

Total No. of Questions : 3]

SEAT No. :

P5947

[Total No. of Pages : 3

[6143]-301

S.Y. B.B.A.

301 : PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (Semester -III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions. [5]

- a) _____ Views employees as an important assets for the development of organization.
 - i) HRM
 - ii) Personnel Management
 - iii) Outsourcing
 - iv) None of above
- b) Human Resource Planning is required due to _____.
 - i) Technological Upgradation
 - ii) Skill Shortage
 - iii) Government Regulations
 - iv) All of above
- c) Responsibility for Career Planning does not include _____.
 - i) Responsibility of Employee
 - ii) Responsibility of Organization
 - iii) Responsibility of Public
 - iv) Responsibility of Employer
- d) Application of E-HRM includes _____.
 - i) E-Training
 - ii) E-Payroll
 - iii) E-Recruitment
 - iv) All of above
- e) The Functions of HRM includes _____.
 - i) Operative Functions
 - ii) Managerial Functions
 - iii) Planning
 - iv) Both (i) & (ii)

P.T.O.

B) Match the Pairs [5]

- | Set A | Set B |
|--|--|
| a) Feeling or attitude of an employee towards the job he is performing | i) External Environmental Factor |
| b) Organizational Culture | ii) Statement of skills & knowledge required to perform job. |
| c) Technology | iii) Job Satisfaction |
| d) Job Specification | iv) Internal Environmental Factor |
| e) Job Description | v) Statement of duties, responsibilities and functions of a particular job |

C) Answer the following (Any 5) [5]

- a) Define the term HRM.
- b) What do you mean by Job Analysis?
- c) Define the term Career Planning.
- d) Define Human Resource Planning.
- e) State the approaches of IHRM.
- f) Define Employee Morale.

D) Fill in the blanks. [5]

- a) _____ Means having wide range of individuals in the organization.
- b) Exploration, Establishment, Mid-career, Late Career and Decline, are the stages of _____.
- c) Human resource planning is also known as _____.
- d) HRIS stands for _____.
- e) _____ is a sequence of separate but related work activities that provide continuity, order & meaning in person's life.

Q2) Answer the following (Any 3)

[30]

- a) State and explain Objectives & Principles of HRM.
- b) State & explain the factors influencing the Estimation of Human Resource in Organization.
- c) What are the causes of low employee morale. Explain the measures to strengthen the morale of the employees.
- d) Write a detailed note on Recent Trends in HRM.

Q3) Write Short Notes on (Any 4)

[20]

- a) HR Outsourcing.
- b) Benefits of Career Planning.
- c) Limitations of HRP.
- d) Roles of HR Manager.
- e) Advantages of Job Satisfaction.
- f) Components of Job Analysis.



Total No. of Questions : 3]

SEAT No. :

P-5948

[Total No. of Pages : 3

[6143]-302

S.Y. B.B.A.

**302 : SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (Semester - III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

A) Multiple Choice Questions. [10]

- i) Organizations or companies manage their supply chains through _____.
 - a) Transportation modes
 - b) The internet
 - c) Information
 - d) Skilled Operators
- ii) Full form of MRP in operations and SCM is _____.
 - a) Material Return Process
 - b) Material Requirement Planning
 - c) Machinery Repairing Planning
 - d) Material Retention Planning
- iii) Supply chain management is the management of the _____.
 - a) Storage Raw Materials
 - b) Flow of goods and services
 - c) Fulfillment of order
 - d) Satisfaction of customer
- iv) A supply chain is a sequence of firms that perform activities required to _____.
 - a) to facilitate wholesalers inventory selections
 - b) to create synergy in their training programs
 - c) to find products that are similar
 - d) to create and deliver goods to consumers

P.T.O.

- v) In supply chain management, after planning, the next step involves _____.
- a) Developing
 - b) Building a strong relationship with suppliers
 - c) Sourcing
 - d) All of the above
- vi) The purpose of supply chain management is
- a) provide customer satisfaction
 - b) improve quality of a product
 - c) integrating supply and demand management
 - d) increase production
- vii) Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain. This is known as
- a) Bullwhip effect
 - b) Netchain analysis
 - c) Reverse logistics
 - d) Reverse supply chain
- viii) One of the primary Supply chain decision is _____.
- a) Communication
 - b) Cost of product
 - c) Location of Suppliers
 - d) Publicity
- ix) _____ process plays a huge implication in running key operations for almost every organization.
- a) Transportation
 - b) Material Management
 - c) Reverse Logistics
 - d) Supply Chain Management
- x) _____ is defined as the distribution of goods and services throughout a transnational companies global network.
- a) Globalization
 - b) Global Market forces
 - c) Domestic Supply Chain Network
 - d) Global Supply Chain Management

- B) Answer in one sentence [5 × 1 = 5]
- a) What is Inbound Logistics?
 - b) What do you mean by Global Sourcing?
 - c) State any two functions of storekeeper.
 - d) What is a Store Layout?
 - e) State any two components of Logistics Management.

- C) Match the Pairs : [5 × 1 = 5]

Group A	Group B
i) Warehouse	a) Increases reach
ii) Customer relationship management	b) More than one year
iii) Strategic plan	c) Increases satisfaction of consumer
iv) Tactical plan	d) Less than one year
v) Channel of distribution	e) Storage of goods

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

- a) Explain the objectives of Supply chain Management
- b) Explain the factors influencing channel design.
- c) Discuss the Strategies of Warehousing
- d) State and explain the importance of space management.
- e) Discuss the issues in Workforce Management

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

- a) Workflow automation
- b) Value Delivery Systems for SCM
- c) Bull-Whip Effect
- d) Supply Chain Strategy
- e) Retail Supply Chain Management
- f) Role of Human Resources in SCM



Total No. of Questions : 3]

SEAT No. :

P5949

[Total No. of Pages : 3

[6143]-303

S.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

[5]

- a) A _____ speaker looks into the eyes of the audience.
- | | |
|----------------|--------------|
| i) Confident | ii) Impolite |
| iii) Impatient | iv) Rude |
- b) What is full form of MBTI.
- | | |
|--------------------------------------|--|
| i) Myers-Briggs Type Indicator | |
| ii) McGregor's-Briggs Type Indicator | |
| iii) Mylan-Briggs Type Indicator | |
| iv) McDonald-Briggs Type Indicator | |
- c) SWOC Analysis is carried out on a _____ cell matrix.
- | | |
|-----------|-----------|
| i) Five | ii) Six |
| iii) Four | iv) Three |
- d) What is full form of PD.
- | | |
|------------------------------|--------------------------|
| i) personal deviation | ii) parental development |
| iii) personality development | iv) parental deviation |

P.T.O.

- e) What does S in SMART means
- | | |
|-------------|--------------|
| i) Special | ii) Specific |
| iii) Secret | iv) Silent |
- f) Style of communication is
- | | |
|-----------------|---------------|
| i) Appreciative | ii) Assertive |
| iii) Secretive | iv) Positive |

B) Match the following. [5]

- | | |
|---------------------|-----------------------------------|
| a) Commitment | i) Communication style |
| b) Stay Organized | ii) Way of time management |
| c) Submissive | iii) Type of workplace ethic |
| d) Problem Solving | iv) Technique to handle conflicts |
| e) Team composition | v) Group of people work together |

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

- a) Personality is the complex of mental characteristics that makes each of us unique from other people.
- b) The determinants of personality are biological, cultural, social and Situational factors.
- c) The tone of the speaker should be misleading.
- d) Leadership is the process of influencing others to achieve the organizational goals. T.
- e) Goal setting is the process of deciding what you want to accomplish and devising a plan to achieve the result you desire.

Q2) Short Answer. (any 3)

[24]

- a) Define Goal setting? Explain is SMART Technique?
- b) Write a detailed note on 7 C's of effective communication?
- c) What are the qualities of a good team?
- d) What is body language? What are its advantages and disadvantages?

Q3) Long Answer. (any 2)

[32]

- a) What do you understand by Personality? Explain its Nature and Characteristics?
- b) Explain the Trait Theory and Big Five Model of Personality Development.
- c) What is SWOC Analysis? Elaborate.
- d) Define Workplace Ethics? What are the benefits of ethics at workplace?



Total No. of Questions : 4]

SEAT No. :

P5950

[Total No. of Pages : 2

[6143]-304

S.Y. B.B.A.

304 : FUNDAMENTALS OF RURAL DEVELOPMENT

(CBCS 2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

- a) The term Agribusiness is coined by _____.
(Michael Peter / John Davis / Ewell Roy)
- b) _____ refers to the range of activities and disciplines encompassed by modern food production. (Entrepreneur, Agri-Preneurship, Agribusiness)
- c) In _____ areas, agriculture & allied activities are predominant.
(Rural, Urban, Semi-urban)
- d) The _____ are to be drawn from the BPL list approved by the Gram Sabha where in about ten persons are selected, one each from a family and focus on the skill development training based on the local requirement.
(Self Help Groups, HUDCO, NABARD)
- e) _____ is the principal organ at the district level to manage & Oversee the implementation of different anti-poverty programmes of the Ministry of Rural Development. (DRDA, PRA, Planning Commission)
- f) _____ is an application of information and communication technology for exchange information for government to our citizens. (E-Governance, E-Nam, Kisan call center)

P.T.O.

B) Match the following : [5]

Column A	Column B
a) Growth Centre Approach	i) International NGO
b) Agriculture Activity	ii) Provision of healthcare
c) SHG	iii) Approaches of Rural Development
d) CARE	iv) Rural Area
e) Service Oriented NGO	v) 12- 20 Members

Q2) True or False (Any Four) : [4]

- The development of ICTs has largely contributed to the decrease of social interaction taking place between individual to individual, individual to group.
- NGOs with Charitable Orientation focus on local participation.
- Mahatma Gandhi had viewed development of Rural areas through eradication of Wealth.
- Agricultural Entrepreneurship is predominantly related to the marketing & production of various agricultural products.
- Meaningful development would take place in the absence of peace and stability.

Q3) Write a short answer (Any Three): [24]

- Explain the need of Rural Development.
- Write a note on NGO's and Rural Development.
- Write a note on Management of Agro Products
- Write a note on Rural Development and Internet.

Q4) Write a Long answer (Any Two): [32]

- What are the various challenges in development of rural areas?
- Explain the role & functions of DRDA.
- Explain the various approaches to Rural Development.
- What is Agricultural Entrepreneurship? Explain its importance.



Total No. of Questions : 5]

SEAT No. :

P-5951

[Total No. of Pages : 2

[6143]-305

S.Y. B.B.A.

**305 A : CONSUMER BEHAVIOUR AND SALES
MANAGEMENT**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Fill in the blanks.

[5]

- a) The process through which decisions that are directly/indirectly related with one or more family members are taken, is known as_____.
- b) The elements of _____ are used as marketing tools to promote and achieve the organisational goals.
- c) An official, written statement giving details of a job in a comprehensive manner in known as_____.
- d) A _____ can be defined as a unique selling activity in which apart from the compensation plan, some incentives like awards and prizes are provided.
- e) _____ are the work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives.

Q2) True or false.

[5]

- a) Customer is the person who purchases or can purchase a product.
- b) It is a social division in which the members have different degree of money, power and status.
- c) The market area of a business is divided into various regions or territories if its total market area is greater.
- d) Sales management can also be called as sales force management.
- e) Product training is basic to any initial sales training program.

P.T.O.

Q3) Match the following :

[5]

a) Reference Group, family, roles, status come under	i) Robert J Lavidge & Gary A Steiner
b) Tri Component attitude model is given by	ii) Delphi Method
c) Classified on the basis of motive of search as on going search and pre purchase search	iii) Job description
d) Comprises of certain rounds of the structural survey and those who participate in the survey are the experts of their own field.	iv) Information Search
e) An official, written statement giving details of a job in a comprehensive manner is known as	v) Social Factor

Q4) Write Short notes (attempt any 3) :

[15]

- a) Mention the types of social groups.
- b) What are the three different levels of hierarchy in organisation?
- c) What is Customer delight?
- d) List the types of sale force training in detail.

Q5) Write long answer on (attempt any 2) :

[20]

- a) Differentiate between customer and consumer. Also explain the determinants of consumer behaviour.
- b) Describe store purchasing process and non-store purchasing process.
- c) Explain different types of sale organisation with their structure.
- d) What do you mean by sale force compensation? Explain monetary and non-monetary compensation in detail.



Total No. of Questions : 4]

SEAT No. :

P-5952

[Total No. of Pages : 3

[6143]-306

B.B.A.

B305 : MANAGEMENT ACCOUNTING

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- i) In common size income statements all figures are expressed as a percentage of _____.
- ii) Inventory is a _____ asset.
- iii) _____ is an expression of one financial figure with other.
- iv) The costs which do not change according to the volume of production are called as _____ costs.
- v) Current ratio is an example of _____ ratios.

B) Write Short Notes on (Any 2) : [10]

- i) Distinguish between Cost Accounting and Management Accounting
- ii) Cash budget
- iii) Break Even Point

Q2) Discuss the different techniques of financial analysis. [15]

OR

P.T.O.

The following Trading and P&L A/c and Balance sheet of KBL Enterprises for the year ended 31st March 2022. [15]

Liabilities	Amount Rs.	Assets	Amount Rs.
Equity Capital	1,50,000	Plant and Machinery	70,000
General Reserve	25,000	Land and Building	1,20,000
Profit & Loss a/c	45,000	Inventory	70,000
Loans	50,000	Sundry Debtors	85,000
Debentures	60,000	Cash at Bank	25,000
Sundry Creditors	40,000	Cash in Hand	25,000
Bills Payable	35,000	Prepaid Expenses	15,000
Outstanding Expenses	5,000		
	4,10,000		4,10,000

Net Profit for the year is Rs. 35000. Credit sales for the year are Rs. 6,80,000

Calculate:

- a) Return on capital Employed
- b) Current Ratio
- c) Liquid Ratio
- d) Debt to Equity Ratio
- e) Debtors Turnover Ratio

Q3) The following records are obtained from NSK Ltd. [10]

Sales (4000 units @Rs.25 each) Rs.. 1,00,000

Variable Costs Rs. 72,000

Fixed Costs Rs. 16,800

Calculate :

P/V Ratio, Break Even Sales and Margin of Safety

Q4) A company wants to have a cash balance of Rs. 37500 on 1st April 2022 and requires you to prepare an estimate of cash position for 3 months April to June 2022. The following information is available. **[10]**

Month	Sales	Purchases	Wages	Factory ex.	Office ex.	Selling ex.
February	75000	45000	9000	7500	6000	4500
March	84000	48000	9750	8250	6000	4500
April	90000	52500	10500	9000	6000	5250
May	120000	60000	13500	11250	6000	6570
June	135000	60000	14250	14000	7000	7000

Additional Information :

- a) Period of credit allowed by suppliers 2 months
- b) 20% of sales is for are cash and period of credit allowed to customers is 1 month
- c) Delay in payment of all expenses is 1 month
- d) Income tax of Rs. 57500 is to be paid on 15th June 2022
- e) The company pays dividend to shareholders and bonus to workers Rs. 15000 and Rs. 22500 respectively in April.
- f) Machine has been ordered and paid in May. It will cost Rs. 120000

OR

State the functional classification of ratios with at least two examples. **[10]**



Total No. of Questions : 4]

SEAT No. :

P-5953

[Total No. of Pages : 2

[6143]-307

S.Y. B.B.A. (HRM)

305C : ORGANIZATIONAL BEHAVIOUR

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

A) Multiple Choice Questions. [5]

- i) Which of the following is an example of an *intrinsic reward*?
 - a) salary
 - b) bonus
 - c) interesting work
 - d) promotion
- ii) A Theory X manager would assume employees would _____.
 - a) like work
 - b) seek responsibility
 - c) need to be controlled
 - d) exercise self direction
- iii) Which of the following is a method of managing conflict?
 - a) supporting
 - b) cohesiveness
 - c) autonomy
 - d) compromising
- iv) In Maslow's hierarchy of needs _____, needs include security and protection from physical and emotional harm.
 - a) self-actualization
 - b) esteem
 - c) physiological
 - d) safety
- v) Physiological and safety needs are _____ needs.
 - a) higher-order
 - b) lower-order
 - c) lateral
 - d) equity

P.T.O.

