

Total No. of Questions : 3]

SEAT No. :

PE-1135

[Total No. of Pages : 3

[6526]-301

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

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

- I) Human resource management includes below scope_____
- | | |
|-----------------|---------------------|
| a) Procurement | b) Development |
| c) Compensation | d) All of the above |
- II) The final process of Job analysis is the preparation of two statements namely_____
- | |
|--|
| a) Job Observation and Job Description |
| b) Job Specification and Job Observation |
| c) Job Description and Job Specification |
| d) None of the above |
- III) Bringing together various tasks to build a job is called_____
- | | |
|-----------------------|--------------------|
| a) Job evaluation | b) Job design |
| c) Job classification | d) Job description |
- IV) Position held by an individual throughout the work life is referred to_____
- | | |
|--------------|---------|
| a) Career | b) Job |
| c) Mentoring | d) Task |

P.T.O.

V) An unquantifiable metric, is defined as a positive emotional response of experience when person doing job or when person present at work is called as _____

- a) Job Satisfaction
- b) Job Evaluation
- c) Employee Morale
- d) None of the above

B) Match the Pairs : [5]

	Group A		Group B
1.	Challenge of IHRM	A.	Human Resource Management
2.	Work force diversity	B.	Human Relation
3.	View employee as an asset	C.	Cross cultural issues
4.	Procedure of integrating people through interaction at workplace	D.	Career Planning
5.	Analysing employees need and aspiration	E.	Globalisation of Market

C) Answer in one sentence : [5]

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

D) Fill in the blanks : [5]

- i) EHRM stands for _____.
- ii) _____ is a process of actively seeking out, finding and hiring candidate for a specific position or job.
- iii) Identifying individual needs and aspiration is the first stage in the _____ process.
- iv) _____ is concerned with people at the workplace and their interaction and relations with each other.
- v) HRIS stands for _____

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

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

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

- a) Difference Between Personnel Management & HRM
- b) Job Specification
- c) Role of HR Manager
- d) E-HRM
- e) Work from Home
- f) Out- Sourcing



Total No. of Questions : 3]

SEAT No. :

PE-1136

[Total No. of Pages : 4

[6526]-302

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) A) Multiple-Choice Questions : [10]

- i) Which of the following is NOT a function of Supply Chain Management?
 - a) Procurement of raw materials
 - b) Distribution and logistics
 - c) Human resource recruitment
 - d) Inventory management
- ii) A Supply Chain Strategy involves:
 - a) Planning and managing logistics, sourcing, and distribution
 - b) Focusing only on manufacturing efficiency
 - c) Ignoring customer demands and market trends
 - d) Reducing communication between supply chain partners
- iii) Which of these is an objective of Green Supply Chain Management?
 - a) Maximizing carbon footprint
 - b) Reducing environmental impact of supply chain activities
 - c) Increasing production waste
 - d) Avoiding government regulations

P.T.O.

- iv) What is the primary goal of Manufacturing Scheduling?
 - a) Maximizing production cost
 - b) Ensuring optimal resource utilization and timely production
 - c) Reducing workforce efficiency
 - d) Ignoring production deadlines
- v) Which of the following factors is most important in Material Handling System Design?
 - a) Cost of labor only
 - b) Efficiency, safety, and cost-effectiveness of material movement
 - c) Ignoring the layout of the production floor
 - d) Increasing the number of manual handling operations
- vi) Warehousing plays a key role in:
 - a) Storing goods until they are needed for distribution
 - b) Increasing production costs
 - c) Reducing supply chain efficiency
 - d) Eliminating inventory management
- vii) What is Space Management in warehousing?
 - a) The process of optimizing the available storage space for efficiency
 - b) A strategy for exploring outer space
 - c) A technique used to increase warehouse rental costs
 - d) A process that ignores inventory control
- viii) What is the main advantage of automated warehousing systems?
 - a) Increased manual labor costs
 - b) Faster storage and retrieval operations with minimal errors
 - c) Reduced inventory accuracy
 - d) Inefficient space utilization

- ix) What is the primary goal of Logistics Management?
- a) Increasing transportation costs
 - b) Ensuring efficient movement and storage of goods
 - c) Reducing supply chain visibility
 - d) Increasing delays in delivery
- x) What is a major problem in Retail Supply Chain Management (SCM)?
- a) Demand unpredictability and stockouts
 - b) No need for logistics in retail
 - c) Complete elimination of supply chain partners
 - d) Decreasing e-commerce dependency

B) Match the Pairs :

[5]

	Group A		Group B
i.	Bull-Whip Effect	a.	Managing inventory, stock tracking, and ensuring material availability.
ii.	Supply Chain Management (SCM)	b.	Planning and coordinating the movement of goods efficiently.
iii.	Store Keeping	c.	Demand fluctuations increasing as they move up the supply chain.
iv.	Material Handling	d.	Coordination of sourcing, production, and logistics to ensure efficiency.
v.	Logistics Management	e.	Reduces damage, improves safety, and enhances workflow efficiency.

C) Answer in one sentence : [5]

- a) What is Supply Chain Network Design?
- b) What is the role of a Distribution Network in Supply Chains?
- c) What is Manufacturing Scheduling?
- d) State any two objectives of SCM?
- e) State any two functions of Store Keeping?

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

- a) Explain the functions of Supply Chain in detail.
- b) State and explain advantages & disadvantages of Strategic SCM.
- c) What is Workflow Automation? Explain the steps for effective workflow automation.
- d) What is Warehousing? Explain the advantages of Warehousing.
- e) Explain the problems of Retail Supply Chain Management in detail.

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

- a) Integrated Logistics Management
- b) Role of Human Resource in Supply Chain Management
- c) Material Handling System
- d) Green Supply Chain Management
- e) Challenges of Global Supply Chain
- f) Strategies to improve Space Utilisation



Total No. of Questions : 3]

SEAT No. :

PE-1137

[Total No. of Pages : 2

[6526]-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 condidates:

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

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

- i) The word personality has been derived from the Latin word _____ which means 'a mask'?
 - a) Persona
 - b) Person
 - c) Personal
 - d) None of the above
- ii) The term _____ is used to describe a person's overall sense of self worth or personal value.
 - a) Self Concept
 - b) Self Esteem
 - c) Self Awareness
 - d) Self Acceptance
- iii) _____ is the one of the C's of 7 C's of Effective Communication.
 - a) Confidence
 - b) Collaboration
 - c) Cooperation
 - d) Consideration
- iv) _____ means standing straight, balancing weight on both feet when delivering the message.
 - a) Posture
 - b) Facial Expressions
 - c) Eye Contact
 - d) Gestures
- v) A _____ leader will develop action plans and makes decisions in consultation with his subordinates.
 - a) Autocratic
 - b) laissez Faire
 - c) Democratic
 - d) None of the above

P.T.O.

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

	Group A		Group B
i)	Psychoanalytic Theory	a)	The ability to analyze the way you think and present evidence for your ideas
ii)	Critical and Comparative Thinking	b)	Trusting your own judgment and abilities
iii)	Self Confidence	c)	Sigmund Freud
iv)	Communication	d)	A negative emotion full of anger
v)	Aggression	e)	Communism

C) Answer True or False of following :**[4]**

- i) Personality is shaped by heredity and environment.
- ii) Written communication does not create evidence for future reference.
- iii) Business ethics is a form of applied ethics or professional ethics that can examine ethical principles and moral or ethical problems that arise in a business environment.
- iv) People with low self esteem generally feel good about themselves and their ability.

Q2) Short Answer (Any 3) :**[3 × 8 = 24]**

- a) Explain process of communication.
- b) Explain the Big Five Model.
- c) Explain Social Cognition Theory given by Albert Bandura.
- d) Define Goal. Explain characteristics of Goal.

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

- a) What is Global Competence? Why is it needed? Explain the Characteristics of globally competent individual.
- b) What is Communication Skills? What are the barriers to the effective communication? Explain 7 C's of effective communication skills.
- c) Define Personality? Explain various characteristics and determinants of personality.
- d) Define Self Esteem? Explain various steps for building positive self esteem.



Total No. of Questions : 3]

SEAT No. :

PE-1138

[Total No. of Pages : 2

[6526]-304

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Objective Questions:

A) Fill in the blank with the most appropriate alternative (Any Five) :

[5]

- i) Integrated Rural Development Programme (IRDP) was first introduced in _____
 - a) 1978-79
 - b) 1973-74
 - c) 1979-80
 - d) None of these
- ii) According to the _____, Rural development must be clearly designed to Increase production.
 - a) World Bank
 - b) NABARD
 - c) IMF
 - d) Rural Development Bank
- iii) _____ is a system of governance in which gram panchayats are the basic units of admission.
 - a) Gram Sabha
 - b) Panchayati Raj
 - c) Zila Parishad
 - d) None of these
- iv) In which year Agribusiness term was coined by John Davis and Ray Goldberg?
 - a) 1947
 - b) 1957
 - c) 1967
 - d) 1975
- v) GIS stands for?
 - a) Group information System
 - b) Geographical Information system
 - c) Geographical Information Standards
 - d) Geographical Indicator system
- vi) ICT means _____
 - a) Information and Communication Technologies
 - b) Internet and Communication Technologies
 - c) Information and Customer Technologies
 - d) Information and Communication Transformation

P.T.O.

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

Column A	Column B
i) ARYA Scheme	a) Kisan Call Centre
ii) Care	b) ICAR
iii) e- choupal launched	c) International NGO
iv) Big electronic market platform about agriculture product	d) June 2000
v) Farmers Toll Free No.1800-180-1551 related agricultural activities.	e) E-Nam

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

- i) Growth of poverty in India is vital for the attainment of International Goal.
- ii) The objective of Swarnjayanti Gram Swarajgar Yojana (SGSY) is to bring the assisted poor families..
- iii) Agro term has stemmed from the Greek word 'agros'.
- iv) The development of ICT has largely contributed to the decrease of social interaction taking place between individual to individual, individual to group.
- v) Mahathma Gandhi had viewed development of Rural areas through eradication of Wealth.

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

- a) Explain the Need of Rural development.
- b) Explain the Organizational structure of DRDA.
- c) Explain the importance of Agricultural Entrepreneur.
- d) Write a note on Challenges of Rural Development.

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

- a) Explain the scope and importance of rural development.
- b) Explain the importance and role of Micro Financing.
- c) Explain functions of DRDA.
- d) Explain the role of Internet in rural development.



Total No. of Questions : 4]

SEAT No. :

PE-1139

[Total No. of Pages : 2

[6526]-305

S.Y. B.B.A.

**305A: CONSUMER BEHAVIOUR AND SALES MANAGEMENT
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Fill the blanks with correct option :

[5]

(Job description , Decision making, Sales contest, Marketing mix, Sales planning)

- 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 is 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.

P.T.O.

B) Match the following : [5]

Set A	Set B
i) Car	a) Self-Fulfilment
ii) Advertising	b) Need for love
iii) Self Actualization	c) Protection against Exploitation
iv) Belonging	d) Product
v) Consumerism	e) Promotion

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

- a) Elaborate types of Sales Organization structure.
- b) Explain Sales manager functions and responsibilities in detail.

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

- a) Explain the search and evaluation process in detail in purchase decision.
- b) Explain the characteristics of culture and subculture in detail

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

- a) Consumerism.
- b) Customer Satisfaction, Customer Delight
- c) Consumer Decision making process.
- d) Sales forecasting methods.
- e) Buying Motives.
- f) Sources of Recruitment



Total No. of Questions : 4]

SEAT No. :

PE-1140

[Total No. of Pages : 3

[6526]-306

S.Y. B.B.A.

**B-305 : MANAGEMENT ACCOUNTING
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Fill in the blanks : **[5 × 1 = 5]**

- i) _____ statement is also termed as statement of sources and application of funds
 - a) Cash Flow
 - b) Fund Flow
 - c) Statement of Affairs
 - d) Statement of Profit & Loss
- ii) A cash flow statement records the transactions which have a direct impact on _____
 - a) Cash
 - b) Profit
 - c) Income
 - d) Gain
- iii) _____ Ratios measure the relationship between proprietors' funds and borrowed fund
 - a) Leverage
 - b) Liquidity
 - c) Activity
 - d) Probability
- iv) Under Marginal Costing stock of work-in-progress is valued at _____ cost only.
 - a) Fixed
 - b) Variable
 - c) Semi-Variable
 - d) None of the Above
- v) The budget is an aid to _____
 - a) Employee
 - b) Accountant
 - c) Management
 - d) Clerical Staff

B) Write Short Notes (Any two) : **[2 × 5 = 10]**

- i) Objectives of Management Accounting
- ii) Advantages and Limitations of Marginal Costing
- iii) Fund Flow Statement
- iv) Difference between Financial Accounting and Management Accounting

P.T.O.

Q2) What is Budget? Explain various types of Budget.

[15]

OR

The following is the summarised profit and Loss for the year ending 31st March, 2023 and the balance sheet as on that date of Raj Ltd. Rajapur

Profit and Loss Account for the year ended 31st March, 2023

Dr.

Cr.

Particulars	Rs.	Particulars	Rs.
To Opening Stock	10,000	By Sales	1,00,000
To Purchases	55,000	By Closing Stock	15,000
To Gross Profit C/D	50,000		
	1,15,000		1,15,000
To Office Expenses	15,000	By Gross Profit B/D	50,000
To Interest	3,000		
To Selling Expenses	12,000		
To Net Profit C/D	20,000		
Total	50,000	Total	50,000

Balance Sheet as on 31st March, 2023

Liabilities	Rs.	Assets	Rs.
Share Capital @ Rs. 10 each	1,00,000	Land & Building	50,000
Profit and Loss Account	20,000	Plant & Machinery	30,000
Creditors	25,000	Stock	15,000
Bills Payable	15,000	Debtors	15,000
		Bills Receivable	12,500
		Cash at Bank	17,500
		Furniture	20,000
Total	1,60,000	Total	1,60,000

Additional Information :

- a) Average Debtors - 12,500
- b) Credit Purchases - 40,000
- c) Credit Sales - 80,000

Calculate : Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Gross Profit Ratio, Net Profit Ratio.

[15]

Q3) Mihir Ltd., Mahad provides you with the following additional cost data regarding its operations for 2022-23

Invoice Price—Rs. 20 per unit

Works on Cost—Fixed—Rs. 61,000/- p.a.

Production Cost—Marginal—Rs. 11 per unit

Selling Overheads—Rigid—Rs. 29,000/- p.a.

Distribution Overheads—Differential—Rs. 3 per unit

Calculate :

[10]

- a) Break Even Point in amount of Sales in Rupees.
- b) Number of units to be sold to earn a profit of Rs. 30,000/- per year.

