketing a brand? [10]

OR

Explain Brand repositioning. Discuss in detail brand repositioning strategies.

Q3) Explain the steps in building and introducing a new brand in an international market. [10]

OR

Explain in detail models of brand equity.

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

- a) Advantages of brand extension.
- b) Characteristics of a strong brand.
- c) Difference between points of parity and points of difference.
- d) Difference between Brand image and brand identity.
- e) Types of branding.
- f) Brand Management process.



Total No. of Questions : 3]

SEAT No. :

PA-2031

[Total No. of Pages : 2

[5955]-608

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

606 - B : CROSS CULTURAL RELATIONSHIP - II

(2019 Credit 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) Select the correct option (Attempt any 4 out of 5). [4]

- a) Which of these is not a characteristic of culture?
 - i) Dynamic
 - ii) Cumulative
 - iii) acquired
 - iv) Constant
- b) This refers to exchange taking place between different cultures.
 - i) Non-verbal communication
 - ii) Verbal Communication
 - iii) Intercultural Communication
 - iv) Polycultural Communicaiton
- c) In an international busines, the most important ethical issues involve.
 - i) Employment practices
 - ii) environmental norms
 - iii) Corruption
 - iv) all of the above
- d) This component of culture consists of all the tangible things that human beings make, use and give value.
 - i) Cognitive
 - ii) Material
 - iii) Normative
 - iv) Affective
- e) When environmental regulation in the host nation is much inferior to those in the home nation, these issues may arise:
 - i) Ethical
 - ii) Cultural
 - iii) Societal
 - iv) National

P.T.O.

- B) True or False (attempt any 4 out of 5). [4]
- a) Culture is transmitted and carried forward from generation to next generation.
 - b) International businesses often seen to gain and have gained financial and business advantages by bribing those officials, which is ethical.
 - c) Non verbal communication usually contains more contexts than verbal communication.
 - d) Culture does not determine the production of the type of goods and services needed that a business unit should produce.
 - e) Lack of local language skills has become a serious challenge for manager working abroad.
- C) Match the cultural orientations. [4]
- | | |
|--------------------------|---|
| a) Interaction style | i) Social identity, boundaries, basic motivation, distribution of power |
| b) Thinking style | ii) Oriented towards future rewards |
| c) Sense of self | iii) How we process, read and create meaning |
| d) Long term orientation | iv) How we use time, handle conflict adhere to etiquette, protocol |

- Q2)** Short notes. (Any 2 out of 4). [14]
- a) Cultural aspects affecting communication.
 - b) Elements of culture.
 - c) Components of culture.
 - d) Determinants of cross cultural business environment.

- Q3)** Long Answer questions. (Attempt any 2 out of 4). [24]
- a) Explain the Geest Hofstede's cultural dimension theory.
 - b) Explain in detail the ethical dilemmas of international executives.
 - c) Explain the process of cross cultural communication and list the key barriers to it.
 - d) Explain the influence of culture on non-verbal communication.