B) Match the pairs : [5]

Group A

Group B

- | | |
|-----------------------------|--|
| i) Hygiene factors | a) salary |
| ii) Theory X | b) assumes employees are self-motivated and enjoy work |
| iii) Maslows Need hierarchy | c) recognition |
| iv) Motivators | d) assumes employees dislike work and require strict control |
| v) Theory Y | e) physiological needs |

Q2) Long answer questions (Any two) : [2 × 10 = 20]

- a) Define Organizational Behavior and explain any four models of OB.
- b) Explain the sources of individual and organizational resistance to change.
- c) What is Organizational Culture? Explain its formation in detail.
- d) Define conflict? Explain the different approaches to conflict management.

Q3) Write short notes on (any four) : [5 × 4 = 20]

- a) Group cohesiveness
- b) Disciplines contributing to OB
- c) Types of groups
- d) Big Five Model of personality
- e) Leadership styles
- f) Stages of group development



Total No. of Questions : 4]

SEAT No. :

P-5954

[Total No. of Pages : 2

[6143]-308

S.Y. B.B.A.

D305 : FUNDAMENTALS OF SERVICE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks :

[5]

- i) _____ are economic activities that create value and provide benefits for customers.
 - a) Product
 - b) Services
 - c) Management
- ii) _____ is the characteristics of services.
 - a) Intangibility
 - b) Physical existence
 - c) Homogeneity
- iii) The last stage of Product life cycle is _____.
 - a) Growth
 - b) Decline
 - c) Maturity
- iv) _____ is any paid form of non-personal presentation and promotion of services by an identified individual or organisation.
 - a) Public relation
 - b) Marketing
 - c) Advertising

P.T.O.

- v) Service facility design refers to the design of the physical layout of the facilities where the _____ is delivered.
- a) service
 - b) money
 - c) customers

B) Match the pairs : [5]

Group A

Group B

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

Q2) How are services classified? Elaborate. [10]

OR

Explain the characteristics of services in detail.

Q3) State and explain the stages in Product life cycle. [10]

OR

State and explain the purpose of Promotion in Services Marketing.

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

- a) Impact of globalization on services
- b) Methods of distributing services
- c) Importance of service design
- d) Micro and Macro services
- e) Problems faced by service Industries.
- f) Market analysis



Total No. of Questions : 3]

SEAT No. :

P-5955

[Total No. of Pages : 3

[6143]-309

S.Y. B.B.A.

E-305 : AGRICULTURE AND INDIAN ECONOMY

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- i) Intensive subsistence farming is practised in area of _____.
 - a) High Population
 - b) Low Population
 - c) Desert
 - d) Forests
- ii) Which one of the following is announced by the government in support of a crop?
 - a) Maximum Support Price
 - b) Minimum Support Price
 - c) Influential Support Price
 - d) Modern Support Price
- iii) Agriculture related Activities comes under _____ Sector
 - a) Primary Sector
 - b) Secondary Sector
 - c) Tertiary Sector
 - d) Modern Sector
- iv) GDP is the total value of _____ produced during a particular year.
 - a) All Goods and Services
 - b) All Final Goods and Services
 - c) All intermediate Goods and Services
 - d) None of These

P.T.O.

- v) Who is the father of Green Revolution in India?
- a) Pt. Jawaharlal Nehru b) M.S. Swaminathan
- c) Varghese Kurien d) Vijay Kelkar

B) True and False. [5]

- i) NRRD stands for National Rural Roads Development Agriculture.
- ii) Agriculture and agro-products contributes nearly one third of the GDP and accounts for 64% of the workforce.
- iii) There is growing demand for agricultural inputs like feed and fodder, inorganic fertilizers, bio- fertilizers.
- iv) Tertiary activities involve those activities that support the primary and secondary activities.
- v) The objective of Swarnjayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families.

C) Match the following : [5]

- | | |
|--|--|
| i) NABARD | a) Agriculture |
| ii) Green Revolution related to | b) National Bank for Agriculture and Rural Development |
| iii) Agricultural Entrepreneurship | c) Self Help Groups |
| iv) SHGs | d) E-Nam |
| v) ____ is the big electronic Market platform about Agricultural products. | e) Agri-preneurship |

Q2) Short Answers (any 3 out of 4) : [15]

- a) Role of Commercial banks for Agriculture credit
- b) Trends in Agricultural production
- c) Recent trends in agricultural growth in India.
- d) Cropping Pattern Shifts

Q3) Long Answers (any 2 out of 3) :

[20]

- a) Explain the Challenges, Opportunities and Strategies in agricultural credit.
- b) Discuss the importance and role of agriculture in Indian Economy.
- c) Explain the international trade in agricultural commodities.



Total No. of Questions : 4]

SEAT No. :

P5956

[Total No. of Pages : 2

[6143]-310

S.Y.B.B.A.

MARKETING MANAGEMENT

306 - A : Retail Management

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) When any retailer provides its products and services by using more than one modes of retailing, it is termed as _____.
 - i) Store Retailing
 - ii) Non- store retailing
 - iii) Multi-Channel retailing
 - iv) Ownership retailing
- b) _____ is a place where a retail organization decides to start its business operations.
 - i) Store Layout
 - ii) Store Location
 - iii) Store Image
 - iv) Store Design
- c) USP in retail brand management stands for _____.
 - i) Unique Selling Proposition
 - ii) United States Pharmacopeia
 - iii) Uniques Selling Plan
 - iv) None of the above
- d) _____ is a way to streamline the buying process for customers and increase the efficacy of social media ads for brands.
 - i) Augmented Reality
 - ii) Virtual Reality
 - iii) Pop-Up Shops
 - iv) Social Shopping
- e) All are the advantages of Private Label Brands except _____.
 - i) Increased margins
 - ii) Minimum orders
 - iii) Brand builder
 - iv) Customer Loyalty

P.T.O.

- B) State whether the following statements are true or false : [5]
- a) Discount stores are type of general merchandise retailing.
 - b) Retail Marketing is the first step in the distribution chain.
 - c) Pop-Up shops are large scale shops.
 - d) Private label brands are products sold by retailers with its own packing.
 - e) Purchases conducted by Manufacturers, Wholesalers & other Organisations for their use in the organization or further resale is not a part of retailing.

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

- a) What is Market Segmentation? Explain the four major bases for segmenting markets.
- b) What is Retail Life Cycle? Explain the stages of Retail Life Cycle.

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

- a) Explain the various factors affecting the image of the Retail Store.
- b) Explain 'any five' functions of Human Resource Management in Retail Organisations.

Q4) Write Short Notes on: (Any 4) [20]

- a) Merchandising.
- b) Omnichannel Retailing.
- c) Organised Retailers.
- d) Retail Image.
- e) Brand Building.
- f) Augmented Reality in Retailing.



Total No. of Questions : 4]

SEAT No. :

P5957

[Total No. of Pages : 2

[6143]-311

S.Y.B.B.A.

306 - B : BANKING & FINANCE (FM)

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) In case of _____ card, there is no risk of overspending by the customer.
- | | |
|----------|------------|
| i) Debit | ii) Credit |
| iii) Sim | iv) Luxury |
- b) _____ banking is also known as Virtual banking.
- | | |
|--------------|---------------|
| i) Wholesale | ii) Universal |
| iii) Core | iv) Internet |
- c) There are _____ parties involved in credit card operation.
- | | |
|-----------|-----------|
| i) Two | ii) Three |
| iii) Four | iv) One |
- d) The new technology in banking that paved the way for paperless banking is called as _____
- | | |
|----------------|---------------------|
| i) SWIFT | ii) Computerisation |
| iii) Bar codes | iv) EFT |
- e) Which of the following information will not be required in processing of NEFT?
- | | |
|------------------------------|---------------------|
| i) IFSC code | ii) Amount |
| iii) Name of the beneficiary | iv) Purpose of NEFT |

P.T.O.

- B) Match the pairs : [5]
- | | |
|----------------|--------------------------------------|
| a) Telebanking | i) One Time Password |
| b) Spoofing | ii) A pay now product |
| c) EFT | iii) A type of cyber security threat |
| d) OTP | iv) Electronic Fund Transfer |
| e) Debit card | v) Voice banking |

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

- a) Explain the concept of a Bank? Explain in detail the functions of Banks.
- b) What is RBI? Explain in detail the role and functions of RBI.

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

- a) What is SEBI? Explain in detail the powers and functions of SEBI.
- b) Explain the need and importance of technology in Banking.

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

- a) Structure of Banking system in India
- b) Credit control measures
- c) Insurance development authority
- d) Cyber security in E-banking
- e) Tele banking
- f) RTGS



Total No. of Questions : 4]

SEAT No. :

P5958

[Total No. of Pages : 2

[6143]-312

S.Y.B.B.A.

306 - C : LEGAL ASPECTS OF HRM

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

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

P.T.O.

- B) Match the pairs : [5]
- | A | B |
|-----------------------------------|---|
| a) Performance appraisal | i) Right of employee |
| b) Salary | ii) Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) |
| c) Internal complaints committee | iii) Payable to employee |
| d) Wage differential | iv) Policy based decision |
| e) Timely receipt of compensation | v) Industry based wage difference |

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

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

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

- a) Explain various methods of calculation of gratuity.
- b) Explain the salient features of Sexual Harassment of women at workplace (Prevention, Prohibition and Redressal)

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

- a) Distinguish between wage and salary.
- b) Legal issues relating to HRM.
- c) Disablement benefit
- d) Exceptions to the definition of continuous service
- e) Importance of rights of employee
- f) Vishakha committee.



Total No. of Questions : 3]

SEAT No. :

P5959

[Total No. of Pages : 2

[6143]-313

S.Y.B.B.A.

**306-D: PRINCIPLES & FUNCTIONS OF SERVICES MANAGEMENT
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory question : (Objective type questions)

A) Multiple choice questions.

[5]

- a) The four C's of service marketing are _____
 - i) Customer focus, cost, convenience and communication
 - ii) Convenience, control, competition and cost
 - iii) Customer solution, cost, convenience and communication
 - iv) Competition, cost, convenience and communication
- b) Brand loyalty indicates customer's _____ Towards the brand.
 - i) Commitment
 - ii) Belief
 - iii) Attributes
 - iv) Quality
- c) Which of the following is not a characteristics of service marketing?
 - i) Intangibility
 - ii) Reparability
 - iii) Heterogeneity
 - iv) Perishability
- d) _____ is the difference between customer expectations and perceptions.
 - i) Customer delight
 - ii) Customer satisfaction
 - iii) Customer Gap
 - iv) The supplier Gap
- e) Intangibility, Perishability, Inseparability & Variability are the characteristics of _____
 - i) Products
 - ii) Services
 - iii) Goods
 - iv) Both (i) & (ii)

P.T.O.

- B) Answer in one sentence : [5]
- a) What is customer delight?
 - b) What do you mean by service performance?
 - c) What is outsourcing?
 - d) State any two challenges of services?
 - e) State any two features of service.

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

- a) Explain in detail the factors influencing customer satisfaction.
- b) Discuss the need of outsourcing.
- c) Discuss the importance of service value chain.
- d) Explain the importance of KPO/BPO.

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

- a) 4C's of customer service mix
- b) Customer loyalty
- c) Service value chain
- d) Strategies of managing demand
- e) Strategies for managing customer expectation
- f) Third party service providers



Total No. of Questions : 3]

SEAT No. :

P5960

[Total No. of Pages : 3

[6143]-314

S.Y.B.B.A.

**E-306 : RURAL DEVELOPMENT PRINCIPLES AND PRACTICES
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) The problem faced in rural banking are
 - i) Insufficient rural credit
 - ii) Growing overdue
 - iii) Inadequate amount of sanction
 - iv) All of these
- b) _____ is the apex body which coordinate the functioning of different financial institutions working for the expansion of rural credit.
 - i) NABARD
 - ii) Self Help Groups
 - iii) Regional Rural Banks
 - iv) Commercial Banks
- c) The scheme of microfinance is extended through _____.
 - i) Self help groups
 - ii) Land development banks
 - iii) NABARD
 - iv) Regional rural banks
- d) Emerging challenges of rural development includes :
 - i) Diversification of production activities
 - ii) Organic farming
 - iii) Both (i) and (ii)
 - iv) None of these
- e) Which of the following falls under unorganized sector?
 - i) Gramin banks
 - ii) Cooperative banks
 - iii) Money lenders and traders
 - iv) Land development banks

P.T.O.

- B) True and False. [5]
- a) The development of ICTs has largely contributed to the decrease of social interaction taking place between individual to individual, individual to group.
 - b) E-banking and M-banking applications can revolutionize the provision of formal services of the banking sector, offering new cost-effective way of delivering traditional services, with huge benefits for users.
 - c) Meaningful development would take place in the absence of peace and stability.
 - d) The objective of Swarnjayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families.
 - e) Rural development concerned with increased agricultural production for urban and international markets.

C) Match the following : [5]

- | Column A | Column B |
|--|---|
| a) ARYA means | i) Information and communication technologies |
| b) ICT Means | ii) Attracting and retaining Youth in Agriculture |
| c) ___ is a big electronic market platform about agricultural products | iii) June 2000 |
| d) Farmers need to call toll free no. 1800-180-1551 to seek expert advice to related agricultural activities is known as | iv) E-Nam |
| e) E-Choupal Launched | v) Kisan Call Centre |

Q2) Answer any two of the following :

[20]

- a) Discuss the scope, objectives, importance and need of Rural Development.
- b) What are the channels of distribution for agricultural product.
- c) Explain Gandhian Model or Rural Development?

Q3) Short answers (Any 3 out of 4) :

[15]

- a) Rural and Urban Linkages
- b) Role of Non-agricultural in Rural Development
- c) Goals of Rural Development Policy
- d) Rural Poverty and Rural Income



Total No. of Questions : 3]

SEAT No. :

P5961

[Total No. of Pages : 2

[6143]-401

S.Y.B.B.A.

**401 : ENTREPRENEURSHIP & SMALL BUSINESS
MANAGEMENT**

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

- a) The term 'entrepreneur' is derived from the_____word
'entreprenre'
- | | |
|------------|------------|
| i) German | ii) French |
| iii) Latin | iv) Greek |
- b) _____unemployment is where we find too many people working
when so many are not required.
- | |
|----------------|
| i) Disguised |
| ii) Cyclic |
| iii) Voluntary |
| iv) Seasonal |
- c) _____is unusual & non stereotypical way of thinking.
- | | |
|-----------------------|-------------------------|
| i) Divergent thinking | ii) Convergent thinking |
| iii) Lateral thinking | iv) Postive thinking |
- d) The head office of KVIB is situated at _____
- | | |
|------------|-------------|
| i) Delhi | ii) Mumbai |
| iii) Surat | iv) Kolkata |
- e) _____is the co-founder of Yatra.com
- | | |
|-------------------|-------------------|
| i) Ratan Tata | ii) Anisha singh |
| iii) Azine Premji | iv) Sabina Chopra |

P.T.O.

B) Match the following. [5]

Group A

- a) Dr. Shiv Nadar
- b) Venture Capital Funding
- c) Micro Enterprises
- d) Metaphor
- e) Drone entrepreneur

Group B

- i) Divergent thinking
- ii) Turnover less than 15 crore
- iii) Reluctant to change
- iv) Private Equity Financing
- v) HCL

C) Answer in one sentence. [5]

- a) State any 2 causes of unemployment in India.
- b) Define Entrepreneurship.
- c) State 4 techniques of Market Survey.
- d) Long form of KVIC.
- e) Who is the founder of 'Mydaala.com'.