Q4) Prepare a Cash Budget for three months ended 31st March, 2023, from the following particulars relating to Bosco Ltd., Bengaluru. **[10]**

2022-23	Credit Sales	Purchases	Wages
November, 2022	1,00,000	80,000	5,000
December, 2022	90,000	70,000	6,000
January, 2023	1,10,000	1,00,000	4,500
February, 2023	60,000	95,000	5,500
March, 2023	80,000	1,30,000	7,000

40% of the credit sales will be realised in the month following the sales and the remaining 60% in the second month following. The creditors will be paid in the month following the purchases. Interest of Rs. 5000/- will have to be paid in the month of February, 2023. Income Tax of Rs. 15,000/- will have to be paid in the month of March, 2023. Wages are paid in the same month. The opening balance of cash as on 1st January, 2023 was Rs. 20,000/-

OR

What is Ratio Analysis: Explain various types of Ratios.

[10]



Total No. of Questions : 4]

SEAT No. :

PE-1141

[Total No. of Pages : 2

[6526]-307

S.Y. B.B.A.

**C305 : ORGANISATIONAL BEHAVIOUR
(CBCS) (2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Multiple Choice Questions:

[5]

- i) Which of the following is not the main key element of Organisational Behaviour?
 - a) People
 - b) Structure
 - c) Technology
 - d) Customer
- ii) _____ is a genetical feature of a personal factor which shows physical characteristics.
 - a) Age
 - b) Gender
 - c) Religion
 - d) Marital Status
- iii) According to the Maslow's Need Hierarchy Theory _____ needs are at the ground level.
 - a) Esteem
 - b) Social
 - c) Safety
 - d) Physiological
- iv) Groups established by the organization to achieve the organizational goals are called _____.
 - a) Formal group
 - b) Friendship group
 - c) Interest groups
 - d) Cliques

P.T.O.

v) _____ change is when the company undergoes mass hiring or layoffs.

- | | |
|-----------------------------|----------------------------|
| a) Organization-wide change | b) Transformational change |
| c) Personnel change | d) Remedial change |

B) Match the pairs : [5]

- | | |
|----------------------------|---|
| i) Physical Factor | a) Influence arising from friends |
| ii) Hereditary Factor | b) Body Language |
| iii) Cultural Factor | c) Attitude |
| iv) Psychological Factor | d) Muscle composition |
| v) Family & Social Factors | e) Determinant of human decision-making |

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

- a) Explain various challenges and opportunities of Organisational Behaviour.
- b) Define Attitude. State its various types of values.

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

- a) What is Leadership? Explain types of Traditional Leadership Styles.
- b) What is Organisation Culture? State its various levels.

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

- a) Total Quality Management
- b) Maslow's Need Hierarchy Theory
- c) Characteristics of Group
- d) Organizational Conflict
- e) Organizational Change
- f) Custodial Model



Total No. of Questions : 4]

SEAT No. :

PE-1142

[Total No. of Pages : 2

[6526]-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) Multiple-Choice Questions:

[5]

- i) What is the primary goal of service management?
 - a) To increase service revenue
 - b) To optimize resource utilization
 - c) To improve customer satisfaction
 - d) To minimize service delivery time
- ii) Services can not be stored. This describes the _____ characteristic of services
 - a) Intangibility
 - b) Variability
 - c) Inseparability
 - d) Inconsistency
- iii) Which process in service management focuses on ensuring that services meet the needs of customers and other stakeholders?
 - a) Service Design
 - b) Service Transition
 - c) Service Level Management
 - d) Service Request Management

P.T.O.

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

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

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

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

-

Total No. of Questions : 3]

SEAT No. :

PE1143

[Total No. of Pages : 2

[6526]-309

S.Y. B.B.A.

**305 E : AGRICULTURE AND INDIAN ECONOMY
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- a) ____ is known for agricultural credit.
 - i) NABARD
 - ii) SEBI
 - iii) NSE
 - iv) BSE
- b) Which among the following does not belong to welfare schemes for the farmers?
 - i) Kisan Credit Card Scheme
 - ii) SHG Bank Linkage Programme
 - iii) National Agricultural Insurance Scheme
 - iv) Employee Referral Scheme
- c) Which of the following is the largest fertiliser producer in India?
 - i) Coromande International Ltd.
 - ii) Indian Farmers Fertiliser Corporation Limited
 - iii) Gujarat State Fertilizers & Chemicals Ltd.
 - iv) Rashtriya Chemicals & Fertilizers Ltd.
- d) What is approximately share of India in the global agri-trade?
 - i) 2.5%
 - ii) 8%
 - iii) 10%
 - iv) 15%
- e) Micro credit programme mean.
 - i) Credit provision made by small farmers
 - ii) Credit provisions made by self-help group to its members
 - iii) Credit provision made by large farmers
 - iv) None

P.T.O.

- B) True or False : [5]
- a) Rural Development concerned with increased agricultural production for urban and international markets.
 - b) IADP stands for Intensive Agricultural Districts Programs in terms of Agricultural Economy.
 - c) The green revolution in India was first introduced in Punjab in the late 1966-67.
 - d) The land on which the crops are grown is known as Arable land.
 - e) The art and science of soil cultivation to rear crop is called Agriculture.

- C) Match the following. [5]

Group - A	Group - B
a) Agriculture	i) Total many value of goods and services
b) Economic Development	ii) Primary sector
c) Economic Growth	iii) Secondary sector
d) Industry	iv) Deliberate and planned
e) National Income	v) Natural growth

- Q2) Short answer Questions (any 3 out of 4) [15]

- a) Role of Commercial banks for Agriculture credit
- b) Trends in Agricultural production
- c) Green Revolution
- d) Functions of NABARD

- Q3) Long Answers (Attempt Any 2 out of 3) [20]

- a) Why is agriculture sector deemed to be the backbone of Indian economy?
- b) What is shifting agriculture? Why shifting agriculture is being discouraged?
- c) Differentiate between the commercial agriculture and the subsistence agriculture.

x x x

Total No. of Questions : 4]

SEAT No. :

PE-1144

[Total No. of Pages : 3

[6526]-310
S.Y. B.B.A.
MARKETING MANAGEMENT
A 306: Retail Management
(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

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

- i) _____ is a Place Where a Retail Organization Decides to Start its Business Operations.
 - a) Store Layout
 - b) Store Location
 - c) Store Image
 - d) Store Design
- ii) When any Retailer Provides its Products and Services by Using More Than One Modes of Retailing, it is Termed as _____.
 - a) Store Retailing
 - b) Non-Store Retailing
 - c) Multi Channel Retailing
 - d) Ownership Retailing
- iii) All are the Forms of Non-Store Retailing Except _____.
 - a) Electronic Retailing
 - b) Vending Machines
 - c) Mail Order Retailing
 - d) Membership Club
- iv) _____ Consists of all those Activities Involved in Selling Directly to Ultimate Consumers.
 - a) Wholesaling
 - b) Marketing
 - c) Retailing
 - d) Merchandising

P.T.O.

- B) Fill In the Blanks :** **[5]**

- Q2) a)** Describe in Detail the Different types of Retailers. **[10]**

b) What are the Various Phases involved in Retail Life Cycle? [10]

Q3) a) Explain the Various Technological tools Used in Retail Industry. Also Highlight the Role of It in Retailing. **[10]**

OR

b) Elaborate on Various types of Store layout. Write the Steps in Designing Layout.

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

- a) Retail Marketing
- b) Store Design
- c) Retail Store Location
- d) Brand Management
- e) Pop-Up Shops
- f) Role of A Store Manager



Total No. of Questions : 3]

SEAT No. :

PE-1145

[Total No. of Pages : 3

[6526]-311

S.Y. B.B.A.

B 306: BANKING & FINANCE

(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 (any 4) :

[4]

- i) Highest rate of interest is paid to the _____ account holders.
 - a) Current deposit
 - b) Saving deposit
 - c) Fixed deposit
 - d) Loan
- ii) The best win-win option between Saving deposit account and Fixed deposit account is _____
 - a) Auto-sweep deposit account
 - b) Term deposit account
 - c) Current deposit account
 - d) Business deposit account
- iii) Secondary function of the bank includes _____
 - a) Accepting fixed deposits
 - b) Granting home loans
 - c) Providing car loans
 - d) Paying bills on behalf of the account holders

P.T.O.

- iv) _____ organization works for the betterment of the agriculture and rural development.
- a) NABARD
 - b) RBI
 - c) SEBI
 - d) IRDA
- v) ATM machines operate _____
- a) Only on Sundays and Government holidays
 - b) Only during the working hours of the bank
 - c) Only on the bank premises
 - d) 24 * 7 on all days of the week.

B) Match the pairs : [4]

RTGS	Substitute to hard cash
RBI	Source of profit
Debit card	Online Money transfer
Lending Loans	Apex Bank

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

- a) IRDA stands for Institute of Regulatory Development Authority.
- b) Primary function of bank includes providing locker services to the customers
- c) Current account is opened only by the salaried people.
- d) Imperial Bank of India was nationalized to become State Bank of India.
- e) Through online Banking, one can transact financially at all times of the day.

Q2) Long Answer Questions (any 2 out of 4) :

[20]

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

Q3) Short notes (any 3 out of 5) (Six marks each) :

[18]

- a) Agency and Utility functions
- b) RTGS and NEFT
- c) Role of RBI
- d) Role of ATM
- e) Evolution of Banking in India



Total No. of Questions : 4]

SEAT No. :

PE-1146

[Total No. of Pages : 2

[6526]-312

S. Y. B.B.A.

**306C : 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 full marks.*

Q1) A) Multiple Choice Questions :

[5]

- i) Employee rights include
 - a) Unsafe working environment
 - b) Lack of social security
 - c) Timely wages
 - d) None of the above
- ii) Salary is payable
 - a) Daily
 - b) Weekly
 - c) Monthly
 - d) Biweekly
- iii) Dependent means _____
 - a) Wife of the employee
 - b) Dependent parents
 - c) Children
 - d) All of the above
- iv) HR department designs _____ manage the HR activities systematically.
 - a) Vision
 - b) Mission
 - c) HR Policies
 - d) Organizational objectives
- v) HR policies should be _____.
 - a) Unfair
 - b) Transparent
 - c) Uniform
 - d) Both b and c

P.T.O.

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

A	B
Aggrieved woman	Right of employee
Salary	Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal)
Safety gear	Payable to employee
Wage differential	Reduction in industrial accidents
Safe drinking water	Occupation based wage difference

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

- Explain in detail the scope of HR policies
- Explain in detail the factors affecting wage / salary determination.

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

- Explain in detail the Vishakha guidelines under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal).
- Explain the salient features scope and application of Workmen's Compensation act 1923.

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

- Wages definition under Payment of gratuity act
- Reasons for wage differentials
- Essentials of good HR Policies
- Exceptions to the definition of continuous service
- Objectives of workmen's compensation act 1923
- Vishaka committee



Total No. of Questions : 4]

SEAT No. :

PE-1147

[Total No. of Pages : 3

[6526]-313

S.Y. B.B.A.

**D306: 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 indicate full marks.*

Q1) Compulsory Question: (Objective Type Questions)

A) Multiple-Choice Questions :

[5]

- i) Customer complaints should be viewed as:
 - a) Waste of time
 - b) Negative publicity
 - c) Opportunities for improvement
 - d) Legal risks only
- ii) Which of the following is a key step in service recovery?
 - a) Ignoring customer feedback
 - b) Blaming the customer
 - c) Apologizing and solving the issue
 - d) Delaying resolution
- iii) TQM in the service sector focuses on:
 - a) Profit maximization only
 - b) Reducing number of employees
 - c) Continuous improvement and customer satisfaction
 - d) Outsourcing of operations

P.T.O.

- iv) What does perceived quality in services refer to?
 - a) Cost of service delivery
 - b) Customer's impression of the service experience
 - c) Number of service employees
 - d) Quantity of service delivered
- v) Waiting line strategies help in:
 - a) Increasing prices
 - b) Decreasing service availability
 - c) Managing customer wait times efficiently
 - d) Removing customer feedback channels

B) Match the pairs :

[5]

	Group A		Group B
1)	Types of outsourcing	A)	Specialized services like legal, finance, analytics
2)	BPO (Business Process Outsourcing)	B)	Handling routine business operations like customer service
3)	KPO (Knowledge Process Outsourcing)	C)	Cost reduction, focus on core activities, expertise
4)	Factors driving outsourcing	D)	Major global hub due to skilled workforce & cost advantage
5)	Role of India in outsourcing	E)	Onshore, offshore, nearshore outsourcing

Q2) Long answer questions (Any one) :

[10]

- a) Describe the 4C's of the customer service mix and analyze how each component contributes to enhancing customer satisfaction.
- b) Explain the need for outsourcing in detail.

Q3) Long answer questions (Any one) :

[10]

- a) What is Total Quality Management (TQM)? Discuss the implementation of TQM in the service sector and its effects on service delivery and customer satisfaction.
- b) Discuss the role of third-party service providers in the outsourcing industry. What are the advantages and limitations of using third-party providers?

Q4) Write short notes on (any four) :

[20]

- a) Travel & Tourism industry
- b) Future prospects of the BPO industry
- c) Customer loyalty
- d) Determinants of demand in services
- e) Elements of customer service.
- f) Strategies of managing demand



Total No. of Questions : 4]

SEAT No. :

PE-1148

[Total No. of Pages : 2

[6526]-314

S.Y. B.B.A.

**E - 306 : RURAL DEVELOPMENT PRINCIPLES AND
PRATICES**

(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) Basic needs approach proposed the _____ needs.
 - i) Success
 - ii) Unsatisfactory
 - iii) Satisfaction
 - iv) None of these
- b) Emerging Challenges of rural development includes:
 - i) Diversification of production activities
 - ii) Organic farming
 - iii) Both (i) and (ii)
 - iv) None of these
- c) Non-institutional source of rural credit includes.
 - i) Money lenders
 - ii) Commercial banks
 - iii) Regional Rural banks
 - iv) None of these
- d) In _____ areas agriculture and allied activities are predominant.
 - i) Urban
 - ii) Education
 - iii) Rural
 - iv) None of these
- e) Economic activities can lead to _____ of rural population there by aiding consumption.
 - i) Decreasing Income
 - ii) Incrasing Loss
 - iii) Incrasing Income
 - iv) Decreasing Consumption

P.T.O.

B) True and False : [5]

- a) Improve wages, education, health facilities etc. are the objectives of Rural Development.
- b) The objectives of Swarnajayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families
- c) Rural Development concerned with increased agricultural production for urban and international markets.
- d) Meaningful development would take place in the absence of peace and stability.
- e) The government has included initiatives in providing village schools with internet - enabled computers for reducing linguistic and distance barriers.