D) Fill in the Blanks. [5]

- a) _____ Unemployment is normally found in agriculture.
- b) _____ helps entrepreneur in understanding market information unknown to them.
- c) MSME Act was enacted in the yr _____.
- d) _____ funding invests in young, early-stage, aggressive growth company.
- e) _____ is the co-founder of Mobikwik.

Q2) Solve any 3 out of 5. [3×10=30]

- a) Explain 'Entrepreneur' term & also explain Qualities of an entrepreneur.
- b) Explain Tools of Convergent thinking.
- c) Explain Objectives of MSME along with challenges faced by MSME.
- d) Discuss the entrepreneurial Biography of Upasana Taku.
- e) Explain the term Market Survey & also explain methods of market survey.

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

- a) Explain the term Intrapreneur.
- b) RUGMY.
- c) Azim Premji's entrepreneurial sketch.
- d) SWOT Analysis.
- e) PMEGP.
- f) Angel Funding.



Total No. of Questions : 3]

SEAT No. :

P-5962

[Total No. of Pages : 3

[6143]-402

S.Y. B.B.A.

**402GC : PRODUCTION AND OPERATIONS
MANAGEMENT**

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the blanks.

[5 × 1 = 5]

- i) _____ is defined as a set of procedures and machinery that make it possible to perform traditional human activities automatically.
- ii) _____ layout is also known as Functional layout.
- iii) _____ function is referred to assigning the time slots to each of the activity that is present in the sequence of the operations.
- iv) _____ is the study of human abilities in relation to the demands of work.
- v) _____ layout breaks production down into relatively simple tasks.

B) Match the Pairs :

[5]

- | | |
|------------------------------|--|
| i) TQM | a) Net output/inputs |
| ii) Ergonomics | b) Total Tangible output/Total Tangible Input |
| iii) Scheduling | c) Total Quality management |
| iv) Total productivity | d) Establishing start and Finish times of all jobs |
| v) Total factor productivity | e) Customer Driven Quality Management |

P.T.O.

- C) Define the Term. [5]
- i) Production Management
 - ii) Partnership
 - iii) Production planning and control
 - iv) Productivity
 - v) Six Sigma
- D) Multiple Choice Questions. [5]
- i) Which type of maintenance is not directly included in the total maintenance cost but might be a component of total overall cost?
 - a) preventive
 - b) breakdown
 - c) predictive
 - d) prescriptive
 - ii) The main benefits of automated manufacturing are _____.
 - a) Increased material handling
 - b) Increased lead times
 - c) Increased moral of workers
 - d) Lower consistancy in production
 - iii) Productivity =
 - a) Input/Output
 - b) Output/Input
 - c) Output – Input
 - d) Input – Output
 - iv) A business owned by an individual _____.
 - a) partnership
 - b) joint stock company
 - c) sole proprietorship
 - d) co-operative society
 - v) Product _____ is ultimate objective of variety reduction.
 - a) Specialization
 - b) Simplification
 - c) Standardization
 - d) Diversification

Q2) Write the answers in brief. (Any 3)

[3 × 10 = 30]

- a) What is Plant layout? Explain various principles of plant layout.
- b) Define the term PPC. What are the factors determining the production planning and control (PPC)?
- c) Define the term productivity. What are the techniques used for productivity improvement?
- d) Define maintenance management. What are the types of maintenance management?

Q3) Write Short Notes (any 4)

[4 × 5 = 20]

- a) Product Design
- b) Benefits of Automation
- c) Stages of PLC
- d) Nature of production and operation management
- e) Fixed Position layout
- f) Functions of maintenance management



Total No. of Questions : 6]

SEAT No. :

P5963

[6143]-403

[Total No. of Pages : 2

S.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

- a) Right Decision ensures balance between _____.
(Risk & Return, Risk & input, Risk & losses, Gain & profits)
- b) _____ decision making process implies the ability to surpass the common or traditional thinking.
(Rash, conventional, Creative, Hasty)
- c) Myers Briggs Model is also called as _____.
(Z model, Y model, MBIT, D model)
- d) In creative decision making process, _____ step is also called as 'Eureka'.
(Incubation, illumination, Preparation, Implementation)
- e) _____ decision making refers to reaching a conclusion based on gut feeling without careful analysis.
(Intuitive, Analytical, Rational, Thought)
- f) _____ refer to willingness to cooperate in working towards the achievement of organisational goal.
(Leadership, Followership, Headship, Bossism)

P.T.O.

- B) Match the following. [5]
- | | |
|----------------------------------|---------------------------------------|
| a) Mc Gregor's Theory X | i) Proper coordination among elements |
| b) Toxic leadership | ii) Qualitative Risk & analysis |
| c) Integrated project management | iii) Non-programmed decision |
| d) Delphi Technique | iv) Top-down control |
| e) Retrospective approach | v) Ill intentions of guidance |

Q2) Explain what is Rational Decision. Explain steps involved in Rational Decision making model. [15]

Q3) Explain how one's own value system influences his/her choices? [15]

Q4) What is decision making? Explain the different types of decisions taken in an organisation. [15]

Q5) What do you mean by problem solving? Explain the different steps in creative problem solving. [15]

Q6) Short notes (any three) [15]

- a) OODA Loop model.
- b) Ladder of inference.
- c) EQ vs IQ Decision making perspective.
- d) Maslow's hierarchy of Need.



Total No. of Questions : 3]

SEAT No. :

P5964

[Total No. of Pages : 3

[6143]-404

S.Y. B.B.A.

404 : INTERNATIONAL BUSINESS MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) NAFTA stands for _____.
 - i) North American Free Trade Agreement
 - ii) North African Free Trade Agreement
 - iii) North Asian Free Trade Agreement
 - iv) North Association Free Trade Agreement

- b) Globalization refers to _____.
 - i) Higher incomes worldwide
 - ii) Higher foreign trade and investment
 - iii) Global warming and their effects
 - iv) All of the above

- c) The _____ company produces, markets, invests and operates in only two or three countries.
 - i) Domestic
 - ii) International
 - iii) Transnational
 - iv) None of the above

- d) TNC Stands for _____.
 - i) Trans-National Communication
 - ii) Trans-National Cooperation
 - iii) Trans-National Company
 - iv) Trans-National Collaboration

- e) IMF was found in the year.
 - i) 1944
 - ii) 1946
 - iii) 1948
 - iv) 1956

P.T.O.

B) Match the pairs. [5]

- | A | B |
|--------------------------|---|
| a) Hecksher Ohlin theory | i) Opportunity to tap potential of developing economies |
| b) FDI | ii) 2*2*2 matrix |
| c) World bank | iii) European Union |
| d) EU | iv) Regio-centric approach |
| e) Multinational company | v) 1944 |

C) Answer in one sentence. [5]

- Define Forward rate.
- Give 2 limitations of globalization.
- Mention any two types of exchange rates.
- Which organization has replaced GATT?
- What is meant by regional sourcing?

D) Fill in the blanks. [5]

- WTO has headquarters at _____.
- GATT stands for _____.
- BOT means _____.
- Michel porter proposed _____ number of forces.
- Domestic business is business within _____ boundaries.

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

[30]

- a) Define international business. Explain the scope of international business.
- b) Explain in detail Heksher Ohlin's theory of international trade.
- c) Explain the meaning and importance of foreign direct investment.
- d) Explain the objectives and functions of IMF.
- e) Explain the concept and significance of global sourcing.

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

[20]

- a) Challenges of globalization
- b) Forward and Futures
- c) Approaches to internationalization
- d) WTO
- e) Export promotion schemes
- f) SAFTA



Total No. of Questions : 4]

SEAT No. :

P5965

[Total No. of Pages : 2

[6143]-405

S.Y.B.B.A.

ADVERTISING AND PROMOTION MANAGEMENT

(CBCS - 2019 Pattern) (Semester - IV) (405 A-MM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) _____ is a type of marketing that seeks to promote websites by increasing its visibility in SERPs (search engine result pages).
- i) affiliate marketing
 - ii) blog advertising
 - iii) mobile video advertising
 - iv) search engine marketing
- b) _____ is the sales argument for a product or service expressed in a few words.
- i) Logo
 - ii) Illustration
 - iii) Slogan
 - iv) Trademark
- c) The first step in the advertising budget making process is the _____.
- i) Budget implementation
 - ii) Budget preparation
 - iii) Budget Control
 - iv) Budget presentation
- d) Which of the following online advertisement techniques are most likely to pay you?
- i) Pay per click advertising
 - ii) Using Transit media advertising
 - iii) Posting press releases advertising
 - iv) Outdoor advertising
- e) Tools of sales promotion include _____.
- i) Coupons, bonus and purchase
 - ii) Coupons, purchase and pricing
 - iii) Coupons, premiums and samples
 - iv) All of the above

P.T.O.

B) Match the pairs : [5]

- | Group A | Group B |
|--------------------------|---|
| a) Google Ad Words | i) Indirect Product Promotion |
| b) Surrogate promotion | ii) Written and visual content of the Advertising Message |
| c) Advertising copy | iii) Sub- title |
| d) In- house advertising | iv) Internet Advertising |
| e) Caption | v) Owned by the advertiser |

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

- Explain the objectives of Sales Promotion.
- Different types of Internet advertising

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

- Which factors should be considered while advertising framework planning and organization?
- Discuss the various factors affecting selection of advertising media.

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

- Surrogate promotion
- Cross Promotion
- Purpose of internet advertising
- Endorsement copy
- AIDA Formula
- Ethical and Social Issues in Advertising



Total No. of Questions : 4]

SEAT No. :

P5966

[Total No. of Pages : 4

[6143]-406

S.Y. B.B.A.

405 B: BUSINESS TAXATION

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) From the following choose the correct option (Any 5). [5]

- a) Deduction from salary is allowed under _____.
 - i) Section 16
 - ii) Section 17
 - iii) Section 14
 - iv) Section 15
- b) Maximum deduction allowed U/S 80C.
 - i) Rs. 50,000
 - ii) Rs. 1,50,000
 - iii) Rs. 2,00,000
 - iv) Rs. 1,00,000
- c) Standard deduction from annual value is allowed as:
 - i) 20% of AV
 - ii) 25% of AV
 - iii) 30% of AV
 - iv) 40% of AV
- d) Which of the following is not a capital asset.
 - i) Goodwill of Business
 - ii) Stock-in Trade
 - iii) Jewellery
 - iv) Agricultural land in Delhi
- e) Income from horse race falls under the head _____.
 - i) Salary
 - ii) Business or Profession
 - iii) Other Source
 - iv) Capital Gains
- f) Sum of various heads called _____.
 - i) Taxable Income
 - ii) Total Income
 - iii) Gross Total Income
 - iv) Adjusted Income
- g) Permanent Account Number (PAN) is a _____ digit unique alphanumeric number issued by the Income Tax Department.
 - i) Ten
 - ii) Twenty
 - iii) Five
 - iv) Fifteen

P.T.O.

- B) Write short Notes (Any 2). [10]
- a) Assessment year and previous year
 - b) Types of Capital Gain
 - c) Slab of Income Tax
 - d) Agriculture Income
 - e) Advance payment of Tax

Q2) Define Income. Explain any five incomes exempted u/s 10 from Tax. [10]

OR

Write a detail note on exemption and deduction of section 80. [10]

- a) 80C
- b) 80G
- c) 80D
- d) 80DD

Q3) From the following particulars of Mr. Kiyansh an employee of Plan India Ltd., Mumbai.

Find out his taxable income from salary for the assessment year 2023-24.

[15]

- a) Basic Salary Rs. 40,000 p.m.
- b) Dearness Allowance Rs. 8,000 p.m. (Part of Salary).
- c) Bonus 20% p.a. of Salary (Basic+ DA).
- d) Entertainment Allowance Rs. 7,000 p.m.
- e) Employer's contribution to Notified Pension Scheme at 13%.
- f) Interest credited to R.P.F. at 12% p.a. Rs. 26,000.
- g) Free Furnished quarter was allotted to him by the employer at Mumbai. Fair Rent Rs. 6,000 p.m. and Cost of Furniture Rs 30,000.
- h) Gas, electricity and water charges Rs. 5,000 p.a. paid by the employer.
- i) Reimbursement of medical expenses Rs. 20,000 (Treatment is taken in Government Hospital).
- j) A motor car (cc of the engine 1800cc) is provided to Mr. Kiyansh. The motor car is used for both the official and private purpose. Expenses on maintenance of private use are born by the Mr. Kiyansh.
- k) Life Insurance premium paid by the employer is Rs. 20,000.
- l) Professional tax paid by the employer Rs. 2,500.

OR

Mrs. Nitya, Pune a resident individual has given the following information for the year ended 31st March, 2023. [15]

- a) Basic Salary Rs. 45,000 p.m.
- b) Commission fixed Rs. 55,000 p.a.
- c) Employer's contribution to R.P.F. Rs. 79,400 and equal contribution made by the employee.
- d) She has provided with a 1600cc car for both official and private purpose. Running and maintains expenses are paid by the employer.
- e) She paid professional tax Rs. 2,500.
- f) She has given on of her house on rental basis at Rs. 5000 p.m. Municipal value of the same house is Rs. 70,000. She paid municipal tax Rs. 3000 and ground rent Rs. 1000. Interest on Loan Rs. 20,000.
- g) Income from business Rs. 85,200.
- h) She received the following:
 - i) Interest on Bank Deposits Rs. 68,000.
 - ii) Dividend from Domestic Company Rs. 10,000.
 - iii) Maturity Claim of LIC Rs. 60,000.
 - iv) Interest on postal Saving Bank Account Rs. 12,000.
- i) She paid Tuition Fees of her son Rs. 12,000, She paid P.P.F Rs. 15,000 and Life Insurance Premium Rs. 50,000.
- j) She Paid Donation to National Children Fund Rs. 5,000.
- k) The Company has deducted Income Tax at Source Rs. 28,000 Compute the total income and tax liability for the assessment year 2023-24.

Q4) Compute the annual value of house property for the assessment year 2023-24 with the help of the following particulars and additional information: [10]

Particulars	Rs.
Municipal Value	1,00,000
Fair Rental Value	1,80,000
Let out (per month)	16,000
Standard Rent	12,00,000

Additional Information:

- a) Rent for a month has not been realised.
- b) Assessee had paid the municipal tax of Rs. 20,000 on the property.
- c) His tenant had also made payment for municipal tax of Rs. 10,000.

OR

Mr. Agastya owns house property and given on Rent basis for financial year 2022-23. He has submitted the following details in respect of house property.

[10]

Particulars	Rs.
Fair Rent	2,72,000
Municipal Valuation	2,60,000
Standard Rent	2,76,000
Municipal Tax paid	26,000
Insurance Premium paid	24,000
Repairs	50,000
Interest on Borrowed Capital	1,60,000

Date of construction completed. Sept 2016.

You are required to compute taxable income from house property for the assessment year 2023-24.



Total No. of Questions : 4]

SEAT No. :

P5967

[Total No. of Pages : 2

[6143]-407

S.Y. B.B.A.

**HUMAN RESOURCE MANAGEMENT FUNCTIONS AND
PRACTICES**

405 C : HRM Specialisation

(2019 CBCS Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) _____ involves the process of identifying the nature of a job and the qualities of the likely job holder.
 - i) Job rotation
 - ii) Job design
 - iii) Job Analysis
 - iv) Job Satisfaction
- b) _____ involves bringing a pool of prospective candidates for the organisation.
 - i) Recruitment
 - ii) Selection
 - iii) Training
 - iv) Induction
- c) _____ involves measuring the economic value of people to the organisation.
 - i) Human Resource Accounting
 - ii) Human Resource Information System
 - iii) HR Audit
 - iv) HRM
- d) _____ is a horizontal shifting of an employee from one job to another without any increase in pay, benefits and status of employees.
 - i) Transfer
 - ii) Demotion
 - iii) Promotion
 - iv) Separation
- e) _____ provides monetary value to employees.
 - i) Employees compensation
 - ii) Employee feedback
 - iii) Performance Appraisal
 - iv) Executive Development

P.T.O.

B) Match the following [5]

- | A | B |
|-----------------------------|--------------------------------|
| a) Vestibule training | i) On the training |
| b) Apprenticeship | ii) Separation |
| c) Promotion | iii) Off the job training |
| d) Paired Comparison Method | iv) Performance Appraisal |
| e) Lay off | v) Upward movement of employee |

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

- Explain Human Resource Management and its functions.
- Define strategic HRM. Explain its features and objectives.

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

- Explain the importance and objectives of workers participation in management. Suggest measures for effective workers participation in management.
- What is OD? Explain different categories of OD interventions.

Q4) Write Short notes on (Attempt any four). [20]

- Performance Appraisal
- Distinguish between training and executive development.
- On the job training methods.
- Fringe benefits
- Explain different types of promotion
- E - Training.



Total No. of Questions : 4]

SEAT No. :

P5968

[Total No. of Pages : 2

[6143]-408

S.Y. B.B.A.

D 405 : BANKING AND INSURANCE MANAGEMENT

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

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

P.T.O.

B) Match the pairs. [5]

- | A | B |
|---------------------|---|
| a) KYC | i) payment card |
| b) top-up loan | ii) e - banking |
| c) NABARD | iii) extra loan |
| d) Debit card | iv) Know your Customer |
| e) Internet Banking | v) Providing credit for the development of agriculture. |

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

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

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

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

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

- Types of Insurance
- Aadhar Linking
- NRI Remittance
- Unit based plans
- Digital Signature
- Pension and Group Schemes



Total No. of Questions : 4]

SEAT No. :

P5969

[Total No. of Pages : 2

[6143]-409

S.Y. B.B.A.

RURAL MARKETING

405 E : Rural Marketing : Concept & Practices

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt the following.

[5]

A) Choose the correct option.

- a) Moderate quality products are preferred by _____ consumers.
 - i) Urban
 - ii) Rural
 - iii) Educated
 - iv) Graduates
- b) Rural Consumers are _____.
 - i) Price sensitive
 - ii) Less price sensitive
 - iii) Quality conscious
 - iv) Durability Conscious
- c) Quality of agriculture commodities ensured by?
 - i) AGMARK
 - ii) ISI
 - iii) BSI
 - iv) ISO
- d) Globalisation of Country's economy world increase its _____.
 - i) Exports
 - ii) Imports
 - iii) Both Exports & Imports
 - iv) Foreign Exchange
- e) Physical Movement function of Marketing refers to
 - i) Storage
 - ii) Creating demand
 - iii) Financing
 - iv) Recruitment

P.T.O.

B) Match the pairs. [5]

- | A | B |
|---|---------------------|
| a) Rice | i) NABARD |
| b) Regulatory Body for Rural Banking | ii) Commodity Board |
| c) Scheme to enhance livelihood security in Rural areas | iii) APEDA |
| d) Authority to develop Exports of Food products | iv) NREGA |
| e) All India Handloom Board | v) Commodity |

Q2) Solve any 1 of the following : [10]

- a) Define Rural Marketing. Explain the factors affecting the rural Marketing.
- OR
- b) Explain the concept of Rural Marketing with Rural marketing strategies in details.

Q3) Solve any 1 of the following : [10]

- a) Explain Agricultural Marketing with detailed discussion on Role of Commodity board in revenue generation and employment in Rural India.
- OR
- b) What do you mean by consumer buying behavior? Explain in detail the problems of rural consumers.

Q4) Write Short notes on any four of the following. [20]

- a) Jan Dhan Yojana
- b) Cooperative Societies
- c) Self Help Group (SHGs)
- d) Digital Village
- e) Rural Market Index
- f) 4 A's of Rural Marketing



Total No. of Questions : 4]

SEAT No. :

P-5970

[Total No. of Pages : 2

[6143]-410

S.Y. B.B.A.

DIGITAL MARKETING

A-406 : Specialization (Marketing)

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- i) _____ online is the overall presence of a brand or its products in general consumer environment.
 - a) Visibility
 - b) Content writing
 - c) Impressions
 - d) Creativity
- ii) Search engine optimization (SEO) is an effective method for _____ the ranking of websites in search engine results.
 - a) Increasing
 - b) Decreasing
 - c) Lowering
 - d) Limited
- iii) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?
 - a) Direct Marketing
 - b) Internet Marketing
 - c) Electronic Marketing
 - d) Interactive Marketing
- iv) Which of the following is the correct abbreviation CMS?
 - a) Content Maintenance Site
 - b) Content Maintenance System
 - c) Content Marketing System
 - d) Content Management System

P.T.O.

- v) The full form of FFA page is _____
- a) Free for Alexa
 - b) Free for All Links
 - c) Free for Alternative Links
 - d) Free for All Search Engine

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

- | | |
|----------------------|--------------------------------|
| i) www | a) Online Advertising Platform |
| ii) Facebook | b) Digital Marketing tool |
| iii) Google AdWords | c) World Wide Web |
| iv) PPC | d) Social Media Marketing |
| v) Video Advertising | e) Pay Per Click |

Q2) Long Answer (any 2) : **[2 × 10 = 20]**

- a) State and explain the tools of Digital Marketing.
- b) What is Content Marketing? Explain the types of Content Marketing.
- c) What are the Advantages and Disadvantages of Social Media Marketing?
- d) How to convert Traffic into Leads?

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

- a) Write a short note on Search Engine Optimization.
- b) What is Conversion Rate?
- c) What do you mean by Web Analytics?
- d) Write a note on Domain Name.
- e) Explain Google AdWords.
- f) Explain the advantages of YouTube Marketing.



Total No. of Questions : 4]

SEAT No. :

P-5971

[Total No. of Pages : 2

[6143]-411

S.Y. B.B.A.

B406 : FINANCIAL SERVICES

(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) Multiple Choice Questions : [5]

- i) _____ are business organisations that act as mobilisers and depositories of savings and as purveyors of credit or finance.
 - a) Financial Markets
 - b) Financial Institutions
 - c) Financial Instruments
 - d) None of these
- ii) _____ means that the magnitude, speed and spread of changes in the financial sector are simple extra ordinary.
 - a) Financial engineering
 - b) Financial Innovation
 - c) Financial revolution
 - d) Financial Integration
- iii) _____ is the issue of a new securities to existing shareholders at a ratio to those already held.
 - a) Equity shares
 - b) Preference shares
 - c) Rights shares
 - d) Bonus shares
- iv) A _____ is a collection of stocks and / or bonds.
 - a) Mutual funds
 - b) Factoring
 - c) Swap
 - d) None of these
- v) _____ is a negotiable certificate evidencing indebtedness.
 - a) Debenture
 - b) Bonus shares
 - c) Bond
 - d) Government Securities

P.T.O.

B) Match the pairs. [5]

Group A

- i) Financial Market
- ii) Money Market
- iii) Primary Market
- iv) Capital Market
- v) Derivatives Market

Group B

- a) Forwards, swaps and options
- b) Trading Financial Securities
- c) Long Term Fund
- d) New Issue Market
- e) Short Term Fund

Options :

- 1) i-b, ii-e, iii-d, iv-c, v-a
- 2) i-a, ii-b, iii-c, iv-d, v-e
- 3) i-b, ii-e, iii-d, iv-a, v-c
- 4) i-e, ii-a, iii-c, iv-b, v-d

Q2) Long Answer Questions (Solve any one out of two) : [10]

- a) What is Money Market? Explain various money market instruments.
- b) Give the meaning of stock exchange. Explain in detail over the counter exchange in India (OTCEI).

Q3) Long Answer Questions (Solve any one out of two) : [10]

- a) Define the term Mutual funds. Explain different broad types of Mutual funds in detail.
- b) Explain the structure of financial system in brief.

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

- a) SEBI
- b) Underwriting
- c) Process of IPO
- d) Difference between Capital Market and Money Market
- e) CRISIL
- f) Commodity Market.



Total No. of Questions : 4]

SEAT No. :

P-5972

[Total No. of Pages : 2

[6143]-412

S.Y. B.B.A.

**406-C : EMPLOYEE RECRUITMENT AND RECORD
MANAGEMENT**

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Multiple Choice Questions.

[5]

- i) The process of developing the applicant's pool for job openings in an organisation is called _____.
 - a) Hiring
 - b) Recruitment
 - c) Selection
 - d) Retention
- ii) Selection is known as a process of _____.
 - a) Positive attitude
 - b) Rejection
 - c) Development
 - d) None of the above
- iii) _____ technique of manpower forecasting is also known as 'word-load' analysis".
 - a) Ratio Trend Analysis
 - b) Regression Analysis
 - c) Delphi
 - d) Work study method
- iv) _____ refers to the data which is not considered as evidence.
 - a) Record
 - b) Document
 - c) Information
 - d) All of the above
- v) Stages of Record Management does not involve
 - a) Storage of Records
 - b) Retrieval of Records
 - c) Disposal of Records
 - d) None of the above

P.T.O.

Q2) Match the pairs.

[5]

- | Group A | Group B |
|--------------------------------------|--|
| i) Manpowe Planning | a) Bottom up approach |
| ii) Plant Level Manpower Planning | b) Factor influencing Estimation of Manpower |
| iii) Managerial Judgement Technique | c) Providing Right Employees at Right Job |
| iv) Organizational Type and Strategy | d) Barrier to Manpower planning |
| v) Lack of Balanced Approach | e) Operating Committee |

Q3) Answer the following (Write any two) :

[20]

- Write down meaning of manpower planning. Explain factors affecting estimation of Manpower forecasting.
- Explain at least 5 types of employee Records in detail.
- Explain any 10 Principles of record keeping.

Q4) Short Notes (any four) :

[20]

- Sources of Recruitment
- Talent Acquisition
- Block chain
- Objectives of Record management
- Barriers to manpower planning



Total No. of Questions : 4]

SEAT No. :

P-5973

[Total No. of Pages : 2

[6143]-413

S.Y. B.B.A.

**D406 : SOCIAL SERVICES AND NGO MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- i) Social workers practice under all of the following auspices EXCEPT
 - a) Public
 - b) Not-for-profit
 - c) For-profit
 - d) Media
- ii) _____ is the father of sociology.
 - a) August Comte
 - b) Durkheim
 - c) Spencer
 - d) Cooley
- iii) Which of the following is not the techniques of social case work?
 - a) Interview
 - b) Observation
 - c) Counselling
 - d) Lobbying
- iv) The success of group work does NOT depend on?
 - a) Achievement of goals problems
 - b) Understanding and agreement on major
 - c) Handling of behavioral problems
 - d) Ignoring individual problems
- v) The Central Social Welfare Board was established in the year-
 - a) 1953
 - b) 1963
 - c) 1973
 - d) 1983

P.T.O.

B) Match the Pair. [5]

Group A

- i) Charity
- ii) Volunteerism
- iii) Welfare
- iv) NGO
- v) Social Case Work

Group B

- a) Offering services in a social agency without accepting any pay for it
- b) Act of extending love and kindness to others unconditionally
- c) Non profit Origination
- d) The art of adjusting personal relationship
- e) The state or condition of doing or being well

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

- a) Define Social work. Write down the Objective & Functions of Social work?
- b) Explain the concept of CSR management. Write down its purpose & need of CSR.

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

- a) Explain the concepts of NGO. Write down the characteristics & functions of NGO's?
- b) What are different Schemes offered by Government for NGOs in India?

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

- a) Distinctions between needs and wants
- b) Principles of Group work
- c) Difference between NGO & Trust
- d) Importance of Communication Skills
- e) NGO registrations in India
- f) Qualities of EQ



Total No. of Questions : 3]

SEAT No. :

P-5974

[Total No. of Pages : 2

[6143]-414

S.Y. B.B.A.

406-E : BANKING OPERATIONS & FINANCE

(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. (Attempt any 4 out of 5) [4]

- i) _____ is the source of co-operative finance.
- ii) _____ is the traditional source of Agri-finance.
- iii) _____ Bank provides finance for agriculture and rural development.
- iv) During the inflationary phase, time value of money in future will always _____.
- v) PM kisan samman nidhiyojanet launched in _____ year.

B) Match the following. [4]

- | | |
|---|---------|
| i) Kisan Credit Corel | a) 1985 |
| ii) Land Development Bank | b) 1925 |
| iii) Co-operative Society Act | c) 1998 |
| iv) Comprehensive Crop insurance scheme | d) 1920 |

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

- i) IFFCO is the co-operative finance organization.
 - a) True
 - b) False
- ii) Cost of capital doesn't matter in the managerial decision.
 - a) True
 - b) False

P.T.O.

- iii) Time value of money must be considered by investor while investing.
 - a) True
 - b) False
- iv) Crop Insurance is more important in agriculture business.
 - a) True
 - b) False
- v) Primary agriculture co-operative credit societies are known as non-Institutional source of agri-finance.
 - a) True
 - b) False

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

- a) Traditional sources of finance
- b) NABARD
- c) Capital Budgeting
- d) PM Fasal Bima Yojana.

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

- a) What is mean by banking operations? Explain the scope of banking operations in Indian agriculture business.
- b) Explain the role of NABARD in agriculture development.
- c) What is capital budgeting? Explain the process of capital budgeting in details.
- d) Explain the need and importance of agriculture crop insurance in India.



Total No. of Questions : 3]

SEAT No. :

P5975

[Total No. of Pages : 3

[6143]-501

T.Y.B.B.A.

GC - 501 : RESEARCH METHODOLOGY

(2019 CBCS Pattern) (Semester -V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: (any 5) [5]

- a) In the task of data processing, _____ means assigning symbols to the answers, whereby the responses options can be limited to certain number only.
- | | |
|---------------------|---------------|
| i) Editing | ii) Coding |
| iii) Classification | iv) Modifying |
- b) _____ is the simplest measurement scale, where number symbols are assigned in order to label.
- | | |
|--------------------|-----------------|
| i) Interval scale | ii) Ratio scale |
| iii) Nominal scale | iv) Order scale |
- c) The study to check the behaviour of students in the online class is an example of _____.
- | | |
|--------------------------|---------------------------|
| i) Qualitative research | ii) Quantitative research |
| iii) Historical research | iv) Action research |
- d) In the research process, the next step after formulation of research problem is _____.
- | | |
|---------------------|--------------------------|
| i) Sample designing | ii) Review of Literature |
| iii) Data analysis | iv) Data collection |
- e) The researcher wishes to study each and every student at the college, so his study is _____.
- | | |
|---------------------|-------------------------|
| i) Sample oriented | ii) Population oriented |
| iii) Quota oriented | iv) Partial oriented |

P.T.O.

f) There is no relationship between salary of the person and his happiness is the example of _____.

- i) Null hypothesis
- ii) Alternate hypothesis
- iii) Substitute hypothesis
- iv) Variant hypothesis

B) Answer in one sentence: (any 5) [5]

- a) What is analytical research?
- b) What is the purpose of Review of Literature?
- c) What is a Questionnaire?
- d) What is data analysis?
- e) What is abstract in research paper?
- f) What is 5 point Likert scale rating?