Q2) Match the following : [5]

Group - A

- a) MSP
- b) NABARD

- c) Self - help Groups
- d) Land Development Banks
- e) Increase in credit from SHGs. RRBs.

Group - B

- i) Micro - credit programmes
- ii) Minimum price to farmers for their crops
- iii) Apex Bank for rural financing
- iv) 2003
- v) 1920

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

- a) Explain the “Gandhian Model of Rural Development.
- b) Differentiate Between Rural market structure & Urban market structure.
- c) Describe the impact of Globalization on Rural Development.

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

- a) Role of Non-agricultural in Rural Development
- b) Goals of Rural Development Policy
- c) Explain the features of Rural Economy.
- d) Rural and Urban Linkages



Total No. of Questions : 3]

SEAT No. :

PE1149

[Total No. of Pages : 2

[6526]-401

S.Y.B.B.A.

**401: ENTREPRENEURSHIP AND 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) _____ entrepreneurs are afraid of taking risks or bringing innovation in entrepreneurship ventures.
 - i) Innovative
 - ii) Imitating
 - iii) Fabian
 - iv) Drone
- b) Group of productive enterprises or organisations that produce or supply goods and services is known as _____.
 - i) Business
 - ii) Trade
 - iii) Commerce
 - iv) Industry
- c) The industries which are involved in manufacturing and processing of items which are produced by primary industry are known as _____ industries.
 - i) Primary
 - ii) Secondary
 - iii) Tertiary
 - iv) Quaternary
- d) The ability to logically assess and select best idea from a variety is _____.
 - i) Divergent thinking
 - ii) Convergent thinking
 - iii) Lateral thinking
 - iv) Positive thinking
- e) _____ is the Co-founder of Mobikwik.
 - i) Narayan Murthy
 - ii) Upasana Taku
 - iii) Azim Premji
 - iv) Sabina Chopra

P.T.O.

B) Match the following. [5]

A

B

- | | |
|----------------------|-----------------------------|
| a) Six Thinking Hats | i) Secondary Data |
| b) Sabina Chopra | ii) Mydaala.com |
| c) Entrepreneur | iii) Power motivated |
| d) Desk research | iv) Divergent thinking tool |
| e) Anisha Singh | v) Yatra.com |

C) Answer in one sentence. [5]

- a) Who is the founder of HCL?
- b) Who is an angel investor?
- c) What is a sick unit?
- d) Define Intrapreneur.
- e) What is cyclical unemployment?

D) Fill in the blanks. [5]

- a) The head office of KVIB is situated at _____
- b) A state of worklessness for a man who is fit and willing to work is _____
- c) _____ is known as Czar of Indian IT Industry.
- d) The 'T' in PEST analysis refers to _____
- e) _____ involves buying and selling of goods.

Q2) Long answers. (Attempt any 3) [3×10=30]

- a) Explain the term 'Entrepreneur' & also explain the different types of entrepreneurs.
- b) Explain environmental scanning and its techniques.
- c) Explain the objectives and challenges of MSME.
- d) Elaborate the methods of Market survey. Also mention the limitations of Market Survey.
- e) Discuss the entrepreneurial Biography of Shiv Nadar.

Q3) Write short notes on. (Attempt any 4) [4×5=20]

- a) Forms of Unemployment
- b) Objectives of SIDBI
- c) Qualities of Entrepreneur
- d) Divergent thinking
- e) Differentiate between entrepreneur and manager
- f) Symptoms of Industrial Sickness



Total No. of Questions : 7]

SEAT No. :

PE-1150

[Total No. of Pages : 3

[6526]-402

S.Y. B.B.A.

**402 : PRODUCTIONS AND OPERATIONS
MANAGEMENT
(CBCS) (2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q.1 and Q.7 are compulsory.
- 2) Attempt any three from Q.2 to Q.6
- 3) Figures to the right indicate full marks.

Q1) A) Multiple Choice Questions : [5]

- i) Which one of the following is not an intermittent production system?
 - a) Job Shop Production
 - b) Batch Production
 - c) Project
 - d) Continuous Production
- ii) Which is the correct order of product life cycle?
 - a) Introduction, Growth, Decline, Maturity
 - b) Maturity, Decline, Growth, introduction
 - c) Decline, Maturity, Growth, introduction
 - d) Introduction, Growth, Maturity, Decline
- iii) The operational Techniques and activities required for satisfying quality requirement is _____.
 - a) Quality control
 - b) Quality Monitoring
 - c) Quality Assurance
 - d) Quality improvement
- iv) In regards to maintenance, breakdown maintenance is _____ while preventing maintenance is _____.
 - a) Proactive, cheaper
 - b) Cheaper, Reactive
 - c) Reactive, proactive
 - d) Cheaper, more productive
- v) _____ System entails handling of entire task either by a single employee or group of employees.
 - a) Batch production
 - b) Project
 - c) Synthetic process
 - d) Job shop production

P.T.O.

B) Fill in the blanks : [5]

- i) _____ is referred to a collection of six to eight workers of an organisation who voluntarily participate to form a group under the supervision of a skilled foremen or section head.
- ii) _____ Maintenance involves determining the best time to perform preventive maintenance on equipment.
- iii) _____ layout breaks production down into relatively simple task.
- iv) _____ is defined as the translation of intellectual wisdom, requirements of entrepreneurs or needs of the resources etc. in to a specific product.
- v) _____ Refers to examination of product and verifying it for quality control purpose and others such attributes.

C) Match the Pairs : [5]

i)	Process Layout	a)	Intermittent production
ii)	Fixed Position Layout	b)	Grouping of Machines & services on the basis of their functions
iii)	Product layout	c)	Mass production
iv)	Continuous Production system	d)	Arrangement of equipment and workers in order of production sequence
v)	Batch production	e)	Product is stable or fixed at one position

D) Answer in one sentence : [5]

- i) Define Scheduling.
- ii) What is Batch Production?
- iii) Define Diversification.
- iv) What is Quality Control?
- v) Define Automation.

- Q2)** Define production and operation management. State and explain functions of production and operation management. **[10]**
- Q3)** Explain the various types of Plant Layout? **[10]**
- Q4)** What do you mean by Product Development? Explain the stages of Product Development. **[10]**
- Q5)** What is Quality Circle? What are the benefits and limitations of Quality Circles? **[10]**
- Q6)** State the objectives of Maintenance Management. Explain the types of Maintenance. **[10]**
- Q7)** Write short notes on (Any 4 out of 6): **[20]**
- i) Quality circle
 - ii) Advantages and Disadvantages of Intermittent Production
 - iii) Importance of production control
 - iv) Measurement techniques of productivity
 - v) Types of business
 - vi) Techniques of product Development



Total No. of Questions : 3]

SEAT No. :

PE-1151

[Total No. of Pages : 3

[6526]-403

S.Y. B.B.A.

**403 : DECISION MAKING AND RISK 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 : [10]

- i) What is the first step in the rational decision-making process?
 - A) Evaluate alternatives
 - B) Define the problem
 - C) Select the best alternative
 - D) Implement the decision
- ii) The OODA Loop model of decision-making stands for:
 - A) Observe, Orient, Decide, Act
 - B) Organize, Optimize, Decide, Act
 - C) Outline, Operate, Determine, Assess
 - D) Observe, Organize, Design, Act
- iii) The Ladder of Inference explains how people:
 - A) Avoid decisions by procrastinating
 - B) Jump to conclusions based on their beliefs and selected data
 - C) Follow strict logic in decision making
 - D) Always rely on statistics to make decisions
- iv) What is the main disadvantage of groupthink in decision-making?
 - A) It encourages diversity of thought
 - B) It leads to faster decisions
 - C) It suppresses dissenting opinions
 - D) It promotes innovation

P.T.O.

- v) Which of the following is a common decision-making trap?
 - A) Open-mindedness
 - B) Overconfidence bias
 - C) Critical thinking
 - D) Risk assessment
- vi) A key advantage of using intuition in decision-making is:
 - A) It guarantees accuracy
 - B) It is based on deep data analysis
 - C) It allows for quick decisions in uncertain situations
 - D) It avoids emotional influence
- vii) Resistance to change in decision-making processes is often a result of:
 - A) Clear communication
 - B) High emotional intelligence
 - C) Fear of uncertainty and loss of control
 - D) Strong leadership
- viii) What role does technology play in modern decision-making?
 - A) It replaces human judgment completely
 - B) It only works for routine tasks
 - C) It assists in data analysis and provides real-time insights
 - D) It removes the need for risk analysis
- ix) Leadership can best be defined as:
 - A) The ability to follow orders effectively
 - B) The process of influencing others to achieve goals
 - C) The act of delegating all tasks
 - D) The skill of managing conflicts only
- x) Misuse of power in leadership often leads to:
 - A) Strong team bonding
 - B) Increased employee motivation
 - C) Toxic work environment and loss of trust
 - D) Innovation and creativity

b) Match the pairs: [5]

Group A	Group B
i) Intrinsic Motivation	A) Distributing potential losses among stakeholders
ii) Charisma	B) Motivation that comes from internal satisfaction
iii) Values-based Leadership	C) Inspires others through charm and emotional appeal
iv) Vision Statement	D) A future-oriented goal or ideal that inspires direction
v) Risk Sharing	E) Leadership guided by ethics and core principles

c) Answer in One Sentence: [5]

- i) What are organizational values?
- ii) What is the purpose of a vision statement?
- iii) What is leadership?
- iv) What is followership?
- v) What is the key difference between EQ and IQ in the context of decision-making?

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

- a) What is Decision Making? Explain the importance of risk management in decision making.
- b) Elucidate the various steps in a decision making process.
- c) Explain in detail the role of technology in decision making.
- d) Explain Maslow's Need Hierarchy Theory in detail.
- e) What is Value based leadership? Explain its advantages.

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

- a) Factors to be considered for team composition.
- b) Misuse of Power.
- c) Effects of Toxic leadership on organisation.
- d) Qualitative Risk Analysis Model.
- e) Ladder of Inference.
- f) Types of Decisions.



Total No. of Questions : 3]

SEAT No. :

PE-1004

[Total No. of Pages : 2

[6526]-404

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the condidates:

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

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

- i) India's foreign exchange rate system is_____.
 - a) Fixed target of band
 - b) Free float
 - c) Fixed system
 - d) Managed float
- ii) IBRD also known as _____.
 - a) EXIM Bank
 - b) World Bank
 - c) International Monetary fund
 - d) International Bank
- iii) Ultimately _____ was replaced by the _____ on 1st Jan 1995.
 - a) GATS, WTO
 - b) WTO, GATT
 - c) GATT, WTO
 - d) IMF, GATT
- iv) _____ determines foreign exchange rates in India?
 - a) RBI
 - b) FEDAI
 - c) market forces of demand and supply
 - d) finance ministry of India
- v) Government removed the barrier for investment in India in the year_____.
 - a) 1193
 - b) 1992
 - c) 1991
 - d) 1990
- vi) The Theory of Relative Factor Endowments is given by _____.
 - a) David Ricardo
 - b) Adam Smith
 - c) F W Taussig
 - d) Heckscher-Ohlin

P.T.O.

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

Group A	Group B
i) Theory of comparative cost advantage	a) Tangible goods
ii) Uruguay Round	b) 1944
iii) Bretton Woods Conference	c) David Ricardo
iv) Exim Bank	d) 1982
v) FDI	e) 1986

C) Answer in one Sentence :**[5]**

- i) What is 'CARTEL'?
- ii) What is International Corporation?
- iii) What is Purchasing Power Parity?
- iv) What is Letter of Credit?
- v) What is Unilateral Trade Agreement?

D) Fill in the blanks :**[5]**

- i) The OECD stands for _____
- ii) The Theory of Absolute Cost Advantage is given by _____
- iii) _____ maintains the foreign exchange reserves in India?
- iv) The SAARC stands for _____
- v) The Full Form of IEC is _____.

Q2) Write long Answer (Attempt any 3 out of 5) :**[30]**

- a) Explain in detail theory of comparative cost Advantage.
- b) Explain the Importance of FDI
- c) Explain the functions of IMF.
- d) Explain the advantages of Global Sourcing.
- e) Explain the role of MNCs in International Business

Q3) Write Short answer (Attempt any 4 out of 5) :**[20]**

- a) Explain Porters Diamond model in details
- b) Concept of Spot Rate and Forward Rate
- c) Challenges of globalization
- d) Demographic Environment
- e) NAFTA



Total No. of Questions : 4]

SEAT No. :

PE1152

[Total No. of Pages : 2

[6526]-405

S.Y. B.B.A.

405 A : ADVERTISING AND PROMOTION 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]

- a) _____ means measuring the advertising effect as the degree to which it is successful in achieving its objectives.
 - i) Advertising Agency
 - ii) Advertising effectiveness
 - iii) Advertising Budget
 - iv) Advertising Department
- b) _____ is best fit for new launches, new products and new makers.
 - i) Blog advertising
 - ii) Social Media Advertising
 - iii) Affiliate Marketing
 - iv) Social Engine Marketing
- c) Carry the company's name & Logo.
 - i) Coupons
 - ii) Gifts
 - iii) Catalogues
 - iv) Free samples
- d) _____ Can be defined as the 'Frame' of the advertisement.
 - i) Caption
 - ii) Border
 - iii) Decoration
 - iv) Mascot
- e) _____ is one integral part of the total marketing and advertising plan.
 - i) Media Research
 - ii) Media Mix
 - iii) Media Profile
 - iv) Media Planning

P.T.O.

B) Match the pairs: [5]

Group A

a) Attention value

b) Competitive advertising

c) Principle of web advertising

d) Internet advertising

e) Steady pulse

Group B

i) Stimulates “selective’ demand

ii) Provides more interactivity with customers

iii) Type of scheduling

iv) Characteristics of good copy

v) Keep ads for outside companies on the periphery of page

Q2) a) Explain the types and purpose of Internet Advertising. [10]

OR

b) State the objectives of measuring Advertising effectiveness.

Q3) a) Define Advertising Copy. State the various types of Advertising copy. [10]

OR

b) Describe the various sales promotion techniques.