C) Match the pairs [5]

Column 1	Column 2
i) Quantitative Research	a) Applied Research
ii) Research design	b) Giving credit to the contributor of data
iii) Hypothesis	c) Numerical, Mathematical analysis
iv) Action Research	d) Blueprint of the researcher
v) Citation	e) Assumption put to test

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

- a) In _____ research, the findings of research are objective in nature and there is no scope for bias or partiality in its observation.
- b) _____ research answers the questions - what, where, how, when, how much, how often.
- c) In case of _____ sampling, each and every unit has a known and equal chance of selection.
- d) Utilization of Central Government reports is the source of _____.
- e) _____ consist of formalized set of questions, where the feedback of the respondent is taken orally, but the responses are written down by the enumerator (data collector).
- f) _____ is the act of copying another person's idea or work as one's own idea or work.

Q2) Long Answer Question (any 3 out of 5)

[30]

- a) Define the term Research? Explain the different types of Research in detail.
- b) What is Research Design? Explain the features of good research design.
- c) What is Sampling? Explain the various types of Sampling.
- d) What is Primary Data? Explain the different methods of Collection of Primary data.
- e) Define Research Report? Explain the layout of a research report.

Q3) Short notes (any 4 out of 6)

[20]

- a) Significance of Research in Business.
- b) Objectives of Research.
- c) Scaling & measurement.
- d) Null and Alternate Hypothesis.
- e) Structure of Research Paper.
- f) Sources of Secondary data.



Total No. of Questions : 3]

SEAT No. :

P-5976

[Total No. of Pages : 2

[6143]-502

Third Year B.B.A.

**502 : DATABASE ADMINISTRATION AND DATAMINING
(2019 Pattern) (Semester-V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) A) Solve any 5 out of 6 select the correct option. [5]

- i) A collection of interrelated records is called a _____
 - a) Spreadsheet
 - b) Database
 - c) MIS
 - d) Text file
- ii) A _____ is one or more database actions that are treated as a single unit of work.
 - a) Database Administration
 - b) Database Installation
 - c) Transaction
 - d) None of these
- iii) A _____ is subset of the data warehouse.
 - a) Meta Data
 - b) Data Warehouse
 - c) Data Mart
 - d) Data
- iv) The data is stored, retrieved and updated in _____
 - a) OLAP
 - b) OLTP
 - c) SMTP
 - d) FTP
- v) What is KDD in data mining?
 - a) Knowledge Discovery Database
 - b) Knowledge Discovery Data
 - c) Knowledge Data Definition
 - d) Knowledge Data House
- vi) _____ level is the lowest level of abstraction.
 - a) Logical
 - b) File
 - c) Concept
 - d) Physical

P.T.O.

- B) Match the pairs. [4]
- | | |
|----------------------|--|
| a) Data integrity | i) Data acquisition by the system |
| b) Data availability | ii) Sharing of a database by current and future applications |
| c) Data Security | iii) The correctness of the data in the database. |
| d) Data independence | iv) Protective digital privacy measures |
- C) State true or false. [5]
- a) “Compensated” is a state of transaction.
 - b) The full form of DDL is Data Definition Language.
 - c) The “all-or-none” property is commonly referred to as Isolation.
 - d) Facebook uses “Big Data” to perform the concept of flashback.
 - e) Descriptive analytics tells you what happened in the past.

Q2) Short Answers (Attempt any 3 out of 4) [24]

- a) What is DBMS? State characteristics of DBMS.
- b) Explain ACID properties in detail.
- c) Explain OLTP.
- d) What is cloud computing? Write advantages and disadvantages of cloud computing.

Q3) Long Answers (Attempt any 2 out of 4) [32]

- a) What is data warehouse? Explain data warehouse components.
- b) Explain role and responsibilities of DBA.
- c) Describe KDD process with neat diagram.
- d) Explain the 3-tier architecture of DBMS.



Total No. of Questions : 3]

SEAT No. :

[Total No. of Pages : 3

P5977

[6143]-503

Third Year B.B.A.

503 : BUSINESS ETHICS

(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- i) Who are organisational stakeholders?
 - a) Government
 - b) Employees
 - c) Shareholders
 - d) All of the above
- ii) A _____ is a formal statement of an organization primary values and the ethical rules it expects its employees to follow
 - a) Mission statement
 - b) Statement of purpose
 - c) Code of ethics
 - d) Vision statement
- iii) _____ are those individuals who raise ethical concerns or issues to others inside or outside the organisation.
 - a) Entrepreneur
 - b) Whistle blower
 - c) Complainer
 - d) None of the above
- iv) Study of ethical issues arising out of employee concern is known as
 - a) HRM ethics
 - b) Marketing ethics
 - c) Information technology (IT) ethics
 - d) All of the above

P.T.O.

- v) Which of the following would most effectively act as the primary objective of a business organization?
 - a) To communicate with shareholders
 - b) To make a profit.
 - c) To mediate between the organization and the environment
 - d) All of the above.

B) Match the pairs: [5]

A	B
CSR	Negotiations power to employees
Dumping waste in water sources	Has arguments in favour and against
Collective bargaining	Sustainable development
Marketing ethics	Price wars
Ecofriendly packaging	Water pollution

C) Answer in one sentence [5]

- i) Define workplace safety.
- ii) Give 2 significances of business ethics.
- iii) What is the meaning of the term ethical decision making?
- iv) What is meant by consumerism?
- v) Mention any two types of pollution.

D) Fill in the blanks [5]

- i) Ethics is derived from the word _____
- ii) Whistle blower protection act was initiated in the year _____
- iii) CSR stands for _____
- iv) _____ pollution reflects visible and invisible impurities in air.
- v) International business is business between _____ or more countries.

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

[30]

- a) Explain in detail the importance of business ethics.
- b) Explain in detail the various measures to avoid industrial accidents.
- c) Define CSR. Explain in detail role of CSR in business.
- d) Explain types of functional ethics in detail.
- e) Explain the obstacles and impact of sustainable development.

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

[20]

- a) Ethical decision making
- b) Training ethics
- c) Employee rights
- d) Ethical practices in media industry
- e) Consumersim
- f) Protection of consumer privacy online.



Total No. of Questions : 3]

SEAT No. :

P-5978

[Total No. of Pages : 3

[6143]-504

T.Y.B.B.A.

**504 : MANAGEMENT OF CORPORATE SOCIAL
RESPONSIBILITY
(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) Fair working conditions for employees is an example of _____ responsibility in Carroll's model
 - i) Economic
 - ii) Legal
 - iii) Ethical
 - iv) Moral
- b) The United Nations Sustainable Development Goals are _____ goals.
 - i) 20
 - ii) 17
 - iii) 18
 - iv) 21
- c) Director Identification Number (DIN) is allotted by _____
 - i) State Government
 - ii) Local Government
 - iii) Central Government
 - iv) Local Self Government
- d) Corporate Social Responsibility (CSR) is the way how a corporation manages a balance among its economic, social and _____ responsibilities so it can produce a positive impact on society.
 - i) Environmental
 - ii) Geographical
 - iii) Political
 - iv) Democratical
- e) Which are the two sides of the same coin _____
 - i) Charity and CSR
 - ii) CSR and Corporate Governance
 - iii) Charity and Corporate Governance
 - iv) Philanthropy

P.T.O.

- B) Match the Pairs. [5]
- | | |
|---------------------|---|
| 1) Stakeholders | a) Act of extending love and kindness |
| 2) Charity | b) Persons, groups and entities with a specific Interest in an organisation |
| 3) Trusteeship | c) An entity that is focused and dedicated to a social cause |
| 4) Principle of CSR | d) is a socio-economic philosophy that was Propounded by Mahatma Gandhi |
| 5) NPO | e) Businesses should respect and promote Human Rights |
- C) Answer in one sentence [5]
- What is CSR?
 - What is meant by Philanthropy?
 - Explain the term sustainability?
 - Explain Ethical Model?
 - Explain any one SDG's Goals?
- D) Fill in the blanks. [5]
- The Board of directors shall make sure that company spends in every financial year, minimum _____% of the average net profits made during the 3 immediately proceeding financial years.
 - An Independent Director can be appointed for a term up to _____ Consecutive years.
 - _____ is about business giving back to society.
 - According to Gandhiji though wealth legally belongs to the owners of the business, morally belongs to _____
 - _____ are established for the purpose of rendering service.

Q2) Long answer questions (Any 3 out of 5). [30]

- Explain the relationship between CSR and Corporate Governance.
- Explain the various sustainable Development Goals?
- Explain in detail the Trusteeship Model of CSR?
- What are the Scope of CSR activities Under Schedule VII.
- Explain the Importance of Sustainability and Challenges of implementing CSR

Q3) Short Notes (Any 4 out of 6)

[20]

- a) Importance of CSR
- b) Ethical Model
- c) Appointment of Independent Director
- d) Section 135 of Companies Act
- e) CSR in Central Public Sector Enterprises
- f) Evolution of CSR in India



Total No. of Questions : 4]

SEAT No. :

P5979

[Total No. of Pages : 2

[6143]-505

T.Y. B.B.A.

505 A : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

(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 side indicate full marks.*

Q1) Fill in the Blanks.

[5]

- a) _____ is the practice of understanding the structures policies and procedures developed by an organization.
- b) _____ is the systematic gathering recording and analysis of data about problems relating to the marketing of goods and services.
- c) _____ refers to three stage marketing process
- d) _____ buys and sells goods for his principal in return for the commission.
- e) _____ refers to class of products where sale by auction takes place.

Q2) Match the following.

[5]

- | | |
|----------------------|------------------------|
| a) Business Analysis | i) Intangible |
| b) Michael Porter | ii) Hypothesis Testing |
| c) Research design | iii) CSF |
| d) Chi Square Test | iv) BCG |
| e) Services | v) Collecting Data |

P.T.O.

Q3) Write short notes. (Attempt any 4)

[20]

Each question carries 5 marks. A short explanation is expected for each question.

- a) Economic Environment
- b) Key Performance Indicators
- c) Implications of Marketing Research on Marketing mix
- d) Supply Chain Management
- e) Explain Promotion Mix

Q4) Write Long Answers (Attempt any 2)

[20]

Each question carries 10 marks. A brief explanation is expected for each question

- a) Explain the various Data Collection Techniques.
- b) Explain the various types of Distribution Intermediaries.
- c) Discuss the various factors affecting the buying behaviour of the consumers.
- d) State the responsibilities of Business Analyst.



Total No. of Questions : 4]

SEAT No. :

P5980

[Total No. of Pages : 3

[6143]-506

T.Y. B.B.A.

505 B : ANALYSIS OF FINANCIAL STATEMENTS

(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 side indicate full marks.*
- 3) *Use of simple calculator is allowed.*

Q1) Fill in the Blanks.

[5]

- a) Purchase of Fixed Assets leads to _____ of Funds.
- b) Sales Ratio can also be termed as _____ Ratio.
- c) Comparative Statements include Income Statement and _____
- d) In a Balance Sheet the Total Assets must be equal to _____.
- e) _____ Statement can be prepared in Direct or Indirect Method

Q2) Write short notes: (Any Three)

[3×5=15]

- a) Common size financial statements
- b) Limitations of ratio analysis
- c) Different between fund flow and cash flow statement
- d) Statement of changes in working capital.
- e) Solvency ratio

OR

Explain the meaning of analysis of financial statement. Describe different methods of Analysis of Financial Statements.

[15]

P.T.O.

Q3) The following is the balance sheet of A Pvt Ltd. Co. as on 31st March, 2022[15]

Balance Sheet as on 31st March 2022

Liabilities	Rs.	Assets	Rs.
Share Capital	2,00,000	Land and building	1,40,000
Profit and loss a/c	30,000	Plant and machinery	3,50,000
General reserve	40,000	Stock-in-trade	2,00,000
12% debentures	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills receivable	10,000
Bills payable	50,000	Bank Balance	40,000
Total	8,40,000	Total	8,40,000

Calculate:

- a) Current ratio
- b) Quick ratio
- c) Inventory to working capital
- d) Debtor to equity
- e) Proprietary ratio
- f) Capital gearing ratio
- g) Current assets to fixed assets

Q4) The following are summarized Balance sheets of XYZ ltd. as on 31st March 2022 and 31st March 2023. [15]

Liabilities	31.3.2022	31.3.2023	Assets	31.3.2022	31.3.2023
	Rs.	Rs.		Rs.	Rs.
Share capital	4,50,000	4,50,000	Fixed assets	4,00,000	3,20,000
General reserve	3,00,000	3,10,000	Investments	50,000	60,000
Profit & Loss A/c	56,000	68,000	Stock	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtors	2,10,000	4,55,000
Provision for Tax	75,000	10,000	Bank	1,49,000	1,97,000
Mortgage Loan		2,70,000			
Total	10,49,000	12,42,000	Total	10,49,000	12,42,000

Additional Information:

- a) Investments whose original cost was Rs. 8,000 were sold during the year for Rs. 8,500.
- b) Provisions for Tax made during the year was Rs. 9,000.
- c) Fixed Assets costing Rs. 10,000 were sold for Rs. 12,000. (Profit credited to P&L A/c)
- d) Dividend paid during the year Rs. 40,000.

Prepare Cash Flow Statement

OR

Following Balance sheets have been extracted from the records of Sundaram Finance. [15]

Liabilities	Amount 31.3.22	Amount 31.3.23	Assets	Amount 31.3.22	Amount 31.3.23
Share capital	1,00,000	1,10,000	Building	40,000	38,000
General reserve	14,000	18,000	Plant & Machinery	37,000	36,000
P & L A/c	16,000	13,000	Investment	10,000	21,000
Creditors	8,000	5,400	Stock	30,000	23,400
Bills Payable	1,200	800	Bills Receivable	2,000	3,200
Provision for Tax	16,000	18,000	Debtors	18,000	19,000
Provision for doubtful Debts	400	600	Bank Balance	6,600	15,200
			Preliminary exp.	12,000	10,000
Total	1,55,600	1,65,800	Total	1,55,600	1,65,800

Additional Information:

- a) Depreciation charged on plant Rs. 4,000.
- b) Provision for taxation made Rs. 19,000 during 2022-2023.
- c) Interim dividend Rs. 8,000 was paid during 2022-2023.
- d) A piece of machinery was sold for Rs. 8,000 during 2022-2023. It had costed Rs. 12,000. Depreciation of Rs. 7,000 was provided on it.

From the above information prepare a funds flow statement.



Total No. of Questions : 3]

SEAT No. :

P5981

[Total No. of Pages : 2

[6143]-507

T.Y. B.B.A.

505 C : CROSS - CULTURAL HR & INDUSTRIAL RELATIONS

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- a) _____ can be considered as a driving force of action toward a desired goal.
 - i) Fixed
 - ii) Stable
 - iii) Motivation
 - iv) Stagnant
- b) _____ of the following is not a type of extrinsic reward.
 - i) Profit Sharing
 - ii) Gain Sharing
 - iii) Employment Security
 - iv) Quality based promotion
- c) _____ approach views organisation as a family of pleasant and united system.
 - i) Unitary
 - ii) Pluralism
 - iii) Human Relation
 - iv) None of above
- d) _____ is the weapon in the hands of management.
 - i) Strikes
 - ii) Lockout
 - iii) Retrenchment
 - iv) Resolution
- e) _____ is a synthesis of management styles, values and communications style.
 - i) Corporate culture
 - ii) Board of Conciliation
 - iii) Labour Court
 - iv) All of above
- f) As per Section 9, a woman is entitled for _____ weeks leave in case of miscarriage.
 - i) 6
 - ii) 9
 - iii) 1
 - iv) 12

P.T.O.

B) Match the pairs. [5]

Set A

- a) Labour Leader of Modern India
- b) Foster improved culture in the organization
- c) Cleanliness
- d) First - Aid Appliances
- e) Industrial Relations

Set B

- i) Dale Yoder
- ii) Welfare Provision Under Factory Act, 1948
- iii) Gandhiji
- iv) Ethical Code
- v) Health Provision Under Factory Act, 1948

Q2) Answer the following (Any 3): [30]

- a) What is cross cultural leadership? Explain theories of cross - cultural leadership.
- b) Describe conflict across culture. Discuss its types.
- c) Discuss the approaches to IR. (Industrial Relation)
- d) Discuss the Authorities under Industrial Dispute Act, 1947.

Q3) Write short notes (any 2): [10]

- a) Aspects of Culture
- b) Multi - Cultural Teams
- c) Measures for improving Industrial Relations.
- d) Skills of Global Manager



Total No. of Questions : 4]

SEAT No. :

P5982

[Total No. of Pages : 2

[6143]-508

T.Y. B.B.A.

D 505 : HEALTH CARE MANAGEMENT

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) _____ is the overall management of a healthcare facility, such as a clinic or hospital.
- | | |
|--------------------------|-------------------|
| i) Healthcare management | ii) Fitness |
| iii) Stress Management | iv) IT management |
- b) Fitness is very important for _____
- | | |
|--------------|-----------------|
| i) yoga | ii) good health |
| iii) cooling | iv) exercise |
- c) _____ is the process where health care providers effectively and efficiently administer everything
- | | |
|--------------------------|-------------------|
| i) Planning | ii) Organising |
| iii) Hospital Management | iv) Communication |
- d) Human Resource manager assists and advices management in developing _____ polices
- | | |
|---------------|---------------|
| i) Sales | ii) Purchase |
| iii) Planning | iv) Workplace |
- e) Information Technology plays a _____ role in health care management
- | | |
|------------------|---------------------|
| i) vital | ii) least important |
| iii) ineffective | iv) stress |

B) Match the pairs [5]

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

P.T.O.

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

- a) What is Health Care Management? Explain the objectives of Health Care Management in detail.
- b) Explain various opportunities in the Health Care Management system.

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

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

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

- a) Types of Health care services
- b) Supply Chain in Health care Management
- c) Stress free life
- d) Structure of MIS specific to the hospital
- e) Problems faced by Health care industry
- f) Role of HR in Health care Management



Total No. of Questions : 4]

SEAT No. :

P5983

[Total No. of Pages : 2

[6143]-509

T.Y. B.B.A.

E - 505 : WAREHOUSE MANAGEMENT

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) The _____ warehouses is space that businesses rent for storage of materials or products.
- | | |
|--------------|--------------|
| i) processed | ii) national |
| iii) public | iv) private |
- b) _____ involve all the inbound and outbound processes that result in the flow of finished goods from a business of the end user.
- | | |
|-----------------------|--------------|
| i) Processing | ii) Sales |
| iii) Retail logistics | iv) Purchase |
- c) _____ is a group of collocated computers or other devices that form a network based on radio transmissions rather than wired connections.
- | | |
|--------------------------------|------------------|
| i) Wireless local-area network | ii) Connectivity |
| iii) Communication | iv) Logistics |
- d) _____ means the location that is most suited for the company that will add up to their benefit.
- | | |
|--------------------------|--------------------------|
| i) Warehouse position | ii) Warehouse location |
| iii) Warehouse situation | iv) Warehouse commission |
- e) Inventory is the raw materials, work-in-process products and _____
- | | |
|---------------------|--------------------|
| i) unwanted goods | ii) dead stock |
| iii) finished goods | iv) waste products |

B) Match the pairs. [5]

- | | |
|----------------------------|------------------------------------|
| a) RFID | i) Managing the supply chain |
| b) Wireless Lan | ii) Radio Frequency Identification |
| c) Lean management | iii) Technology Aid in WMS |
| d) Supply chain management | iv) First in first out |
| e) FIFO | v) Continuous improvement |

P.T.O.

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

- a) Explain in detail the operations of a warehouse.
- b) Explain in detail various factors considered while selecting warehouse location.

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

- a) Explain in detail the Importance of Warehouse in a Value Chain.
- b) Explain the Significance and Functions of Operations and SCM.

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

- a) Role of warehouse manager
- b) Global competition
- c) Role of government in warehousing
- d) Warehouse Safety Management
- e) Lean management
- f) Dispatch Management



Total No. of Questions : 3]

SEAT No. :

P-5984

[Total No. of Pages : 3

[6143]-510

T.Y. B.B.A.

**A506 : LEGAL ASPECTS IN MARKETING
MANAGEMENT**

(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Choose the correct answer from the option given below.

[10]

- i) The marketing program of the company must adhere to
 - a) Customer Requirements
 - b) Company's profit
 - c) Legal & Moral Standards Set by organisation
 - d) Objectives of the firm
- ii) Telemarketing involves _____
 - a) High level of motivation
 - b) Event management
 - c) Good communication skills
 - d) Door to door campaigns
- iii) Home delivery of goods does not includes _____
 - a) Delivery of goods at the home of the customer
 - b) Delivery of goods at the location choice by the customer
 - c) Delivery of goods at the workplace of the customer
 - d) Customer has to collect goods in-person form the physical point of sale

P.T.O.

Q2) Write Short note on any four.

[4 × 5 = 20]

- a) Doorstep selling
- b) Direct Mail Sales
- c) Nature of Advertising
- d) Objectives of pricing
- e) Features of online marketing
- f) What are cookies?

Q3) Answer any Two out of the following :

[2 × 10 = 20]

- a) Define Home Delivery. Explain rules related with delivery of goods.
- b) Define Advertising Media. Explain the types of Advertising Media.
- c) Define Pricing. Explain Factors influencing the pricing decisions.
- d) Define CRM. What are the Key principles of CRM?



Total No. of Questions : 4]

SEAT No. :

P-5985

[Total No. of Pages : 2

[6143]-511

T.Y. B.B.A.

**B-506 : LEGAL ASPECTS IN FINANCE & SECURITY LAWS
(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 Answer.

[5 × 1 = 5]

- i) _____ dealing with a procedure for company's memorandum
 - a) Section 12
 - b) Section 15
 - c) Section 6
 - d) Section 4
- ii) If an amount in a company's unpaid dividend account remains unpaid for a period of _____ years, it becomes part of the IEPF.
 - a) 5
 - b) 6
 - c) 7
 - d) 9
- iii) Any change in the registered office's address must be reported to the register within _____ days.
 - a) 60 Days
 - b) 15 Days
 - c) 30 Days
 - d) 15 Days
- iv) In addition to their name, businesses now have a _____.
 - a) PIN
 - b) TIN
 - c) CIN
 - d) DIN
- v) Ultra vires means
 - a) With in power
 - b) Beyond the power
 - c) Passing of power
 - d) Change in power

P.T.O.

B) Match the Pairs.

[5]

Group A	Group B
i) FMC	a) 2017
ii) PFRDA	b) 2016
iii) IEPF	c) 2003
iv) GST	d) 1952
v) Companies Act	e) 2013

Q2) What is Derivatives? Explain different types of Derivatives?

[10]

OR

Write in detail about the importance of preparation of financial statements and its disclosure.

Q3) Write in detail about the procedure of issue of various types of shares & debentures?

[10]

OR

What is GST? Write salient features and types of GST in India.

Q4) Short Notes (Any Four) :

[20]

- a) Basics of Insurance
- b) ESOS & ESPS
- c) MOA
- d) Disadvantages of GST
- e) Important Features or Characteristics of a company



Total No. of Questions : 4]

SEAT No. :

P-5986

[Total No. of Pages : 4

[6143]-512

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Case 1 :

[15]

When Mahesh joined ABC bank private sector he had one clear goal to prove his metal he did prove himself and has been promoted five times since his entry into the bank. Compared to others, his progress has been the fastest. Currently, his job demands that Mahesh should work 10 hours a day with practically no holidays. At least two days in a week, Mahesh is required to travel. Peers and subordinates at the bank have appreciation for Mahesh. They don't grudge the ascension achieved by Mahesh, though there are some who wish they too had been promoted as well.

The post of General Manager became vacant. One should work as GM for a couple of years if he were to climb to the top of the ladder. Mahesh applied for the post along with others in the bank. The chairman assured Mahesh that the post would be his. A sudden development took place which almost wrecked Mahesh's chances. The bank has a practice of subjecting all its executives to medical checkup once in a year. The medical reports go straight to the Chairman who would initiate remedial where necessary. Mahesh was only 35, he too, was required to undergo the test. The chairman of the bank received a copy of Mahesh physical examination results, along with a note from the doctor.

The note explained that Mahesh was seriously overworked and recommended that he be given and immediate four-weeks vacation. The doctor also recommended that Mahesh workload must be reduced and he must take to physical exercise every day. The note warned that if Mahesh did not care for advice, he would be in for heart trouble in another six months. After reading the doctor's note, the Chairman sat back in his chair, and started brooding over. Three issues where uppermost in his mind :

P.T.O.

- i) How would Mahesh take this news?
- ii) How many others do have similar fitness problems? (iii) Since the environment in the bank created the problem, what could he do to alleviate it?

Questions :

Q1) If the news is broken to Mahesh, how would he react?

Q2) If you were giving advice to the Chairman on this matter, what would you recommend?

Case 2 :

[15]

Himalaya stores private limited was established in 2001 as a family concern with a small general store to begin with. It has now grown into a large private limited company and runs a multi storied departmental store which has about 300 employees. With the growth in companies business, qualified managers, salespersons and other employees were appointed in various departments. Ms. Verma agent 58, now working as manager of Sales Planning is in the organization right from the beginning. She started as a sales girl in the shop and has so far handled almost all types of work in the company. She had to leave college studies and had to take up a job, due to some family problem. She has a younger brother, who is well settled as an aeronautics engineer in Bangalore.

Ms. Verma is known to be very sincere and loyal to the organization and very strict executive. The management committee has made a special mention of her services and contribution on several occasions. The managers in other departments often consult her on various matters. They have always found her advice to be valuable. Ms. Verma's job includes sales planning and budgeting.

The departmental store has 120 sales girls' who are supervised by five floor supervisors. Many of the sales girls are graduates. But they have continuous turnover. The sales girls tend to leave jobs for family reasons, especially when they get married. So it becomes necessary, almost every year, to recruit and appoint few new salesgirls. Recently, the Sales Manager has come across certain problems and does not know how to solve them. The trainee sales girls from the sales from sales promotion approached him one day and asked whose instructions they should follow. They said that, they thought they were supposed to follow directives of the Sales Promotion manager, as he was their boss. But they were also getting instructions and directions from Ms. Verma from time to time, which were clashing with that of their own manager.

One of the floor supervisors has complained that Ms. Verma often checks on the work of the sales girls at the sales counters. She rebuked and reprimanded them for small mistake. She also criticizes their sales stock and the way they dress. The supervisor narrated one instance, Venice sales girl broke down to

tears, when Ms. Verma objected to her going out with some relatives during the lunch break. The sales manager is apprehensive that he should not get into unnecessary squabbles with Ms. Verma. He respects her for her age and seniority in the company and the weightage she carries with the top management. He would not mind few healthy suggestions from her. But he now feels Ms. Verma is encroaching rather too far in other manager's territory. He is also concerned that open confrontation may not be desirable, since that would create a bad image for him with the top management. He thinks he knows the problem but does not know 'how to bell the cat', without hurting his image and the interpersonal relations between himself and other managers especially Ms. Verma.

Questions :

Q1) Analyse the case.

Q2) What should the Sales manager do?

Q3) If you were appointed as HR by top management, how would you deal with the situation?

Case 3 :

[10]

Swagata foods limited is a homegrown company in the business of processing and marketing jams , ketchups and Pickles stop it enjoy his Brandy equity and the management is professional . Still love you buddy CEO had decided to quit and he was personally involved in the recruitment of his successor, Mr.Raj. After Mr. Raj joined the company, he wanted to review the performance appraisal system, which was started about 15 years ago. Initially, it was a trait based system where in superiors rated employees on the basis of job knowledge, integrity, communication, health / hygiene, loyalty etc. In the last two years, the erstwhile CEO Mr. Ravi, had introduced 360 degree appraisal system, which essentially involved a manager being appraised by his subordinates, peers and superiors.

In the new system the subordinates had the opportunity to give feedback freely about their manager's behavior. He carried out a pilot study through a questionnaire and was of the opinion that it is essential to heed to the views, concerns and opinions of subordinates with care and respect. He then designed a subordinate appraisal form and made it an integral part of the managerial performance appraisal system. The name of the subordinates giving the feedback was kept confidential and only the responses were shown to the managers. The introduction of this system evoked a lot of hue and cry in the organization. Managers were up in arms, as many of the top performing managers got a negative feedback from their subordinates. They wanted that feedback be given in a face to face discussion.

But Mr. Raj had his doubts about this system as it questions the very basics of organizational control mechanisms and group dynamics. Therefore, he agreed that performance appraisal system needs to be top-down and vice versa. The problem is that the existing system could not be totally scrapped out because it would send the wrong message to the subordinate level employees that their views does not matter to the management. However, continuation of the existing system would create greater conflict. Time was running out and Mr. Raj had to quickly come to some conclusion because the new appraisal cycle had to start within two weeks.

Questions :

- Q1)* What went wrong with the assessment of Mr.Raj regarding implementing 360 degree performance appraisal system?
- Q2)* Why are the managers up in arms?
- Q3)* What should Mr. Raj do now? Please advise him

Case : 4

[10]

Shailesh a machine operator, worked as a mechanist for Srinivas, the supervisor. Srinivas told Shailesh to pick up some trash that had fallen from Shailesh's work area, and Shailesh replied, "I won't do the janitor's work".

Srinivas replied, "when you drop it you pick it up". Shailesh became angry and abusive calling Srinivas a number of names in a loud voice and refusing to pick up the trash. All employees in the department heard Shailesh's comments.

Srinivas had been trying for two weeks to get his employee to pick up trash in order to have cleaner workplace and prevent accidents. He talked with all the employees in a weekly departmental meeting and to each employee individually at least once. He stated that he was following the instructions of the General Manager. Only objection came from Shailesh.

Outburst by Shailesh hurt Srinivas badly. Srinivas told Shailesh to come to the office and suspended him for one day for insubordination and abusive language to a supervisor. The discipline was within the company policy, and similar behavior had been punished in other departments in the past.

After Shailesh left Srinivas's office, Srinivas phoned the Human Resource Manager, reported what he had done, and said that he was sending a copy of the suspension order for Shailesh's file.

Questions :

- Q1)* If you were the human resource manager, what comments would you make?
- Q2)* Do you assess the need for any of employees? If yes, what inputs should be embodied in the training programme?



Total No. of Questions : 3]

SEAT No. :

P-5987

[Total No. of Pages : 3

[6143]-513

T.Y. B.B.A.

D-506 : PERMISSIONS & LEGAL ASPECTS IN SERVICES
(2019 Pattern) (CBCS) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Question (Objective Type Questions) :

[10]

- i) Which of the following sectors does not come under the service sector in India?
 - a) Real estate
 - b) Transport
 - c) Restaurant and hotels
 - d) Formation of electronic television
- ii) Service marketing becomes difficult because of _____.
 - a) Intangibility
 - b) No demand
 - c) More Complex market
 - d) Difficult to enter
- iii) Rescission of Contract means _____.
 - a) Relinquishment or abandonment of a right in a contract
 - b) Cancellation of all or some of the terms contracts
 - c) Change in certain terms of contract
 - d) All the above
- iv) Damages which were in the contemplation of both the parties at the time of contracts are called _____.
 - a) Demurrage
 - b) Liquidated damages
 - c) Special damages
 - d) Vindictive damages

P.T.O.