Q4) Short notes (any 4) [20]

a) AIDA formula.

b) Bait & Switch Advertising Issues

c) Advertising Media.

d) Advertising Agency.

e) Cross Promotion.

f) Social Media Advertising.

x x x

Total No. of Questions : 4]

SEAT No. :

PE1153

[Total No. of Pages : 3

[6526]-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) *Use of calculator is allowed.*
- 3) *Figures to the right indicate full marks.*

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

- a) GST is a _____.
 - i) Professional tax
 - ii) Direct tax
 - iii) Indirect tax
 - iv) Service tax
- b) Education allowance is upto _____.
 - i) Rs.100
 - ii) Rs. 150
 - iii) Rs. 200
 - iv) Rs. 300
- c) Overtime allowance is _____.
 - i) Fully Taxable
 - ii) Partly Taxable
 - iii) Fully Exempted
 - iv) None of these
- d) The term previous year means _____.
 - i) Current year
 - ii) Calendar Year
 - iii) Accounting year
 - iv) Financial year before the Assessment year
- e) Income from interest on securities under the head _____.
 - i) Salary
 - ii) Other sources
 - iii) Profession
 - iv) House Property
- f) Salary comes under section _____.
 - i) Section 191
 - ii) Section 192
 - iii) Section 193
 - iv) Section 194
- g) HRA stand for :
 - i) House Rent Allowance
 - ii) Home Rent Allowance
 - iii) House renewal Allowance
 - iv) House Rent Account

P.T.O.

- B) Write Short Notes (Any 2) [10]
- a) Assessee
 - b) Previous Year
 - c) Types of Capital Gains
 - d) Salary

Q2) Explain the Taxation Structure in India. [10]

OR

Explain Income Exempted u/s 10.

Q3) Mr. Anil has the following income during the previous year 2023-24: [15]

Basic salary : Rs. 6,000 p.m.
Dearness allowance Rs. 1,000 p.m.
Entertainment allowance Rs. 500 p.m.
Children education allowance (for 3 children) Rs. 1,000 p.m.
Contribution to RPF by his employer Rs.10,000 p.a.
Own contribution to RPF Rs. 10,000 p.a.
His employer also provides Rent-free Furnished accommodation at Kolkata for which his employer paid Rs. 12,000 p.m. (Rs. 2,000 for furniture and Rs. 10,000 for accommodation). However, he is charged Rs.1,000 p.m. for accommodation and Rs. 1,000 p.m. for Furniture.
Compute his taxable income for the assessment year 2024-25.

OR

Mr. Mahesh is a manager of a Mahindra Ltd. Retires on 31st December 2023. After 30 years of service the particular of his salary income are as follows:

- a) Basic salary Rs. 16,000 per month from January 2022.
- b) House Rent Allowance Rs.6,000 per month from January 2023.
- c) Medical Expenses reimbursed by the employer Rs. 21,000 for period from 1st April 2023 to 31st December, 2023 which includes Rs.5,000 paid to government hospital.
- d) Contribution to recognized Provident Fund by employer 12%.
- e) He lives in a rented house at Mumbai and pays Rs. 8,000.
- f) He receives Rs.3,00,000 as gratuity.(Company is not covered by the payment of Gratuity Act, 1972).
- g) He receives leave Encashment of Rs. 3,20,000 for 16 month leave.

Compute Net Income from Salary for the A.Y. 2024-25

Q4) Compute the Income from House property in respect of the following properties. **[10]**

Particulars	House I (Rs.)	House II (Rs.)	House III (Rs.)
Municipal Value	38000	30000	48200
Fair Rent	39000	31000	54400
StandardRent	37000	30400	50200
Annual Rent	35600	35600	52400
Unrealised Rent	10400	16000	10400
Period of vacancy	1 month	3 month	5 month
Interest on loan	9000	8050	10020
Date of Loan	5-10-2020	5-10-2020	5-10-2020

Municipal Taxes paid 15% of Gross Annual Value.

OR

Rajesh is the owner of a house. The house has been let out for monthly rent of Rs.2000 per month. The Annual value of the property Rs.20000. The expenses that have been incurred in connection with the house are:

Municipal Taxes Rs.2000; Annual charges on property Rs.2000. The house remained vacant for a month during the previous year.

Calculate the Income from House Property For A.Y. 2024-25.

x x x

Total No. of Questions : 4]

SEAT No. :

PE1154

[Total No. of Pages : 2

[6526]-407

S.Y. B.B.A.

405 C : HUMAN RESOURCE MANAGEMENT FUNCTIONS & PRACTICES

(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]

- a) Most flexible type of training in which employees are trained while Performing tasks & responsibilities associated with the job is_____.
 - i) Informal Training
 - ii) Formal Training
 - iii) On the Job Training
 - iv) Off the Job training
- b) Which of the following is not an objective of compensation planning?
 - i) To ensure equity
 - ii) To retain Talent
 - iii) To train employees
 - iv) To attract talent
- c) What is objective of WPM?
 - i) Participation Cost
 - ii) Self Control
 - iii) Adequate time for participation
 - iv) Increase worker's Accountability
- d) OD Process is cyclical & ends when _____.
 - i) Plan is Implemented
 - ii) Data is collected
 - iii) Problem is identified
 - iv) Desired development result is obtained
- e) _____ transfer means to substitute a new employee in place of old employee who has been working in the organisation since a long period
 - i) Versatility
 - ii) Replacement
 - iii) Shift
 - iv) Remedial

P.T.O.

B) Match the Pairs: [5]

Group A

Group B

- | | |
|--|---------------------------|
| a) Increase in responsibilities & rank but there is no salary increment or other financial benefits. | i) Vertical Promotion |
| b) Change in rank, responsibilities, salary & classification of job. | ii) Red Circle Pay Rates |
| c) Employees are awarded more than maximum pay range | iii) Works Committee |
| d) Employees are given below minimum pay rates | iv) Dry Promotion |
| e) First organised scheme for workers participation after Independence | v) Green Circle Pay Rates |

Q2) Attempt any One from following: [10]

- a) Explain the concept of HRM. Discuss the functions of HRM.
- b) Define the term Compensation Discuss the determinants influencing employee compensation.

Q3) Attempt any One from following: [10]

- a) Discuss HRM Practices in Indian Organisations.
- b) What is Organisation Development? Enlighten on OD intervention.

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

- a) Sources of Power
- b) Forms of WPM
- c) Human Resource Accounting
- d) Promotion
- e) Process of Training
- f) Types of Transfer

x x x

Total No. of Questions : 4]

SEAT No. :

PE1155

[Total No. of Pages : 2

[6526]-408

S.Y. B.B.A.

405 D : BANKING AND INSURANCE MANAGEMENT
(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]

- a) Electronic CRM concerns all forms of managing relationships with customers through the use of _____.
 - i) manual methods
 - ii) machines
 - iii) traditional methods
 - iv) information technology
- b) _____ payment systems eliminate the need for cash or cheque payments
 - i) Debit
 - ii) Credit
 - iii) Currency
 - iv) Online
- c) A digital signature is a mathematical technique used to validate the authenticity and integrity of a _____ document.
 - i) digital
 - ii) crypto
 - iii) secondary
 - iv) source
- d) The primary purpose of _____ is to provide protection against future risk, accidents and uncertainty.
 - i) banks
 - ii) insurance
 - iii) development systems
 - iv) information
- e) _____ is the practice of attracting and acquiring new customers.
 - i) Selling
 - ii) Distribution
 - iii) Bank marketing
 - iv) Insurance

P.T.O.

B) Match the pairs [5]

Group A	Group B
a) Retail banking	i) Internet Banking
b) KYC	ii) Providing credit for the development of agriculture
c) ATM	iii) Know your Customer
d) E-banking	iv) Consumer banking
e) NABARD	v) Automated teller machine

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

- a) What is CRM? Explain the need of Customer Relationship Management in Indian Banking sector.
- b) Explain Electronic Payment System and its types in detail.

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

- a) What are Mutual Funds? Explain the types of mutual funds.
- b) What are the different types of complaints included in Ombudsman Scheme?

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

- a) Types of Insurance
- b) Online KYC
- c) Importance of Call Centers
- d) Unit based plans
- e) Digital Signature

x x x

Total No. of Questions : 4]

SEAT No. :

[Total No. of Pages : 3

PE1156

[6526]-409

S.Y. B.B.A.

E 405: RURAL MARKETING

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

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions:

[5]

- a) Which Factor does NOT directly affect rural Marketing
 - i) Socio-cultural
 - ii) Economic
 - iii) Environmental
 - iv) Urban infrastructure
- b) The 4 A's of rural marketing include accessibility, affordability, availability, and which other 'A'?
 - i) Acceptability
 - ii) Accountability
 - iii) Applicability
 - iv) Awareness
- c) What is major challenge faced in rural marketing?
 - i) Overly sophisticated consumers
 - ii) High literacy rates
 - iii) Poor infrastructure
 - iv) Excessive electronic payment options

P.T.O.

- d) Which of the following is NOT typically a problem faced by rural consumers?
 - i) Adulteration
 - ii) Short weight and measure
 - iii) Excessive digital payment options.
 - iv) Unfair warranties and guarantees.
- e) Which government scheme is aimed at promoting financial inclusion and hence can impact rural marketing?
 - i) NREGA
 - ii) Jan Dhan yojana
 - iii) Ayushman scheme
 - iv) Skill development programs

B) Match the pairs: [5]

- | | |
|---|--|
| a) Factor affecting rural marketing | i) NREGA |
| b) Indian rural market | ii) Socio-cultural |
| c) Government scheme to rural India | iii) Rural vs Urban Market |
| d) Distribution models in rural markets | iv) Connectivity, Electricity, Communication, health |
| e) Rural Infrastructure | v) FMCG'S |

Q2) Attempt any one out of two [10]

- a) Explain factors those affecting rural marketing.
- b) Explain all problems of rural consumer.

Q3) Attempt any one out of two [10]

- a) Explain characteristics of buying behaviour
- b) Explain roll of social media in rural marketing.

Q4) write short notes (Any four out of six)

[20]

- a) Public Distribution System.(PDS)
- b) Ayushman scheme.
- c) Roll of APEDA
- d) Self help groups
- e) Microfinance
- f) Digital Village



Total No. of Questions : 4]

SEAT No. :

PE-1157

[Total No. of Pages : 3

[6526]-410

S.Y. B.B.A.

406 A : DIGITAL MARKETING
(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]

- a) What is Digital Marketing?
 - i) Marketing products through television advertisements
 - ii) Marketing products and services using digital channels
 - iii) Marketing only through social media platforms
 - iv) Marketing through word-of-mouth
- b) Which of the following is NOT a step in the Digital Marketing Process?
 - i) Increasing visibility
 - ii) Targeting audience
 - iii) Ignoring traffic analytics
 - iv) Converting traffic into leads
- c) What is the main difference between Inbound and Outbound Marketing?
 - i) Inbound marketing attracts customers through content, while outbond marketing pushes ads to customers.
 - ii) Outbond marketing is free, while inbound marketing is expensive.
 - iii) Inbound marketing only uses social media, while outbound marketing uses emails.
 - iv) Outbond marketing is more effective than inbound marketing.

P.T.O.

- d) What is a “Conversion” in Digital Marketing?
- The process of changing website design
 - The process of turning website visitors into leads or customers
 - The total number of likes on a social media post
 - The amount of money spent on digital ads
- e) What does WWW stand for?
- World Wide Web
 - Web Wide World
 - Web Wireless Way
 - Wide Web World

B) Match the pairs :

[5]

Group - A	Group - B
a) Skippable Ads	i) Bringing visitors who are genuinely interested in products / services
b) Outbond Marketing	ii) YouTube ads that users can skip after a few seconds
c) Content Marketing	iii) Improving website ranking in search engines through keywords and backlinks
d) SEO Optimization	iv) Reaching customers using direct advertisements like cold calls and emails
e) Targeted Traffic	v) Creating and sharing valuable content to engage and attract an audience

Q2) Long answer questions (Any one):

[10]

- What is Digital Marketing? Explain the tools of Digital Marketing.
- Explain in detail the steps involved in creating a Digital Marketing Plan.

Q3) Long answer questions (Any one):

[10]

- What is Email marketing? How is it beneficial for digital marketing?
- What is Social Media Marketing? Explain the advantages & disadvantages of social media marketing.

Q4) Write short notes on (any four):

[20]

- a) Inbound Marketing
- b) Visibility
- c) Search Engine Optimisation
- d) Fundamentals of Facebook Marketing
- e) Blogging
- f) Google Adwords



Total No. of Questions : 4]

SEAT No. :

PE-1158

[Total No. of Pages : 2

[6526]-411

S.Y. B.B.A.

**B-406 : 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) _____ frames rules & regulations for securities markets.
 - a) IRDA
 - b) TRAI
 - c) SEBI
 - d) MCX
- ii) _____ is a place for short term lending and borrowing typically, within a year.
 - a) Capital market
 - b) Stock market
 - c) Money market
 - d) Primary market
- iii) _____ is the issue of new securities to existing shareholders at a ratio to those already held.
 - a) Equity shares
 - b) Right shares
 - c) Bonus shares
 - d) Preference shares
- iv) _____ is India's largest stock exchange.
 - a) National Stock Exchange
 - b) Bombay Stock Exchange
 - c) Pune Stock Exchange
 - d) Allahabad Stock Exchange
- v) A marketable document of title to a time deposit for a specified period may be referred to as _____.
 - a) Certificate Deposit
 - b) Treasury bills
 - c) Commercial Paper
 - d) None of the these

P.T.O.

- B) Match the pair: [5]
- | | |
|----------------------------------|--|
| i) Money Market | a) Non-banking financial activity |
| ii) Cumulative Preference shares | b) Concerned with money credit & finance |
| iii) Financial system | c) Primary & Secondary |
| iv) Financial securities | d) Accumulation of Dividend |
| v) Merchant Banking | e) High liquidity |

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

- a) What do you mean by financial intermediaries? Explain the role of financial intermediaries in Indian financial system?
- b) Differentiate between Money Market & Capital Market.

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

- a) What is money market? Explain money market instruments in detail.
- b) Explain the concept of Mutual funds? Explain the major advantages of Mutual Funds.

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

- a) Bombay Stock Exchange.
- b) Multi Commodity Exchange of India (MCX)
- c) Indian financial system since 1991.
- d) Venture capital.
- e) Features of financial system.
- f) Factoring.



Total No. of Questions : 4]

SEAT No. :

PE1159

[Total No. of Pages : 2

[6526]-412

S.Y. B.B.A.

**406 C : EMPLOYEE RECRUITMENT & RECORD
MANAGEMENT**

(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]

- a) What is the purpose of developing a skills inventory in manpower planning?
 - i) To identify training needs of employees
 - ii) To assess the demand for skills in the job market
 - iii) To track the performance of employees
 - iv) To determine compensation packages
- b) Which of the following is not a potential outcome of inadequate manpower planning?
 - i) Overstaffing
 - ii) Understaffing
 - iii) High employee turnover
 - iv) Increased productivity
- c) Which of the following is not a common source of recruitment?
 - i) Internal job postings
 - ii) Employee referrals
 - iii) Campus recruitment
 - iv) Performance evaluations
- d) Which type of interview allows for a more in-depth exploration of a candidate's qualifications and experiences?
 - i) Structured interview
 - ii) Behavioral interview
 - iii) Panel interview
 - iv) Unstructured interview
- e) What is the purpose of maintaining employee records?
 - i) To comply with legal and regulatory requirements
 - ii) To track employee attendance and leaves
 - iii) To support decision-making processes
 - iv) All of the above

P.T.O.

- B) Match the pairs [5]
- | | |
|-------------------------------------|--|
| a) Personal Information | i) job-specific training, professional development, and certifications |
| b) Employment History | ii) employee's job performance and feedback from supervisors |
| c) Payroll Records | iii) name, address, date of birth, and emergency contacts |
| d) Performance Evaluations | iv) employee's previous employers, job titles, and employment dates |
| e) Training and Development Records | v) employee's salary, benefits, taxes, and deductions |

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

- a) What are Human Resource Records? Explain precautions to be taken while keeping records.
- b) Explain the concept of talent acquisition & difference between recruitment & talent acquisition.

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

- a) Explain advantages & disadvantages of Internal source of recruitment.
- b) Explain all factors influencing estimation of manpower.

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

- a) Barriers to Manpower Planning.
- b) New Methods of Recruitment.
- c) Difference between Recruitment and Selection.
- d) Principles of Record Keeping.
- e) Levels of Manpower planning.
- f) Types of employee records.

x x x

Total No. of Questions : 4]

SEAT No. :

PE1160

[Total No. of Pages : 2

[6526]-413

S.Y. B.B.A.

**406 D : 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]

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

P.T.O.

B) Match the Pair. [5]

Group - A

Group - B

- | | |
|---------------------|--|
| a) Charity | i) Offering services in a social agency without accepting any pay for it |
| b) Volunteerism | ii) Act of extending love and kindness to others unconditionally |
| c) Welfare | iii) Non profit Origination |
| d) NGO | iv) The art of adjusting personal relationship |
| e) Social Case Work | v) 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 concepts of NGO. Write down the characteristics & functions of NGO's?

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

- a) Explain the concept of CSR management. Write down its purpose & need of CSR.
- b) What are different Schemes offered by Government for NGOs in India?

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

- a) Distinguish between Trust and NGO.
- b) Importance and scope of communication skill.
- c) Purpose of CSR management.
- d) Qualities of EQ.
- e) Grant Proposal structure.
- f) Purpose of Social Welfare Board.

x x x

Total No. of Questions : 4]

SEAT No. :

PE1161

[Total No. of Pages : 2

[6526]-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 :

[5]

- a) The PM fasal Bima yojana was launched as on_____.
- b) _____ is the apex banking institution for providing finance for agriculture and rural development.
- c) Ninjacart is _____startup in India.
- d) Public Sector banks are known as _____sources of agriculture finance.
- e) Capital budgeting decisions are _____.

B) Match the Pair.

[5]

- | | |
|-----------------------------|--|
| a) PACS | i) Farmers Fertilizer Cooperative society |
| b) IFFCO | ii) Primary credit |
| c) Crop insurance | iii) Provide timely adequate credit to farmers |
| d) Kisan Credit Card scheme | iv) Shivraman Committee |
| e) NABARD | v) PM Fasal Bima Yojana |

P.T.O.

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

- a) Describe in detail various types of finance for agriculture.
- b) What is agriculture technology? Explain the need and importance of agriculture technology.

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

- a) Explain in detail the role of NABARD in agricultural finance
- b) Comment on Agri-fintech startups and their importance.

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

- a) Agriculture technology - Explain.
- b) Time value of money - Explain.
- c) Define cost of capital. Explain in detail weighted average cost of capital with example.
- d) Write a note on modern source of finance.
- e) Explain need of agricultural finance.
- f) Land development Banks - Explain.

x x x

Total No. of Questions : 3]

SEAT No. :

PE-3161

[Total No. of Pages : 3

[6526]-501

T.Y. B.B.A.

RESEARCH METHODOLOGY

501 : Research Methodology

(2019 Pattern) (Semester - V) (CBCS) (Paper - 1)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions: (any 5) [5]

- i) Good research design helps to _____.
 - a) to repetition of work
 - b) wastage of time and money
 - c) to cut down inaccuracy
 - d) Make the research complicated.
- ii) Action research is also called as _____.
 - a) Applied research
 - b) Descriptive research
 - c) Historical research
 - d) Outdated research
- iii) In _____ method, the researcher selects the sample from the population based on his or her comfort, easiness or feasibility.
 - a) Stratified sampling
 - b) Quota sampling
 - c) Convenience sampling
 - d) Census sampling
- iv) _____ data is first hand data and is collected as per the need of the researcher.
 - a) Secondary
 - b) Primary
 - c) Tertiary
 - d) Published
- v) There is no relationship between the age of the person and his maturity in thinking - is an example of _____ hypothesis.
 - a) Null
 - b) Alternate
 - c) Additional
 - d) Applicable
- vi) In _____ questions, the respondents are free to express their views and thoughts.
 - a) Closed ended
 - b) Open ended
 - c) Locked
 - d) Yes or No

P.T.O.

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

- i) What is the first step in research design?
- ii) What is a research paper?
- iii) What is Observation method in data collection?
- iv) What is measurement in research?
- v) What is Tabulation in data processing

C) Match the Pairs : [5]

- | | |
|---------------------------------|----------------------------------|
| i) Review of Literature | a) Stages in Data processing |
| ii) Secondary source of data | b) Cluster sampling |
| iii) Editing and Coding | c) Referencing style in research |
| iv) Random probability sampling | d) Identify gaps in research |
| v) APA, MLA | e) Reports of RBI |

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

- i) In _____ research, the findings of research are in the numerical manner and there is no scope for bias or partiality in its observation.
- ii) _____ research explains what has happened and what is happening.
- iii) In case of _____ sampling, each and every elements in the universe has equal opportunity of selection.
- iv) _____ is the act of copying another person's idea or works as one's own idea or work.
- v) Defining and formulating _____ involves framing research questions and a set of objectives of research.
- vi) _____ is a process of converting raw information into a concrete data for efficient sound decision making.

(Data analysis, Plagiarism, Descriptive, Quantitative, Probability, Research problem)

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

- a) Define Research? Explain the importance of Research in business?
- b) What is Sampling? Explain the main types of Sampling?
- c) What is Primary data? Explain the methods of primary data collection?
- d) Define Research Report? Explain the layout of a research report?
- e) Explain the process of research in detail?

Q3) Short notes (any 4 out of 6) (Five marks each)

[20]

- a) Different types of Research
- b) Features of Good Research design
- c) Ethics in Report Writing
- d) Scales of Measurement
- e) Null and Alternate Hypothesis
- f) Sources of Secondary data



Total No. of Questions : 3]

SEAT No. :

PE-1162

[Total No. of Pages : 2

[6526]-502

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- i) DBMS is collection of _____, that enables users to create and maintain a database.
 - a) Keys
 - b) Translators
 - c) Program
 - d) Language Activity
- ii) The 'all-or-none' property is commonly referred to as _____.
 - a) Isolation
 - b) Durability
 - c) Automicity
 - d) All of the mentioned
- iii) The time horizon in data warehouse is usually _____.
 - a) 1-2 years
 - b) 3-4 Years
 - c) 5-6 years
 - d) 5-10 years
- iv) Data Analysis is a process of _____.
 - a) inspecting data
 - b) cleaning data
 - c) transforming data
 - d) All of the above
- v) The process of describing the data that is huge and complex to store and process is known as _____.
 - a) Analytics
 - b) Data Mining
 - c) Big data
 - d) Data warehouse

P.T.O.

B) Match the pairs: [5]

Group A

- i) Instance
- ii) Database schema
- iii) Physical schema
- iv) Logical schema
- v) Sub-schema

Group B

- a) highest level
- b) Intermediate level
- c) Lowest level
- d) Visual and logical architecture of database
- e) Collection of information stored in the database

C) Answer in one sentence : [5]

- i) What is DBMS?
- ii) What is DDL?
- iii) What is the transaction?
- iv) What is data warehouse?
- v) What is data cleaning?

D) Fill in the blanks : [5]

- i) The full form of DDL is _____
- ii) A _____ is a computer based system or program to record and maintain information or data.
- iii) A state is said to be _____ if it is committed or aborted.
- iv) _____ tells you what happened in the past.
- v) _____ predicts what is most likely to happen in the future.

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

- a) Explain the 3-tier architecture of a DBMS.
- b) Describe ACID properties in detail.
- c) Explain states of transaction.
- d) Explain data warehouse components.
- e) What is data analytics? Give advantages of it.

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

- a) Cloud computing
- b) Database users
- c) Responsibilities of DBA.
- d) Data transformation
- e) Data Mart.
- f) KDD process.



Total No. of Questions : 3]

SEAT No. :

PE-3162

[Total No. of Pages : 2

[6526]-503

B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the condidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate 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 electronic technologies is known as
 - a) HRM ethics
 - b) Marketing ethics
 - c) Information technology (IT) ethics
 - d) All of the above
- 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.

P.T.O.

B) Match the pairs: [5]

- | A | B |
|----------------------------|---|
| i) CSR | a) Negotiations power to employees |
| ii) Acid Rain | b) Using profit for societal activities |
| iii) Collective bargaining | c) Sustainable development |
| iv) Marketing ethics | d) Misleading advertisement |
| v) Ecofriendly packaging | e) Water pollution |

C) Answer in one sentence : [5]

- i) Define workplace safety.
- ii) Give 2 objectives of business ethics.
- iii) What is the meaning of the term fraud?
- 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) [3 × 10 = 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) [4 × 5 = 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. :

PE1163

[Total No. of Pages : 3

[6526]-504

T.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5×1=5]

- a) The Triple Bottom Line approach of CSR focuses on:
 - i) Profit, Price, People
 - ii) People, Profit, and Planet
 - iii) Profit and Legal Compliance
 - iv) People and Public Relations
- b) Which board of directors committee is responsible for the guidelines on how the board of directors should operate?
 - i) Operating
 - ii) Corporate compliance
 - iii) Corporate governance
 - iv) Guiding
- c) An independent director bridges the gap between the:
 - i) Management and shareholders
 - ii) Management and stakeholders
 - iii) Management and Government
 - iv) Management and creditors
- d) What does DIN stand for?
 - i) Department Identification Number
 - ii) Director Information Number
 - iii) Director Identification Number
 - iv) Digital Identification Number

P.T.O.

- e) Which one is the approach of corporate social responsibility?
- i) Corporate philanthropy
 - ii) Stake holders priorities and sustainable development
 - iii) Ethical business
 - iv) All of the above

B) Match the pair. [5]

- | A | B |
|--|----------------------|
| a) Trusteeship Model | i) Milton Friedman |
| b) Statist Model | ii) Edward Freeman |
| c) Liberal Model | iii) M.K. Gandhi |
| d) Stakeholder Model | iv) Archie Carroll |
| e) Four responsibilities of organization | v) Jawahar Lal Nehru |

C) Answer in one Sentence: [5×1=5]

- a) Corporate Social Responsibility
- b) Philanthropy
- c) Stakeholders
- d) Public sector
- e) Sustainability

D) Fill in the blanks: [5×1=5]

- a) CSR means companies should be _____.
(socially responsible, only profit-focused, legal, growing)
- b) CSR became mandatory in India under the Companies Act, _____.
(1956, 2005, 2013, 2020)
- c) There are _____ Sustainable Development Goals set by The United Nations. (16, 17, 18, 20)
- d) Primary stakeholders are those who are _____ affected by a company's actions.
(directly, rarely, indirectly, never)
- e) Section _____ of the Companies Act, 2013 introduces mandatory CSR contributions for large companies.
(125, 135, 145, 130)

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

- a) Explain the relationship between CSR and Corporate Governance.
- b) Explain the Trusteeship Model of CSR.
- c) Explain Section 135 of Companies Act.
- d) Explain various types of SDGs.
- e) Explain the Carrolls CSR model.
- f) Explain CSR as Strategic Tool for Sustainability.

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

- a) Concept of Charity
- b) Ethical Model of CSR
- c) CSR & Corporate Governance
- d) Importance of CSR activities
- e) Appointment of Independent Director

* * *

Total No. of Questions : 3]

SEAT No. :

PE-1164

[Total No. of Pages : 3

[6526]-505

T.Y. B.B.A.

505A : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the condidates:

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

Q1) Compulsory Question : (Objective Type Questions)

[10]

- i) What is included in the marketing microenvironment?
 - A) Demographic environment
 - B) Economic environment
 - C) Company
 - D) Cultural environment
- ii) Marketing intermediaries are:
 - A) Entities that compete directly with the company
 - B) Individuals or organizations that assist in the distribution of products to consumers
 - C) The target audience for the company's marketing efforts
 - D) Suppliers of raw materials
- iii) Which tool is commonly used to analyze industry attractiveness and competitiveness by assessing factors such as threat of new entrants and bargaining power of buyers?
 - A) SWOT analysis
 - B) BCG matrix
 - C) Porter's Five Forces analysis
 - D) PESTLE analysis
- iv) The BCG matrix is used to:
 - A) Analyze industry attractiveness
 - B) Evaluate growth drivers
 - C) Assess a company's product portfolio
 - D) Determine customer segmentation

P.T.O.

- v) What is the primary role of data analytics in business analysis concerning marketing strategies?
 - A) To analyze customer feedback
 - B) To identify growth drivers
 - C) To predict future market trends
 - D) To optimize marketing campaigns
- vi) How does the economic environment affect consumer-buying behavior?
 - A) It has no impact on consumer behavior
 - B) It influences consumers' purchasing power and spending patterns
 - C) It shapes consumers' cultural values
 - D) It affects consumers' social interactions
- vii) In the marketing research process, what is the main purpose of data collection?
 - A) To define the research problem
 - B) To analyze data
 - C) To prepare reports
 - D) To gather relevant information for analysis
- viii) Which marketing environment factor directly impacts consumer-buying behavior by shaping societal values, norms, and lifestyles?
 - A) Demographic environment B) Political environment
 - C) Social environment D) Economic environment
- ix) Which stage comes first in the marketing research process?
 - A) Data collection
 - B) Problem identification and definition
 - C) Data analysis
 - D) Report preparation and presentation
- x) Why is marketing research necessary for businesses?
 - A) To increase production costs
 - B) To understand consumer needs and preferences
 - C) To reduce product variety
 - D) To limit market expansion

Q2) Long answer questions (Any two)

[2 × 10 = 20]

- a) What is a Marketing Environment? Explain the components of the Macro environment in marketing?
- b) Explain the process of Business Analysis in detail.
- c) Discuss the need of Marketing research in detail.
- d) State and explain the importance of digital marketing strategies.