- v) Specific Performance may be ordered by the court when :
 - a) Damages are an adequate remedy
 - b) Damages are not an adequate remedy
 - c) Defaulting party is not ready to pay damages
 - d) The contract is of a revocable nature
- vi) Who can make a complaint under this Act?
 - a) Consumer
 - b) 3rd Person
 - c) Alien
 - d) None of the above
- vii) Which of the following are Consumer Disputes Redressal Agencies?
 - a) Panchayat Commission
 - b) Municipal Commission
 - c) State Commission
 - d) None of the above
- viii) Which one of the following statements is incorrect?
 - a) An agency relationship may be created through necessity
 - b) An agency relationship may be created through estoppel
 - c) All agents are entitled to be paid for their services
 - d) An agent creates a legal relationship between a third party and a principal
- ix) An agency relationship which is made retrospectively is known as an agency by :
 - a) Estoppel
 - b) Ratification
 - c) Necessity
 - d) Commerce
- x) The contract between the agent and principal can be appropriately said as _____.
 - a) Contract of services
 - b) Contract for services
 - c) Service Contract
 - d) Service by contract

Q2) Long answer questions (Any two) :

[20]

- a) What is service performance? Explain its types.
- b) Explain the effect of breach of service agreement.
- c) Explain the Legal Responsibilities of Travel & Tourism.
- d) State the Safety & Security Issues in the Hospitality Industry.

Q3) Write short notes on (any four) :

[20]

- a) Characteristics of Services
- b) Consumer Protection Act
- c) Service industry
- d) Precautions while delivering services
- e) Cancellation policy
- f) Travel agents



Total No. of Questions : 4]

SEAT No. :

P-5988

[Total No. of Pages : 2

[6143]-514

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- i) Article 19 ensures the rights of farmers is to
 - a) Not Produce
 - b) Not Reproduce
 - c) Modify and sell seeds
 - d) Not sell
- ii) The 3 categories of commercial farming are
 - a) commercial grain farming
 - b) mixed farming
 - c) plantation agriculture
 - d) all of the above
- iii) Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act was established in the year
 - a) 2020
 - b) 2002
 - c) 2022
 - d) 2202
- iv) In the year 1985 the following farming act was passed
 - a) Seeds Act
 - b) Agricultural Produce (Grading and Marking) Act
 - c) Fertilizer Control Order
 - d) Essential Commodities (Amendment) Act
- v) _____ is used to kill fungi on plants.
 - a) Rodenticide
 - b) Fungicide
 - c) Pesticide
 - d) Herbicide

P.T.O.

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

A		B	
i)	National Bank for Agriculture and Rural Development	a)	Last in first out
ii)	Agricultural chemicals	b)	NABARD
iii)	Environmental liability	c)	Water pollution
iv)	Farmers right	d)	Draught
v)	LIFO	e)	Benefit sharing

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

- a) Explain the salient features and applications of Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020.
- b) Explain in detail the establishment and functions of NABARD.

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

- a) Define farming. Explain in detail the rights of farmers.
- b) Explain in detail the various types of agricultural chemicals.

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

- a) Internal customer
- b) Define the term essential commodities
- c) Features of NABARD act
- d) Fertilizers and pesticides
- e) Climate changes and agriculture
- f) Cooperative leases



Total No. of Questions : 3]

SEAT No. :

P5989

[Total No. of Pages : 3

[6143]-601
Third Year B.B.A.
601 : ESSENTIALS OF E-COMMERCE
(2019 Pattern) (Semester -VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Solve the following objective type question. **[5]**

Solve the following multiple choice questions.

- a) _____ is concerned with buying & selling information, product & services over computer communication networks.
 - i) Commerce
 - ii) E-commerce
 - iii) E-business
 - iv) None of these
- b) Companies like Amazon, Flip kart & Myntra mainly belongs to the _____ E-commerce (EC) segment.
 - i) B 2 B
 - ii) P 2 P
 - iii) B 2 C
 - iv) C 2 B
- c) SEO stands for
 - i) Search Engine optimization
 - ii) Search Engine optimum
 - iii) Search Electronic optimization
 - iv) None of the above
- d) Google lens is an _____ recognition technology developed by Google.
 - i) Audio
 - ii) Video
 - iii) Text
 - iv) Image
- e) A mobile wallet is a type of _____ wallet.
 - i) Video
 - ii) Manual
 - iii) Real
 - iv) Virtual

P.T.O.

B) Match the Pair [5]

Group A

Group B

- | | |
|---------------------------|------------------------------|
| a) Cryptocurrency | i) Tool for brain scanning |
| b) Phising | ii) Use of real world images |
| c) FMRI | iii) EFT |
| d) Visual Search | iv) Ethereum |
| e) Modern digital payment | v) Whaling |

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

- a) What is E-marketing?
- b) Explain the term E-procurement.
- c) What is the full form of RTGS?
- d) What is pay-per-click (PPC)?
- e) Explain Automotive Hacking?

D) Fill in the blanks. [5×1=5]

- a) _____ is a type of distribution that uses purely electronic media.
- b) Bitcoin is the crypto currency invented in _____.
- c) _____ is a programme that performs the desired tasks but at the same time also performs unexpected or undesirable task.
- d) In _____ of e-commerce businesses sell products & services to indivisual user directly.
- e) Full form of NEFT is _____.

Q2) Solve any 3 long answers from the following.

[3×10=30]

- a) Describe in detail various e-commerce models.
- b) What is IT Act 2000? Explain its importance.
- c) Which are modern digital payment methods? Explain with examples.
- d) What is SEO? How does it work?
- e) What is an E-commerce and its role in business economy?

Q3) Solve any 4 short notes from the following.

[4×5=20]

- a) Intranet
- b) FIAT Currency.
- c) Mobile Hacking.
- d) Digital Signature.
- e) Personalised Marketing.
- f) E-distribution.



Total No. of Questions : 3]

SEAT No. :

P-5990

[Total No. of Pages : 3

[6143]-602

T.Y. B.B.A.

602 : MANAGEMENT INFORMATION SYSTEM

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Solve the following Objective type questions.

[4 × 5 = 20]

A) Multiple choice questions.

[5 × 1 = 5]

- i) Which is not a basic objective of MIS
 - a) Capturing data
 - b) Processing data
 - c) Preparing decision tree
 - d) Information storage
- ii) Which is not an element of system
 - a) Input & output
 - b) Processors
 - c) Feedback
 - d) Prototyping
- iii) Which is not a phase of Spiral model
 - a) Intelligence phase
 - b) Planning phase
 - c) Risk analysis
 - d) Evaluation phase
- iv) Which is not a component of Decision Support System (DSS)
 - a) Database
 - b) Inference Engine
 - c) User System Interface
 - d) Model Base
- v) Which of the following is part of the four main types for e-commerce?
 - a) B2B
 - b) B2C
 - c) C2B
 - d) All of the above

P.T.O.

B) Match the Pairs :

[5 × 1 = 5]

Group A		Group B	
i)	MIS	a)	Making online transactions
ii)	Principle of bounded rationality	b)	Choice phase
iii)	Herbert Simon model	c)	Collecting & interpreting facts
iv)	System analysis	d)	Inability to take completely rational decision
v)	e-commerce	e)	An organized set of processes

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

- i) _____ is commerce conducted via the internet.
(barter, e-Commerce, email)
- ii) A _____ is basically a scaled down model or a working version of a product.
(prototype, feedback, attributes)
- iii) The main objective of interviews is to obtain both quantitative and _____ data.
(digital, qualitative, personal)
- iv) An _____ system is that system which is always interacting with the environment.
(optional, online, open)
- v) The _____ phase leads to the selection of a specific alternative or course of action generated from design phase.
(intelligence, choice, alternate)

D) Answer in one sentence

[5 × 1 = 5]

- a) What is a Decision?
- b) State full form of CASE tools
- c) What is a closed system?
- d) What is Requirement gathering?
- e) What is e-business?

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

- a) Define MIS and explain how it works as an instrument for organizational change.
- b) Explain different types of decisions and describe decision making process in detail.
- c) What is a system? Explain different types of systems.
- d) Explain the Spiral model and state its advantages and disadvantages.
- e) Explain Business Process Re-engineering (BPR) in detail and illustrate with suitable example.

Q3) Write Short Notes. (any 4) **[4 × 5 = 20]**

- a) Waterfall Model
- b) Intelligence phase of Herbert Simon model
- c) Objectives of MIS
- d) Attributes of information
- e) B2C
- f) E-communication



Total No. of Questions : 3]

SEAT No. :

P5991

[Total No. of Pages : 4

[6143]-603

T.Y.B.B.A.

603 : BUSINESS PROJECT MANAGEMENT

(2019 Pattern) (Semester -VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice questions. (Attempt any 5 out of 6) [5×1=5]

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

P.T.O.

- d) What is the first step in developing a risk management plan?
- i) Analyse the risks
 - ii) Estimate the likelihood of the risks occurring
 - iii) Identify potential project risks
 - iv) Develop a risk mitigation plan
- e) Mr. Vinod is actively initiating a project, so he plans to invite all relevant internal and external stakeholders including sponsors, customers, project teams. etc. for a kick-off meeting. To ensure all of them are covered in the stakeholder register, which document is the most helpful for Vinod to look at?
- i) Project team activities
 - ii) Scope statement
 - iii) Project charter
 - iv) Work packages
- f) Which from the following is not an intangible element?
- i) Utility
 - ii) Public benefit
 - iii) Brand recognition
 - iv) Goodwill

B) Match the following.

[5×1=5]

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

C) Answer in one sentence (Attempt any 5 out of 6) [5×1=5]

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

D) Fill in the blanks (Attempt any 5 out of 6) [5×1=5]

- a) The PERT in project management means program evaluation and technique.
(resource, reconciliation, reconsideration, review)
- b) There is correlation between project complexity and project risk.
(an unknown, a positive, no , a negative, a general)
- c) A / an is a point in time that marks the beginning or end of an activity in a project network design.
(event, slack, forward time, free time,)
- d) The process of reducing total time that it takes to complete a project by employing additional resources is called _____.
(Crashing, Time reduction, Eliminating, closure)
- e) The nature of a project is _____.
(permanent, temporary, simple, changing)
- f) Activity in a network diagram is represented by _____.
(Rectangles, Arrows, Squares, Circles)

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

[3×10=30]

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

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

[4×5=20]

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



Total No. of Questions : 3]

SEAT No. :

P-5992

[Total No. of Pages : 3

[6143]-604

T.Y. B.B.A.

**604 : MANAGEMENT OF INNOVATIONS &
SUSTAINABILITY**

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- i) According to _____ “Innovation is change that creates a new dimension of performance”.
 - a) Government New Zealand
 - b) Mintzberg
 - c) Barack Obama
 - d) Peter Ducker
- ii) Technical innovator is also referred as _____.
 - a) Perfect Scientist
 - b) All rounder
 - c) Mad Scientist
 - d) Expert
- iii) The Importance of innovation was highlighted by the speech delivered by _____ former president of India in January 2005.
 - a) Dr. Babu Rajendra Prasad
 - b) Dr. APJ Abdul Kalam
 - c) B. D Jatti
 - d) Ramnath Kovind
- iv) _____ is a combination of three aspects: social, economic and environmental.
 - a) Sustainable development
 - b) Sustainable environment
 - c) Sustainable culture
 - d) Sustainable innovation

P.T.O.

v) A _____ describes a company that does not make any negative impact on the environment, economy or community.

- a) New Business b) Big Business
 c) Green Business d) None of these

B) Match the Following : [5 × 1 = 5]

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

C) Answer in one Sentence : [5 × 1 = 5]

- i) What is innovation management?
- ii) Define sustainable development
- iii) Define Innovation.
- iv) Define green organization culture.
- v) What are the three stages of technology innovation process?

D) Fill in the blanks : [5 × 1 = 5]

- i) _____ Do not come from the market; they create new market.
- ii) _____ means the process of translating an idea or innovation into good or service that creates organizational value.

- iii) Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
- iv) _____ is making incremental changes and improvements to products, services and processes.
- v) Solar cells, organic food, fair trade products and car sharing are the examples of _____.

Q2) Long Answer Question (Solve any 3 out of 5) [30]

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

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

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



Total No. of Questions : 4]

SEAT No. :

P5993

[Total No. of Pages : 2

[6143]-605

T.Y.B.B.A.

MARKETING SPL.

DSE - A605 : International Brand Management

(2019 Pattern) (Semester - VI) (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.

[5×1=5]

- a) A measure of the value & strength of brand including an assessment of brands wealth is known as _____.
 - i) Brand stretching
 - ii) Brand heritage
 - iii) Brande name
 - iv) Brand equity
- b) The offering of all brands & the brand lines by a particular company is considered as _____.
 - i) Company portfolio
 - ii) Brand line portfolio
 - iii) Brand portfolio
 - iv) Corporate portfolio
- c) _____ helps in identifying the product or brand & describe several things about the product.
 - i) Labelling
 - ii) Packaging
 - iii) Store branding
 - iv) Supplying
- d) The brand image includes two aspects of a brand one is association & second is _____.
 - i) Awareness
 - ii) Personality
 - iii) Labelling
 - iv) Packaging
- e) Brand _____ is the customer's personal opinion about & evolution of the brands.
 - i) Judgement
 - ii) Evaluate
 - iii) Imagery
 - iv) Identity

P.T.O.

B) Match the following pairs:

[5×1=5]

Column A	Column B
a) Brand awareness	i) Joint venture
b) Digital marketing	ii) Identifying product
c) Brand	iii) Qualitative research
d) Projective technique	iv) Quantitative research
e) Strategic alliance	v) Social media

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

[10]

- Define strategic alliances? Explain advantages & disadvantages of it?
- Explain use of digital platforms for marketing of brand?

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

[10]

- Explain Qualitative & Quantitative tools for measuring brand image?
- What is Branding? Explain types of branding?

Q4) Write Short Notes (Solve any 4)

[4×5=20]

- Brand extension
- Advantages of brand management
- Brand equity
- Email marketing
- Brand loyalty
- Brand portfolio



Total No. of Questions : 4]

SEAT No. :

P5994

[Total No. of Pages : 2

[6143]-606

T.Y.B.B.A.

**605 (B) : FINANCIAL MANAGEMENT
(2019 Pattern) (Semester - VI) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- a) The sources that provide funds for a period exceeding 5 years are called _____
- b) The cost of debt of capital if interest rate is 15% and tax rate is 40% is _____
- c) Financial Leverage is calculated as _____
- d) Acquiring fixed assets on excessive amounts leads to _____
- e) _____ is the process of evaluating and selecting long term investments that are consistent with the goal of shareholder's wealth maximization.

Q2) Write Short Notes. (Any 3) **[15]**

- a) Process of Capital Budgeting
- b) Consequences of Over Capitalization
- c) NI and NOI approach of Capital Structure
- d) Types of Debentures
- e) Advantages of Equity Shares.

Q3) Write Long Answer. (Any 1) **[15]**

- a) What do you mean by Owned Capital? Explain in detail difference between Equity Shares and Preference Shares.
- b) Explain the term Capital Structure. What are the factors affecting capital structure.

P.T.O.

Q4) a) Calculate the Operating, Financial and Combined Leverages. [5]

Particulars	Rs.
Sales	1,00,000
Variable Cost	50,000
Interest	10,000
Fixed Cost	30,000

b) The following information is available. [10]

Units Sold	15,000
Unit Sale Price	Rs. 5
Fixed Cost	Rs. 20,000
Variable Cost Per Unit	Rs. 3
10% Debt Capital	Rs. 50,000
Tax Rate	25%

Calculate the Operating, Financial and Combined Leverages.



Total No. of Questions : 4]

SEAT No. :

P5995

[Total No. of Pages : 2

[6143]-607

T.Y. B.B.A.