Q3) Write short notes on (any four) :

[4 × 5 = 20]

- a) Market segmentation.
- b) BCG Matrix.
- c) Importance of Digital Marketing.
- d) Challenges of Business Data Analytics.
- e) Porter's 5 force analysis.
- f) Pricing Strategies.



Total No. of Questions : 4]

SEAT No. :

PE-3163

[Total No. of Pages : 3

[6526]-506

T.Y. B.B.A.

B505 : ANALYSIS OF FINANCIAL STATEMENT

Financial Specialization

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the condidates:

- 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) When financial statements from multiple years are examined and analysed together, this method is known as _____.
- b) _____ Statement is also known as 100 Percent statement.
- c) Quick Assets = Current Assets less _____.
- d) A Standard for Current Ratio is _____.
- e) _____ = Current Assets - Current Liabilities.

Q2) Write short Notes : (Any Three)

[15]

- a) Trend Analysis
- b) Types of Working Capital
- c) Sources of Funds
- d) Comparative Financial Statement.
- e) Advantages of Ratio Analysis

OR

What is Financial Statement Analysis? State the advantages and limitations of financial statement analysis.

P.T.O.

Q3) The following are the summarised Balance sheet of ABC Ltd. Pune.[15]

For the year ended 31st March 2025

Liabilities	31-3-2025	Assets	31-3-2025
	(₹)		(₹)
Share capital	2,00,000	Land & Building	8,00,000
8% Pref. Share Capital	6,00,000	Plant & Machinery	6,00,000
Reserves & Surplus	4,00,000	Stock	1,00,000
12% Debentures	4,00,000	Prepaid Expenses	50,000
Sundry Creditors	33,600	Sundry Debtors	88,000
Bills Payable	20,000	Cash in Hand	33,000
Bank Overdraft	46,400	Bills Receivable	29,000
	17,00,000		17,00,000

The total Sales was ₹ 4, 00,000. All Sales are on credit basis. Gross Profit made by the company was ₹ 1,20,000. Calculate the following ratios :

- Current Ratio
- Liquid Ratio
- Debt Equity Ratio
- Debtors Turnover Ratio
- Gross Profit Ratio

Q4) From the following Balance Sheet of ABC Ltd. Prepare : [15]

- Statement of changes in the working capital
- Fund Flow Statement

Liabilities	31.3.24	31.3.25	Assets	31.3.24	31.3.25
	(₹)	(₹)		(₹)	(₹)
Equity Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8 % Redeemable Pref. Share	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
P & L A/C	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills Payable	20,000	16,000	Cash in hand	15,000	10,000
Taxation Provision	40,000	50,000	Cash at Bank	10,000	8,000
	6,77,000	8,17,000		6,77,000	8,17,000

Additional Information :

1. Depreciation has been charged on Plant and Land and Building ₹10,000 and ₹ 20,000 respectively in year 2024-25.
2. Interim Dividend of ₹ 20,000 was paid during 2024-25
3. Income Tax Paid during 2024-25 ₹ 35,000.

OR

Following are the Balance sheet of SRK Ltd. For the period of 31/03/2024 and 31/03/2025. You are asked to prepare a Cash Flow Statement As per AS -3 (Revised).

Liabilities	31.3.24 (₹)	31.3.25 (₹)	Assets	31.3.24 (₹)	31.3.25 (₹)
Equity Share Capital	3,00,000	3,50,000	Fixed Assets	5,10,000	6,20,000
15% Preference Share	2,00,000	1,00,000	Investment	30,000	80,000
15% Debentures	1,00,000	2,00,000	Current Assets	2,00,000	3,05,000
Reserve & Surplus	1,10,000	2,70,000	Cash in Hand	40,000	70,000
Current Liabilities	80,000	1,60,000	Discount on Issue of Debentures	10,000	5,000
	7,90,000	10,80,000		7,90,000	10,80,000

Additional Information :

1. A Machine with a book value of ₹ 40,000 was sold for ₹ 25,000.
2. 15% Preference shares were redeemed at a premium of 15% for ₹1, 00,000.
3. Dividend on Equity share @15% was paid during the year.
4. Depreciation charged during the year was ₹ 60,000.



Total No. of Questions : 3]

SEAT No. :

PE-3164

[Total No. of Pages : 2

[6526]-507

T.Y. B.B.A.

**505 C : CROSS CULTURAL HR & INDUSTRIAL
RELATIONS**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the condidates:

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

Q1) A) Fill in the blanks with the most appropriate alternative : [5]

- i) The dimension of culture that deals with acceptance of unequal power distribution is called _____
 - a) Individualism vs Collectivism
 - b) Power Distance
 - c) Masculinity vs Femininity
 - d) Uncertainty Avoidance
- ii) Cultural stereotypes can lead to _____
 - a) Biased decisions
 - b) Balanced decisions
 - c) Fair decisions
 - d) None of the above
- iii) Cross-cultural communication becomes effective when managers develop _____ skills.
 - a) Technical
 - b) Cultural sensitivity
 - c) Financial
 - d) None of the above
- iv) The authority responsible for conciliation under the Industrial Disputes Act, 1947 is _____
 - a) Works Committee
 - b) Conciliation Officer
 - c) Labour Court
 - d) Arbitrator
- v) Under the Factories Act, 1948, provision related to safety is covered under Section _____
 - a) Section 41
 - b) Section 7
 - c) Section 21
 - d) Section 18

P.T.O.

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

Sr. No.	SET A		SET B
1	Geert Hofstede	A	Creche facility
2	Strike	B	Social environment influences relations
3	Maternity Benefit Act, 2017	C	Cessation of work by employees
4	Sociological Approach	D	Employer prevents workers from entering factory
5	Lockout	E	Cultural Dimensions

Q2) Answer the following (any THREE) :**[30]**

- Explain the importance and scope of Industrial Relations.
- Explain the importance of Training Across Cultures in international HRM.
- Explain the Six Dimensions of National Culture given by Professor Geert Hofstede.
- Explain the Grievance Redressal Machinery under the Industrial Disputes Act, 1947.

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

- Skills of a Global Manager
- Negotiating Across Cultures
- Motivation Across Cultures
- Strike



Total No. of Questions : 4]

SEAT No. :

PE-1165

[Total No. of Pages : 2

[6526]-508

T.Y. B.B.A.

**505 D : HEALTH CARE MANAGEMENT
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the condidates:

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

Q1) A) Multiple choice Questions : [5]

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

P.T.O.

B) Match the pairs: [5]

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

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

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

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

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

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

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



Total No. of Questions : 4]

SEAT No. :

PE1166

[Total No. of Pages : 2

[6526]-509

T.Y.B.B.A.

505 - E : WAREHOUSE MANAGEMENT

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions [5]

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

P.T.O.

B) Match the following

[5]

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

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

OR

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

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

OR

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

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

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



Total No. of Questions : 3]

SEAT No. :

PE-5779

[Total No. of Pages : 2

[6526]-510
T.Y. B.B.A.
DSEA-506 : LEGAL ASPECTS IN MARKETING
MANAGEMENT
(2019 CBCS Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Multiple Choice Questions :

[10]

- i) Doorstep selling rules mainly protect _____.
 - a) Sellers
 - b) Consumers
 - c) Advertisers
 - d) Wholesalers
- ii) Order cancellation in doorstep selling depends on _____.
 - a) Terms and conditions
 - b) Social media posts
 - c) Seller's choice
 - d) Discounts
- iii) Tele sales mainly uses _____.
 - a) Phone calls
 - b) Newspaper ads
 - c) Hoardings
 - d) TV shows
- iv) Direct Mail Sales includes _____.
 - a) Printed brochures and letters
 - b) Face-to-face selling
 - c) Radio ads
 - d) TV ads
- v) TV advertising is a type of _____.
 - a) Print advertising
 - b) Broadcast advertising
 - c) Outdoor advertising
 - d) Direct marketing
- vi) Advertising that harms children is considered _____.
 - a) Ethical
 - b) Allowed
 - c) An offence
 - d) A trend

P.T.O.

- vii) Pricing-related laws help consumers avoid _____.
 - a) Low prices
 - b) Extra or unfair charges
 - c) Festivals
 - d) Online shopping
- viii) Data protection in online marketing is about keeping _____ safe.
 - a) Customer information.
 - b) Shop inventory
 - c) Delivery trucks
 - d) Warehouse staff
- ix) Cookies in online marketing help to _____.
 - a) Track user activity
 - b) Track product expiry
 - c) Print invoices
 - d) Increase product size
- x) CRM mainly helps in _____.
 - a) Keeping customers loyal
 - b) Reducing staff
 - c) Increasing taxes
 - d) Warehouse cleaning

Q2) Long Answer Questions (Any TWO) :

[2 × 10 = 20]

- Explain the meaning and importance of legal aspects in marketing. Also state its scope and features.
- What is Advertising? Explain its types (TV, Radio, Print) and laws related to broadcasting.
- What is Online Marketing? Explain data protection rules and how cookies are monitored.
- What is Doorstep Selling? Explain its importance, rules and cancellation procedure.

Q3) Write Short Notes (Any FOUR) :

[4 × 5 = 20]

- Harms & Offences in Advertising
- Surcharge Payment Rules
- Tele Sales—Meaning & Features
- Competition Act 2002
- Rules & Documents Needed for Home Delivery
- Benefits of CRM



Total No. of Questions : 4]

SEAT No. :

PE-1167

[Total No. of Pages : 2

[6526]-511

T.Y. B.B.A.

**B 506 : LEGAL ASPECTS OF FINANCE & SECURITY
LAWS**

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

- a) What does “I” in IGST stands for?
 - i) Internal
 - ii) Integrated
 - iii) International
 - iv) Intra
- b) Articles of Association can be altered by way of passing a _____.
 - i) Ordinary Resolution
 - ii) Special Resolution
 - iii) Both of them
 - iv) None of these
- c) Multiple listings mean _____.
 - i) Listing of various securities of the company
 - ii) Listing of securities on various stock exchanges
 - iii) Listing of securities of group concern
 - iv) None of the above
- d) The money market instrument is _____.
 - i) Bonus
 - ii) Debentures
 - iii) Stock Certificate
 - iv) Certificate of deposit
- e) When an issue of securities is made by an issuer to its shareholders existing as on a particular date fixed by the issuer it is called as a _____.
 - i) Bonus issue
 - ii) Right issue
 - iii) Initial Public Offer
 - iv) Private placement

P.T.O.

B) Match the Pairs :

[5]

PART - I

- a) Capital Market
- b) Pension Fund
- c) GST
- d) Delisting
- e) Memorandum of Association

PART - II

- i) Indirect Tax
- ii) Public Document
- iii) Government Securities Market
- iv) Permanent Removal of securities
- v) PFRDA

Q2) Solve any ONE of the following:

[10]

- a) What do you mean by Derivatives? Explain its types in detail.
- b) State the procedure for issue of various securities.

Q3) Solve any ONE of the following:

[10]

- a) Define Memorandum of Association? Explain the Clauses of MOA.
- b) Explain the term GST with its advantages.

Q4) Write short Notes (any 4):

[4 × 5 = 20]

- a) Basics of Insurance
- b) Delisting of Securities
- c) Bonus Issue
- d) Articles of Association
- e) Types of Goods and Service Tax
- f) Types of Listing



Total No. of Questions : 4]

SEAT No. :

PE-1168

[Total No. of Pages : 3

[6526]-512

T.Y. BBA

C 506: CASES IN HUMAN RESOURCE MANAGEMENT

PROJECT & VIVA

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Case 1 :

[15]

Pearl fabrics limited are a garment manufacturing company and employs nearly 2500 workers. The workers are organized under a flagship of a militant union. Last year in spite of competitive market conditions the company earned handsome profits. The personnel manger met and urged the managing director consider substantially higher percentage of bonus in order to better industrial relations. The managing director pointed a number of difficulties. Claims from shareholders for higher dividends, allocation for future expansion, replacing of machinery etc. he also said that labour alone are not responsible for handsome earnings and besides accepting such a steep rise in the percentage of bonus will unnecessary set a wrong precedent. The personnel manager got disturbed and expressed fear about serious unrest amongst workers over the issues.

- a) Critically analyse the case and suggest various actions the management should take?
- b) Explain the principles of industrial relations pertaining to the case.
- c) Give suitable title to the case.

P.T.O.

Q2) Case 2 :**[15]**

A machine operator spilt a large quantity of liquid on the floor around his machine. The supervisor told operator to clean up the spill. The operator refused stating that the specifications for his job did not include clean-up. Not having time to check exact wording of the specifications, the supervisor called a service worker - a general helper type of worker assigned to the department, to do cleaning. The service worker was called at 2.25 p.m. which happened to be just before the scheduled afternoon general ten minute rest period shutdown. But he refused to do clean-up because he claimed that his job specification did not include such chores.

On reviewing the three job specifications, it was found that the job specifications of the machine operator stated that the operator was responsible for keeping the machine in clean operating order, but nothing about floor cleaning. The job specification for service worker

listed responsibility for assisting operators in various ways such as getting materials and tools, when called for assistance, but nothing was said about the clean-up. Although the sweeper was not present at the time, his job specifications were also checked, it did include all forms of cleaning, but specification stated that the sweepers hours of work commenced after the shift ended.

Questions :

- a) Analyse this case and suggest suitable title.
- b) Comment on the theoretical base of job specification in this case.

Q3) Case 3 :**[10]**

Vikas Industries is an Engineering goods manufacturing company located near Somatan Phata about 50 Km from Pune, on Pune Mumbai Highway.

Mr. Palkar , an unskilled permanent worker, was asked to work in a press shop on a press machine, without any training of handling such machine. Due to lack of knowledge and training, Mr. Palkar was not at all comfortable and confident while working on the press machine. In such a unsafe condition, he met with an accident and lost his right hand index finger. Mr. Palkar asked management to give compensation as per the workmen's compensation Act, 1923. The management refused to give any compensation, as they felt that the accident took place due to negligence on the part of the workman.

Mr. Palkar, through his union took the matter for grievance redressal procedures but failed in getting any compensation from management. He then moved to the court.

Questions:

- a) Analysis the case & Comment on management action & Mr. Palkar approach
- b) Work out the compensation as per the act and advise the management for appropriate action.

Q4) Case 4 :

[10]

A multinational company specialized in food processing has been operating in India for about 3 decades. The company has recently decided to expand its production. It was decided to shift the factory to a new location about 20 km away from its present site. For want of experienced hands some of the workers were transferred to the new site. As the workers transferred to the new site were living on their own, the union demanded an increase of Rs 60 in their salary. But the company offered to give Rs 25 only to cover the transport cost.

When the plant was being shifted to the new site, negotiation went on uninterrupted between the management and the union on the issues. However both the parties could not come to settlement even after 6 months.

The management was firm on their decisions even though the union indicated some flexibility. The union refused to compromise fully on the issue. They adopted go slow tactics to pressurize the management. The production went down drastically but still the management was firm on their stand. In the meantime, the management charsheeted some of the trade union leaders and suspended them and enquiry was pending.

Questions:

- a) Analyze the case and elucidate the problems and causes.
- b) Do you justify the management decision? If yes/no-why?



Total No. of Questions : 3]

SEAT No. :

PE-1169

[Total No. of Pages : 3

[6526]-513

T.Y. B.B.A.

**506 D : PERMISSIONS & LEGAL ASPECTS IN
SERVICES**

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the condidates:

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

Q1) Compulsory Question: (Objective Type Questions)

[10]

- i) What does the concept of services primarily entail?
 - a) Physical products only
 - b) Intangible offerings to fulfill customer needs
 - c) Manufacturing processes
 - d) Distribution channels
- ii) Which aspect does a service law typically cover?
 - a) Marketing strategies
 - b) Financial management
 - c) Legal regulations governing service provision
 - d) Human resource policies
- iii) What is a precaution to consider while delivering services?
 - a) Avoiding customer feedback
 - b) Ignoring customer preferences
 - c) Ensuring quality and customer satisfaction
 - d) Overcharging customers
- iv) What do rules and regulations in advertising policies for services aim to achieve?
 - a) Misleading customers
 - b) Ensuring fair and transparent communication
 - c) Discriminating against certain customer groups
 - d) Reducing service offerings

P.T.O.

- v) Which document outlines the terms and conditions of a service agreement?
 - a) Business plan
 - b) Service proposal
 - c) Marketing plan
 - d) Service contract
- vi) Which legal act regulates the relationship between service providers and consumers, ensuring fairness and accountability?
 - a) Contract Act
 - b) Companies Act
 - c) Consumer Protection Act
 - d) Competition Act
- vii) In case of breach of a services contract, what may the affected party seek as a remedy?
 - a) Decrease in service standards
 - b) Financial compensation or specific performance
 - c) No recourse available
 - d) Increase in service costs
- viii) In the hospitality industry, what programs address safety and security concerns?
 - a) Customer loyalty programs
 - b) Marketing campaigns
 - c) Safety and security programs
 - d) Employee training programs
- ix) What is a primary concern regarding transportation and common carriers in the travel industry?
 - a) Pricing only
 - b) Safety and reliability
 - c) Marketing strategies
 - d) Customer loyalty
- x) What is a significant aspect of safety and security programs in the hospitality industry?
 - a) Guest entertainment
 - b) Employee uniforms
 - c) Security training and emergency preparedness
 - d) Building aesthetics

Q2) Long answer questions (Any two) :

[20]

- a) Explain the rules and regulations governing advertising policies for services.
- b) Discuss the precautions that service providers should take while delivering services to ensure customer satisfaction and minimize risks.
- c) What are the legal responsibilities of travel agencies, tour operators and online travel sales platforms in the travel and tourism industry?
- d) Discuss the safety and security issues prevalent in the hospitality industry and the importance of safety and security programs in ensuring guest well-being.

Q3) Write short notes on (any four) :

[20]

- a) Performance of service
- b) Service industry
- c) Agreements related to tour
- d) Overview of service laws
- e) Contract of agencies
- f) Consumer Protection Act



Total No. of Questions : 4]

SEAT No. :

PE1170

[6526]-514

[Total No. of Pages : 2

T.Y.B.B.A.

**E-506 : 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 indicate full marks.*

Q1) A) Multiple choice questions. [5]

- i) Farmers are entitled to save, use _____ their farm produce.
 - a) Sow
 - b) Resow
 - c) Exchange and share
 - d) All of these
- ii) The 3 categories of commercial farming are
 - a) commercial grain farming
 - b) mixed farming
 - c) plantation agriculture
 - d) All of the above
- iii) Essential Commodities (Amendment) Act was established in the year.
 - a) 2020
 - b) 2002
 - c) 2022
 - d) 2202
- iv) In the year 1937 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 small pests and insects on plants.
 - a) Rodenticide
 - b) Fungicide
 - c) Pesticide
 - d) Herbicide

P.T.O.

B) Match the Pairs: [5]

A	B
a) NABARD	i) Last in first out
b) Agricultural chemicals	ii) 12 July 1982
c) Environmental liability	iii) The Insecticide Act of 1968
d) Right to Participatory Research	iv) Flood
e) LIFO	v) Farmer's right

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

- a) Explain in detail the various schemes and policies regarding agricultural finance.
- b) Explain in detail the features and application of Essential Commodities (Amendment) Act, 2020.

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

- a) Explain in detail the various types of gradings for agricultural products under Agricultural Produce (Grading and Marking) Act, 1937.
- b) Explain the application, scope and objectives of Seeds Act 1966.

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

- a) Agricultural labour
- b) Essential commodities
- c) Price assurance agreements
- d) Application of seeds act
- e) Effects of climate change
- f) Farm bankruptcy



Total No. of Questions : 3]

SEAT No. :

PE-1171

[Total No. of Pages : 2

[6526]-601

T.Y.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) *Figures to the right indicate full marks.*

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

- i) All electronically mediated exchanges are known as _____
 - a) E-Business
 - b) Digital Business
 - c) E-Commerce
 - d) None of the above
- ii) What is primary goal of an e-commerce business model?
 - a) To increase customer satisfaction
 - b) To generate revenue
 - c) To reduce operational costs
 - d) To improve employee morale
- iii) _____ is a system that is developed to distribute electronic money systems independent of local currency.
 - a) Apple Pay
 - b) Ripple monetary system
 - c) RTGS
 - d) SEO
- iv) _____ marketing is also known as one to one marketing or individual marketing
 - a) Personalized Marketing
 - b) Neuro Marketing
 - c) Internet Marketing
 - d) Conversational Marketing
- v) What is name of the IT law that India is having in the Indian legislature?
 - a) India's Information Technology (IT) Act, 2000
 - b) India's Digital Information Technology (DIT) Act, 2000
 - c) India's Technology (IT) Act, 2000
 - d) The Technology Act, 2008

P.T.O.

B) Match the pair: [5]

- | | |
|----------------------------|-------------------------|
| i) Home assistance | a) 24*7 Assistance |
| ii) Modern digital payment | b) B2B fully automated |
| iii) ATM fraud | c) EFT |
| iv) Blog | d) Card skimming |
| v) Chatbots | e) Open source and free |

C) Select the appropriate option and fill in the blank : [5]

- i) _____ is the process of identifying new suppliers for a specific spend category using internet technology.
- ii) Compromising confidential information comes under _____
- iii) _____ is relatively new in the crypto currency world, having launched in 2015.
- iv) UPI stands for _____
- v) _____ defines the mechanism to extend operational support for management and protection of cyber- dependent operations.

D) Answer in one statement : [5]

- i) Answer any two applications of Internet?
- ii) What is the full form of EDI?
- iii) What is E-sourcing?
- iv) What is copyrights?
- v) What is the full form of SEO?

Q2) Answer any three out of five : [3 × 10 = 30]

- a) Describe in detail various E-commerce business models.
- b) Discuss the role of Modern digital payment systems and challenges faced in the Indian Retail Sector.
- c) What is E-marketing and also write the techniques and features of E-marketing.
- d) Discuss about the social media crimes and types of social media crimes in details.
- e) Explain the term E-commerce and its function in the business economy.

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

- a) Intranet
- b) Cyber Security
- c) RTGS
- d) Advantages of E-marketing
- e) Chatbots



Total No. of Questions : 3]

SEAT No. :

PE-1172

[Total No. of Pages : 3

[6526]-602

T.Y.B.B.A.

**602 : MANAGEMENT INFORMATION SYSTEM
(CBCS 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.*
- 3) *Draw a diagram whenever necessary.*

Q1) A) Multiple Choice Questions (Any 5) [5]

- i) The starting point of MIS planning is general _____ planning.
 - a) Objective
 - b) Managers
 - c) Firms
 - d) Business
- ii) The raw facts and figures are _____.
 - a) Information
 - b) Data
 - c) Processing
 - d) Out put
- iii) Strategic information is needed for _____.
 - a) Day to day operations
 - b) Meet government requirements
 - c) Long range planning
 - d) Short range planning
- iv) The primary tool used in structured design is a _____.
 - a) Module
 - b) Data-flow diagram
 - c) Program flowchart
 - d) Structure chart
- v) Business process reengineering is also known as _____.
 - a) Business redevelopment
 - b) Business improvement
 - c) Business design
 - d) Business process change management
- vi) An expert system is a _____ which has the ability of decision making like a human expert.
 - a) Operating system
 - b) Transaction processing system
 - c) Computer System
 - d) None of these

P.T.O.

- B) Match the pairs:** [5]
- | Column - I | Column - II |
|--|---|
| i) Reasons for organizational change | a) DSS, GDSS, OAS, IMS, ES, AI |
| ii) Decision Making Models | b) ERP, SCM, CRM, E-Procurement |
| iii) Structured system Analysis and Design Tools | c) Technological push |
| iv) E-Business Framework | d) DFD, ERD, DD |
| v) Application of MIS | e) Classical Model, Administrative Model, Herbert Simon's Model |
- C) Answer in one sentence (Any 5)** [5]
- List the objectives of MIS.
 - Write characteristics of IS?
 - What is mean by decision-making?
 - What are the elements of Data flow diagrams?
 - What is mean by E-Communication?
 - Write any four features of SCM?
- D) Fill in the Blanks (Any 5)** [5]
- _____ provides new ways to design organisations and new organisational structure. (InformationTechnology, MIS, System)
 - The alternative courses of action are developed and evaluated in _____ stage of Herbert Simon Model (Design, Targets, Goals)
 - A _____ is an outline of a process that keeps develop successful information systems. (Phased Convention, Success Factors, SystemDevelopmentLifeCycle)
 - A DSS is an application for information systems that helps in _____ (An Analysis, Decisionmaking, Processor)
 - _____ is a collective concept for a variety of management tasks and embraces different management functions. (Financial Information System, KnowledgeManagement, Management System)
 - _____ Decision-making model is associated with satisfying, bounded rationality and uncertainty. (Classical, Object Oriented Analysis, Administrative)

Q2) Write Long Answer (Any 3) :

[3 × 10 = 30]

- a) Define the use of MIS. Explain role of IT and MIS.
- b) Explain in detail the relevance of information to decision making.
- c) Explain system analysis of new requirements.
- d) What is mean by BPR? Explain the various steps of business process reengineering.
- e) Explain the type of E-Communication.
- f) Explain system development model.

Q3) Write Short Notes (Any 4) :

[4 × 5 = 20]

- a) Basic concept of IS
- b) Classical model of decision making
- c) Object-Oriented Analysis
- d) E-Business
- e) Structure system analysis and design
- f) Basic concept of MIS



Total No. of Questions : 3]

SEAT No. :

PE1173

[Total No. of Pages : 3

[6526]-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 indicate full marks.*

Q1) A) Multiple choice questions: [5]

- a) Return on Investment is the relationship between _____ and _____.
 - i) Net Profit and Cost on Investment
 - ii) Net Profit and Total Investment
 - iii) Net Profit and Net Loss
 - iv) Gross Profit and Sales
- b) _____ is a Temporary form of organization structure that is formed to manage projects for a specific period of time
 - i) Functional Organization
 - ii) Matrix Organization
 - iii) Project Organization
 - iv) Line and staff Organization
- c) _____ method does not take into consideration the entire operating life of the project.
 - i) ROI
 - ii) Payback period
 - iii) Capital cost
 - iv) ARR
- d) HR factor in Project Management will look after _____
 - i) Training
 - ii) Leverage
 - iii) Budgeting
 - iv) Processes
- e) The PERT in Project Management stands for Project Evaluation and _____ technique
 - i) Review
 - ii) Resource
 - iii) Requirement
 - iv) Reconsideration

P.T.O.

B) Match the Following. [5]

- | Group A | Group B |
|--|--|
| a) A temporary endeavour to create a unique product. | i) Project management plan |
| b) A central document that defines the basis of all project work | ii) Constructed only to establish sequence |
| c) A document that provide a road map for solving the problem | iii) Project |
| d) Dummy activity | iv) Return on investment |
| e) Non-discounting cash flow method | v) problem statement |

C) Answer is one sentence [5]

- a) What do you mean by project Management?
- b) What is Project Organization?
- c) What is the full form of PERT in project Management?
- d) What is a Gantt Chart?
- e) What is the full form of CPM?

D) Fill in the blanks. [5]

- a) The basic nature of the project is _____ one.
- b) A feasibility study is also knows as a _____ or _____ .
- c) A _____ chart visually represent a project schedule. The _____ diagram identifies possible causes for an effect or problem.
- d) _____ is a permanent repository of the process performance data from projects.
- e) The most common circumstance for project closure is simply a _____ project.

(Positive, Completed, Gantt, Feasibility analysis & feasibility report, process database, Temporary, Business Project Management, Monitoring)

Q2) Long Answer (Any 3)

[3×10=30]

- a) Explain factors affecting project and differentiate between projects and programs.
- b) Discuss the steps for implementation of a Business Project.
- c) Discuss the process of Fishbone diagram.
- d) Explain types and process of project control.
- e) What are CPM Tools? What are the advantages of CPM Tools?

Q3) Short Answer (Any 4)

[4×5=20]

- a) Write objective of project management.
- b) What is Risk Management? Explain its Process.
- c) Write short notes on matrix organisational structure with advantages.
- d) Explain the steps of project review.
- e) What is Business Project management? What are the Types of Business Project?
- f) Explain in detail How to managing Project?



Total No. of Questions : 3]

SEAT No. :

PE1174

[Total No. of Pages : 3

[6526]-604

T.Y.B.B.A.

**604 GC : MANAGEMENT OF INNOVATION AND
SUSTAINABILITY
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions.

[5]

- a) The benefits of Innovation to the Nation are:
 - i) Innovation helps a nation to become self-reliant
 - ii) It ensures a safe future for future generations
 - iii) It ensures a safe future for future generations
 - iv) All the above
- b) _____ is the ability of an organization to renew itself, adapt, change quickly and succeed in a rapidly changing, ambiguous and turbulent environment.
 - i) Agility
 - ii) Flexibility
 - iii) Addictiveness
 - iv) Technology
- c) Successful innovation occurs when a _____ is added an invention, related to a product, service or process.
 - i) Quality
 - ii) Price
 - iii) Value
 - iv) Innovation
- d) _____ cannot be stored but have to be transacted during the given time.
 - i) Product
 - ii) Services
 - iii) Market
 - iv) Utility
- e) A _____ describes a company that does not make any negative impact on the environment, economy or community.
 - i) New Business
 - ii) Big Business
 - iii) Green Business
 - iv) None of these

P.T.O.