**C - 605 : GLOBAL HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1) A) Multiple Choice questions [5]**
- a) The scope of international human resource management (IHRM) includes:
 - i) Staff recruitment
 - ii) Staff development
 - iii) Compensation
 - iv) All of the above
 - b) High labour costs in an overseas operation can require a focus on efficiency and on HRM practices aimed at improving:
 - i) employee performance
 - ii) employee turnover
 - iii) selection processes
 - iv) absenteeism rates
 - c) A major difference between domestic and international HRM is the result of:
 - i) Increased complexities such as currency fluctuations, foreign HR policies and practices, and divergent labour laws
 - ii) The number of employees covered by the hr policies
 - iii) The ease with which employees adjust to new cultures
 - iv) The emergence of effective cross-border management styles
 - d) The staffing policy in which all key management positions are filled by home country nationals is termed:
 - i) polycentric
 - ii) ethnocentric
 - iii) geocentric
 - iv) multicentric
 - e) The following are valid reasons for using an ethnocentric international staffing strategy, except:
 - i) Maintaining a unified corporate culture
 - ii) Maintaining a diverse corporate culture
 - iii) Lack of qualified managers in the host country
 - iv) Maintaining tight control

P.T.O.

B) Match the Pair [5]

- | Group A | | Group B | |
|------------------------|------|--|--|
| a) Global HRM | i) | management of employees in only one or single country | |
| b) Domestic HRM | ii) | Parent Country Nationals | |
| c) Expatriate | iii) | International Human Resource Management | |
| d) Workforce diversity | iv) | a person who lives outside his/her own country | |
| e) PCN | v) | collective mixture of employees differences and similarities | |

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

- Define Global HRM. Write features of Global HRM and significance of global HRM in international Business.
- Enumerate the various criteria which should be considered with selecting employees at international level.

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

- Explain role of expatriate training in Global training & development?
- Write role of technology in global HRM.

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

- Expatriate
- The Evolving Role of the HRM Function in MNCs
- Global compensation
- Development of global HRM
- Key Components of Global Compensation Program
- Strategic HRM in Multinational Enterprises



Total No. of Questions : 4]

SEAT No. :

P5996

[Total No. of Pages : 2

[6143]-608

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) The first tourism policy was announced by Govt. of India in the year _____
- | | |
|-----------|----------|
| i) 1986 | ii) 1982 |
| iii) 1985 | iv) 1980 |
- b) Eco-tourism is also known as _____
- | | |
|----------------------|-------------------------|
| i) Volunteer tourism | ii) Responsible tourism |
| iii) Ethnic tourism | iv) Pilgrimage tourism |
- c) World tourism day is observed on _____ 2017.
- | | |
|---------------------------------|----------------------------|
| i) 27 th September | ii) 7 th August |
| iii) 25 th September | iv) 14 th July |
- d) The earliest lodging places were called _____.
- | | |
|--------------------|------------|
| i) Motels | ii) Lodges |
| iii) Public houses | iv) Inns |
- e) The flagship hotel of ITDC located in Delhi is called _____.
- | | |
|--------------------|-------------------|
| i) The Ashok | ii) The Maurya |
| iii) Grand Maratha | iv) The Kempinski |

B) Match the following. [5]

- | | |
|---------------------|--------------------------|
| a) Scarty baggage | i) Gujarat |
| b) Heritage hotels | ii) Less baggage |
| c) Dhokla | iii) Travel Fon pleasure |
| d) Internal tourism | iv) Travel with in state |
| e) Tourist | v) Rajasthan |

P.T.O.

Q2) Solve any 1 out of 2 long answer questions. **[10]**

- a) Explain the various types of accomodation in detail.
- b) Explain in detail the various factors affecting growth of tourism.

Q3) Solve any 1 out of 2 long answer questions. **[10]**

- a) Explain the various functions of tour operators in detail.
- b) What is meant by virtual reality tours. Explain their characteristics and nature in detail.

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

- a) Objectives of ITDC
- b) Global tourism
- c) Capsule hotel
- d) Safety & hygiene of guests
- e) World tourism & travel council
- f) Atithi Devo Bhava



Total No. of Questions : 3]

SEAT No. :

P5997

[Total No. of Pages : 2

[6143]-609

T.Y. B.B.A.

E - 605 : AGRICULTURAL EXPORTS

(CBCS 2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Questions: (Objective Type Questions)

[10]

A) Multiple Choice Questions:

[5]

- a) Agriculture is a _____
 - i) Greek word
 - ii) Latin word
 - iii) German word
 - iv) Spanish
- b) Primary resource for agriculture
 - i) Land, air and water
 - ii) Seed, Fertilizer and Pesticide
 - iii) Seed, air and water
 - iv) Land, Fertilizer and water
- c) Success of a farm plan depends to a great extent, on the accuracy of basic data regarding:
 - i) Estimates of production from crops animals
 - ii) Right production of crops and livestock in relation to fodder and feed requirement
 - iii) Availability of capital for investment in a particular enterprise
 - iv) All of these
- d) Trade between two countries can be useful if cost ratios of goods are:
 - i) Undetermined
 - ii) Decreasing
 - iii) Equal
 - iv) Different
- e) International trade and domestic trade differ because of :
 - i) Different government policies
 - ii) Immobility of factors
 - iii) Trade restrictions
 - iv) All of the above

P.T.O.

- B) Answer in one sentence: [5]
- a) What is export assistance?
 - b) What is foreign market?
 - c) What is International Trade?
 - d) Define agricultural production.
 - e) What is meant by market surplus?

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

- a) Explain the various problems of agricultural exports.
- b) Explain the agricultural policy related to exports.
- c) Explain the issues impacting agricultural trade.
- d) Explain the role of technology in agriculture.

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

- a) World agricultural trade
- b) Export documents and procedure
- c) State trading organization in India
- d) Analysis of export
- e) Issue impacting international agricultural trade
- f) Export finance



Total No. of Questions : 4]

SEAT No. :

P-5998

[Total No. of Pages : 8

[6143]-610

T.Y. B.B.A.

606A : CASES IN MARKETING

(2019 Pattern) (Semester-VI) (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) Write Short Notes: (In 150 words) (attempt any 1) [5]

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

Q2) Case Study 1. [15]

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

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

P.T.O.

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

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

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

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

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

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

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

Q3) Case Study 2.

[15]

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

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

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

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

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

The figure for the rural areas is even lower, at only 6.9%. In terms of value, the mat segment was the largest (51%), followed by coils (21%) and vaporizers (7%). Coils were the first mosquito repellants to be introduced in the Indian market. The first brand of coils was Tortoise, launched by Bombay Chemicals Ltd. (BCL) in the 1970s. Until 1994, Tortoise remained the market leader in its segment, with a 67% market share.

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

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

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

Instead of eating into All Out's sales, GSSL ended up expanding the market.

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

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

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

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

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

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

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

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

While Pizza Hut relied on its USP of "dining experience", Domino's USP was a 30-minute delivery frame. To penetrate the market, both the players redefined their recipes to suit the Indian tastes. Domino's went a step ahead by differentiating regions and applying the taste-factor accordingly. Domino's also made ordering simpler through a single toll-free number through out the country.

When Domino's entered the Indian market, the concept of home delivery was still in its nascent stages. It existed only in some major cities and was restricted to delivery by the friendly neighborhood fast food outlets. Eating out at 'branded' restaurants was more prevalent. To penetrate the Indian market, Domino's introduced an integrated home delivery system from a network of company outlets within 30 minutes of the order being placed.

However, Domino's was not the trendsetter so far as home delivery was concerned. Delhi based fast food chain, Nirula's was the first to start free home delivery in 1994. But where Domino's stole the market was its efficient delivery record. Goutham Advani (Advani), Chief of Marketing, Domino's Pizza India, said, "What really worked its way into the Indian mind set was the promised thirty minute delivery." Domino's also offered compensation: Rs.30/ off the price tag, if there was a delay in delivery. For the first 4 years in India, Domino's concentrated on its 'Delivery' act.

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

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

seemed to have overcome this problem through its delivery pack called 'Domino's Heatwave.

Since its entry into India, Domino's introduced nine new toppings for Pizzas to cater to the local tastes. Different flavors were introduced in different parts of India. Advani said, "The Indian palate is very definitive - people are extremely finicky and choosy, not too willing to experiment. Food tastes vary from region to region.

To capture the market, we had to localize flavors." Thus, Deluxe Chicken with Mustard Sauce' and Sardines were confined to the East, Mutton Ghongura and Chicken Chettinad to the South and Chicken Pudina to Mumbai. Butter chicken, Makhani Paneer and the Chatpata Chana Masala were confined to the North.

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

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

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

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

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

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

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

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



Total No. of Questions : 4]

SEAT No. :

P-5999

[Total No. of Pages : 3

[6143]-611

T.Y. B.B.A.

606B : CASES IN FINANCE
(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any TWO from the remaining.*
- 3) *Use of calculator is allowed.*

Q1) A firm whose cost of capital is 10% is considering two mutually exclusive Projects X and Y, the details of which are : **[20]**

Particulars	Year	Project X	Project Y
Investment	0	1,00,000	1,00,000
Yearly Cash Inflows	1	10,000	50,000
	2	20,000	40,000
	3	30,000	20,000
	4	45,000	10,000
	5	60,000	10,000

Compute the Net Present Value at 10%, Profitability Index, Payback Period and Internal Rate of Return for the two projects @ 15%.

Year	PV@10%	PV@15%
1	0.909	0.870
2	0.826	0.756
3	0.751	0.658
4	0.683	0.572
5	0.621	0.497

P.T.O.

Q2) Existing Capital Structure of HPS Co. Ltd. is as follows : **[15]**

Equity Share Capital (2,00,000 shares)	Rs.	20,00,000
5% Preference Shares	Rs.	5,00,000
6% Debentures	Rs.	15,00,000

The market price of the company's equity shares is Rs. 20. It is expected that the company will pay current dividend of Rs. 3 per share which will grow at 8% forever. The tax rate applicable may be assumed @ 50%.

The company wants to raise an additional Rs. 10,00,000 debt by issuing 8% debentures. But this would result in increasing the expected dividend to Rs. 4 and growth rate will remain the same and market price of the equity share will fall to Rs. 15 per share.

Compute Weighted Average Cost of Capital (WACC) Also calculate WACC after addition of Rs. 10,00,000 debt by issue of 8% debentures.

Q3) Manufacturing Company wants to apply for working capital finance to the bank. As a Finance Manager of the company, you have to give information about the Net Working Capital Requirement of your company from the information available as follows : **[15]**

Raw Material	Rs. 35
Direct Labour	Rs. 25
Overhead (Excluding Depreciation)	Rs. 20
Selling Price	Rs. 100

Following additional information is available :

Production	52,000 Units Per Annum
Raw Material in Stock	Average 4 weeks
Work - in - Progress and Finished Goods	Average 2 Weeks
(Assume 50% Completion Stage with full material consumption)	
Credit allowed by Suppliers	Average 3 Weeks
Credit allowed by Debtors	Average 4 weeks

Cash balance expected to be Rs. 50,000. Assume production carried out evenly during the year and 52 weeks in the year. Calculate Net Working Capital requirement, assuming 10% margin.

Q4) Following is the Capital Structure of Vanila :

[15]

- a) Equity share capital Rs. 16,00,000 (1,60,000 Equity Shares of Rs. 10 each)
- b) Retained Earnings Rs. 5,00,000
- c) 8% Debentures Rs. 7,00,000

Additional Information :

- i) Equity shares are currently getting dividend Rs. 2 and market price quoted is Rs. 17 per share. Expected growth rate is 6%
- ii) Debentures are issued at par and tax rate for the company is 60%.
- iii) Company would like to go for further expansion of the project. Additional funds required for the same is estimated to Rs. 5,00,000. Management decided to take Long Term Loan from the Bankers @ 15% per annum. Calculate Weighted Average Cost of Capital under Existing Capital Structure and also under Revised Capital Structure.



Total No. of Questions : 3]

SEAT No. :

P-6000

[Total No. of Pages : 2

[6143]-612

T.Y. B.B.A.

**C 606 : RECENT TRENDS AND HR ACCOUNTING
(2019 Pattern) (CBCS) (Semester - VI) (Paper - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks (any 4 out of 5) :

[4]

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

P.T.O.

B) Match the following : [4]

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

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

- i) HRIS obstructs the initiatives of talent management. (True / False)
- ii) Disengaged employees often display a greater commitment to the company's values and goals. (True / False)
- iii) HRIS assist the managers to define solid strategies of retention. (True / False)
- iv) Personnel research seeks answers to HR problems through the feeling of individual manager (True / False)
- v) The intention of HR Accounting is to underline the scope of the Employees in Monetary Terms. (True / False)

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

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

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

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



Total No. of Questions : 3]

SEAT No. :

P-6001

[Total No. of Pages : 2

[6143]-613

T.Y. B.B.A.

**D-606 : RECENT TRENDS IN SERVICES AND PROJECT
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

A) Multiple choice question : [5]

- i) The legal staff, computer operators and accountants are the examples of services of
 - a) Government sector
 - b) Private non-profit sector
 - c) Manufacturing sector
 - d) Business sector
- ii) Which sector has not benefited from the policy of globalization?
 - a) Agricultural Sector
 - b) Manufacturing Sector
 - c) Service Sector
 - d) All of the above
- iii) “Every business is a service business”- Who quoted this sentence?
 - a) Philip Kotler
 - b) Gary Hamel
 - c) Ravi Shankar
 - d) Ramaswamy & Namakumari
- iv) The service industry has several emerging trends that organizations need to be aware of. Which of these should organizations keep a lookout for?
 - a) New competitors entering the marketplace
 - b) Advances in the internet
 - c) Heightened customer expectations
 - d) Advances in e-commerce

P.T.O.

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

B) Answer in one sentence : [5]

- a) What do you mean by E-services?
- b) What is Rural Enterprise?
- c) What is Franchising?
- d) What are educational services?
- e) What is an NGO?

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

- a) Explain the types of services in detail.
- b) Explain the challenges of the service industry.
- c) Explain the need of retail services in detail.
- d) Explain the disadvantages of Franchising.

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

- a) Automation in services
- b) Concept of Self-service
- c) Service enterprises
- d) IT enabled Services
- e) Differences between global services and Indian services
- f) Financial Services



Total No. of Questions : 3]

SEAT No. :

P-6002

[Total No. of Pages : 2

[6143]-614

T.Y. B.B.A.

**E 606 : TOURISM DEVELOPMENT IN RURAL INDIA
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

A) Multiple choice questions. [5]

- i) Which is the critical determinant of tourism demand
 - a) Race of gender
 - b) Mobility
 - c) Income
 - d) Education
- ii) Which of the following is a cultural tourist attraction
 - a) Museums
 - b) National park
 - c) Arts
 - d) Folk Lore
- iii) Which type of Eco tourism is highly focused on the protection of nature resources and environmental bio-diversity?
 - a) Splash tourism
 - b) Environmental tourism
 - c) Social tourism
 - d) None of these
- iv) Which tourism concept is to protect the production of fruits, vegetables, flowers, etc?
 - a) Farm tourism
 - b) Agro tourism
 - c) Farm tourism
 - d) None of these
- v) The concept of Rural tourism _____.
 - a) Travel to remote areas
 - b) Travel to natural areas
 - c) Travel to urban areas
 - d) None of these

P.T.O.

B) Answer in one sentence : [5]

- i) What is a Tourism Product?
- ii) State any two challenges of rural tourism.
- iii) Give any two objectives of agro tourism.
- iv) What is Natural Tourism?
- v) State any two benefits of Ecotourism?

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

- a) Explain the significance of Rural Tourism.
- b) Discuss the types of Rural Tourism.
- c) State and explain the role of rural tourism in the economic development of India.
- d) Explain the role of technology in Rural Tourism.

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

- a) Importance of Business Plan
- b) Role of Professional agencies in tourism
- c) Village as a primary tourism product
- d) Role of government to support rural tourism
- e) Agro Tourism
- f) Showcasing rural life, art, culture and heritage through rural tourism.