- B) Match the Following: [5]
- | A | B |
|--|---|
| a) Advantages of green organization | i) Environmental and resources risk |
| b) Key drivers of sustainable innovation | ii) Improves brand image |
| c) Objective of sustainable development | iii) Innovation for survival |
| d) One of the reason behind the innovation | iv) Ownership |
| e) Characteristics of service | v) Economic growth, environmental protection and social inclusion |
- C) Answer in one Sentence: [5]
- What is innovation management?
 - Define sustainable development.
 - Define Innovation.
 - Define green organization culture.
 - What are the three stages of technology innovation process?
- D) Fill in the blanks: [5]
- _____ Do not come from the market; they create new market.
 - _____ means the process of translating an idea or innovation into good or service that creates organizational value.
 - Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
 - _____ is making incremental changes and improvements to products, services and processes.
 - Solar cells, organic food, fair trade products and car sharing are the examples of _____

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

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

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

- a) Benefits of Green Organization
- b) Service Innovation and Consumers.
- c) Risk associated with Innovation.
- d) Product Innovation.
- e) Role of individual in the innovation process.
- f) Characteristics of services.



Total No. of Questions : 4]

SEAT No. :

PE1175

[Total No. of Pages : 2

[6526]-605

T.Y.B.B.A.

MARKETING

A 605 : International Brand Management

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions :-

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

Q1) A) Multiple Choice Questions [5]

- a) Brand name, marketing communications, packing and price are examples of ____ that enable consumers to form associates that give meaning to the brand.
 - i) Brand anatomy
 - ii) Intrinsic attributes
 - iii) Extrinsic attributes
 - iv) Brand Value
- b) ____ Includes brand association and brand personality.
 - i) Brand relationship
 - ii) Brand dilution
 - iii) Brand Image
 - iv) Brand Symbol
- c) ____ Methods are ideal for measuring brand association.
 - i) Qualitative Research
 - ii) Awareness
 - iii) Recognition
 - iv) Quantitative Research
- d) The estimation of total brand value in financial terms is classified as ____.
 - i) Brand Audit
 - ii) Brand Tracking
 - iii) Brand Valuation
 - iv) Liabilities Evaluaton
- e) Another way of getting the brand revitalized is through ____.
 - i) Positioning
 - ii) Segmenting
 - iii) Targeting
 - iv) Repositioning

P.T.O.

B) Match the Pairs

[5]

Group A	Group B
a) Brand Image	i) Is the extent to which a consumer constantly buys the same brand within a product category
b) Brand Equity	ii) Is the use of an established brand name in new product categories
c) Brand Awareness	iii) Is the probability that consumers are familiar about the attributes and availability of the product.
d) Brand Loyalty	iv) Value and strength of the brand that decides its worth.
e) Brand Extension	v) Is the extent to which a consumer can correctly identify a particular brand

Q2) Long answer of questions. (Attempt any 1 out of 2)

[10]

- What is the purpose of brands? Enumerate the characteristic of a strong Brand.
- Explain the different Approaches of Brand Evaluation.

Q3) Long answer of questions. (Attempt any 1 out of 2)

[10]

- Discuss the process of developing brand elements.
- Explain the Tools and Techniques for Managing the Brand effectively.

Q4) Write short notes (any 4)

[20]

- Marketing Communications
- Brand Image.
- Branding Elements
- Role of brands in a Brand Portfolio
- Types of Brand Association
- Blog Marketing



Total No. of Questions : 4]

SEAT No. :

PE1176

[Total No. of Pages : 2

[6526]-606

T.Y.B.B.A.

605-B : FINANCIAL MANAGEMENT

(CBCS 2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

- 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) An.....is an agreement with a bank by which a current account holder is allowed to withdraw more than the balance to his account up to a certain limit.
- b) A.....is the share in the capital of a company.
- c) Financial Leverage = ...
- d) is the aggregate cost of capital which is calculated on the basis of the weights assigned to each source of capital based on either book values or market values.
- e) is the sum of the par value of stocks and bonds outstanding.

Q2) Write Short Notes (Any 3)

[15]

- a) Ploughing back of profit.
- b) Importance of capital structure.
- c) Net Present Value
- d) Causes of Over-Capitalization
- e) Remedies for Under-Capitalization

P.T.O.

Q3) Write Long Answer. (Any 01)**[15]**

- a) What are debentures? What type of debentures can a joint stock company issue? Explain.
- b) Define Capital Budgeting. Explain in detail following techniques of Capital Budgeting.
- i) Payback period
 - ii) Profitability Index
 - iii) ARR
 - iv) IRR

Q4) a) A firm has Sales of Rs. 10,00,000; Variable Cost Rs. 7,00,000 and Fixed Cost Rs. 2,00,000 and debt of Rs. 5,00,000 at 10% rate of interest. Calculate Operating and Financial Leverages. **[5]**

- b) Following information is taken from the records of a company **[10]**

Installed Capacity	1,000 Units
Operating Capacity	800 Units
Selling Price Per Unit	Rs.10
Variable Cost Per Unit	Rs.7

Calculate Operating Leverage under the following situations.

Fixed Cost	Rs.
Situation (A)	800
Situation (B)	1200
Situation(C)	1500



Total No. of Questions : 4]

SEAT No. :

PE1177

[Total No. of Pages : 2

[6526]-607

T.Y.B.B.A.

C 605 : GLOBAL HUMAN RESOURCE MANAGEMENT
(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) A) Multiple Choice questions (Any 5) [5]

- a) _____ are local managers who are hired by MNCs.
 - i) Host Country Nationals
 - ii) Parent Country Nationals
 - iii) Third Country Nationals
 - iv) None of the above
- b) _____ is the widely accepted technique of recruitment though it mostly provides one- way communication.
 - i) Advertising
 - ii) Communication
 - iii) Marketing
 - iv) None of the above
- c) _____ is an informal employment market that exists globally to meet the supply and demand of talent for multinational corporations.
 - i) Global Labour Market
 - ii) Local Market
 - iii) Grocery Store
 - iv) Market Place
- d) _____ approach is also known as the home country base approach of international compensation.
 - i) Going Rate Approach
 - ii) Balance Sheet Approach
 - iii) Marketing and Global Approach
 - iv) Off Jop Training Approach
- e) Expatriate allowances may include_____.
 - i) Home leave allowance
 - ii) Educational allowances
 - iii) Housing allowance
 - iv) All of the above

P.T.O.

- f) _____ is a managerial approach through which an organization collects, analyses, stores and shares its knowledge assets.
- Knowledge Management
 - Human Resource Management
 - Administrative Management
 - Compensation Management

B) Match the Pair [5]

Column A		Column B	
a)	Barriers of Global HRM	i)	Going Rate and Balance Sheet
b)	Global Recruitment Function	ii)	Labour standards, Environmental standards, Human Rights, Cultural Diversity, Corruption
c)	Global Staffing Issues	iii)	Political and legal factors, Cultural factors, Economic factors, Labour factors
d)	Approaches to Global Compensation	iv)	Adaptability to cultural change
e)	Ethics-Related challenges for the HR Functions of the MNCs	v)	Head hunters Cross-National Advertising, E-recruitment

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

- What is meaning of Global HRM? Explain in details significance of Global HRM in international business.
- Explain in details staffing policy approaches in International HRM with example.

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

- Explain in details barriers in global training and development.
- Explain in detail the evolving role of the HRM function in MNCs.

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

- Objectives of Global HRM
- Barriers of Global HRM
- Selecting staff for Global Assignments
- The role of expatriate training.
- Objectives of Global Compensation
- Challenges in an uncertain world



Total No. of Questions : 4]

SEAT No. :

PE1178

[Total No. of Pages : 2

[6526]-608

T.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions [5]

- a) Different motives of travel
 - i) Recreation
 - ii) Leisure
 - iii) Education
 - iv) All of these
- b) Prepaid and pre - arrangement trip is known as
 - i) Tour operation
 - ii) Itinerary
 - iii) Tour package
 - iv) Brochure
- c) ETA stands for
 - i) Estimated travel arrival
 - ii) Estimated time arrival
 - iii) Estimated time departure
 - iv) None of these
- d) The ending point of the journey known as _____
 - i) Stop over's
 - ii) Origin
 - iii) Destination
 - iv) None of these
- e) Formalities undertaken by a passenger at an airport before departure known as
 - i) Check out
 - ii) Check in
 - iii) Reservation
 - iv) None of these

P.T.O.

B) Match the pairs [5]

A	B
Baggage tag	Issued after check-in at the airport
Thomas Cook	Document noting the passengers name & address that is attached to luggage
Boarding card	Travel company
Spa resort	Japan
Capsule hotel	Medical Tourism

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

- Explain the modes of transportation and their characteristics.
- Explain in detail the objectives and functions of tourism.

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

- Explain in detail the emerging trends in accommodation.
- Explain in detail the meaning and features of virtual tours.

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

- Home away from Home.
- Events and tourism
- Factors affecting growth of tourism
- Major hotel chains in India
- Guest expectation
- World tourism and travel council.



Total No. of Questions : 4]

SEAT No. :

PE1179

[Total No. of Pages : 3

[6526]-609

T.Y.B.B.A.

E - 605 : AGRICULTURAL EXPORTS

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Multiple Choice Questions

[10]

- i) What is the primary purpose of agricultural exports?
 - a) To decrease domestic production
 - b) To generate foreign exchange earnings
 - c) To reduce global food security
 - d) To increase import dependence
- ii) Which of the following factors does NOT influence agricultural exports?
 - a) Government policies
 - b) Market demand
 - c) Technological advancements
 - d) Domestic production only
- iii) What role do trade agreements play in agricultural exports?
 - a) They impose restrictions on exports
 - b) They discourage international trade
 - c) They increase import tariffs
 - d) They facilitate easier market access
- iv) What is a common challenge faced by exporters in agricultural trade?
 - a) Lack of market demand
 - b) Excessive government subsidies
 - c) Currency stability
 - d) Non-tariff barriers

P.T.O.

- v) What does market diversification refer to in agricultural exports?
 - a) Focusing solely on domestic markets
 - b) Expanding into multiple international markets
 - c) Reducing the variety of exported products
 - d) Limiting exports to a single product
- vi) What does the term “value addition” imply in agricultural exports?
 - a) Decreasing the quality of exported products
 - b) Adding unnecessary costs to export
 - c) Adding value to products through processing or branding
 - d) Decreasing the price of exported products
- vii) How do export subsidies impact agricultural trade?
 - a) They discourage domestic production
 - b) They increase import tariffs
 - c) They promote competitiveness in international markets
 - d) They restrict market access
- viii) Which of the following is NOT a component of a marketing plan for agricultural exports?
 - a) Market analysis
 - b) Product positioning
 - c) Distribution channels
 - d) Domestic subsidies
- ix) What role does quality certification play in agricultural exports?
 - a) It increases import tariffs
 - b) It ensures compliance with trade regulations
 - c) It reduces market demand
 - d) It limits export quotas
- x) What is the primary objective of government support in agricultural exports?
 - a) To decrease market access
 - b) To discourage international trade
 - c) To promote competitiveness and market access
 - d) To increase import tariffs

Q2) Long answer questions (Any one) [10]

- a) Explain the role of agricultural policy in shaping domestic production, trade, and market access for farmers and exporters.
- b) Outline the key technological advancements in agriculture and their impact on productivity, sustainability, and global competitiveness.

Q3) Long answer questions (Any one) [10]

- a) Describe the process of identifying potential foreign markets for agriculture exports and the criteria used for market selection.
- b) Briefly discuss the components of a marketing plan for agricultural exports, including market analysis, product positioning, and promotional strategies.

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

- a) Factors Influencing Agricultural Exports.
- b) Role of Government in Promoting Agricultural Exports.
- c) Challenges Faced in Agricultural Exports.
- d) Trade Agreements and Agricultural Exports.
- e) Agricultural Policy.
- f) Forms of agriculture production.



Total No. of Questions : 4]

SEAT No. :

PE1180

[Total No. of Pages : 6

[6526]-610

T.Y.B.B.A.

**606-A : CASES IN MARKETING
(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) 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, Kelloggs 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.

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.

P.T.O.

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

Q3) Case Study 2

[15]

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

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

The success of KAPL is particularly noteworthy, considering the fact that it was a small

family-owned company that managed to wrest market share from corporate giants such as Godrej Sara Lee Ltd. (GSSL) 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 repellants. Many methods are used in households for dealing with the mosquito menace. In spite of the pervasiveness of the mosquito problem, the use of repellants 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 repellants. 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 repellants 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 GSLL², Reckitt & Coleman (R&C, now Reckitt Benckiser) and HLL. GSLL launched an array of brands (all coils) one after the other - Jet Fighter (1997), GoodKnight Jumbo (1999) and GoodKnight Instant, GoodKnight Smokeless and Jet Jumbo (2000).

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

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

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

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

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

KAPL then decided to handle the advertising for All Out on its own, surprising many industry watchers and drawing criticism from some ad agencies. However, the company surprised everybody with the launch of a campaign

featuring an animated, jumping frog (actually an All Out vaporizer) eating mosquitoes, which proved to be immensely successful.

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

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

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

Q4) Case Study 3

[15]

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

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

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

However, Domino's was not the trendsetter so far as home delivery was concerned. Delhi based fast food chain, Nirula's was the first to start free home delivery in 1994. But where Domino's stole the market was its efficient delivery record. Goutham Advani (Advani), Chief of Marketing, Domino's Pizza India, said, "What really worked its way into the Indian mind set was the promised thirty minute delivery." Domino's also offered compensation: Rs.30/- off the price tag, if there was a delay in delivery⁴. For the first 4 years in India, Domino's concentrated on its 'Delivery' act.

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

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

Since its entry into India, Domino's introduced nine new toppings for Pizzas to cater to the local tastes⁶. Different flavors were introduced in different parts of India. Advani said, "The Indian palate is very definitive - people are extremely finicky and choosy, not too willing to experiment. Food tastes vary from region to region. 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

- 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?



Total No. of Questions : 4]

SEAT No. :

PE1181

[Total No. of Pages : 3

[6526]-611

T.Y.B.B.A

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions:

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

Q1) A company is considering to purchase a new machinery. Two alternative machines have been suggested, each costing Rs. 3,50,000/-. Earnings after tax are expected to be as follows:

Year	Machine 1 (Rs.)	Machine 2 (Rs.)
1	40,000	1,20,000
2	1,20,000	1,60,000
3	1,60,000	2,00,000
4	2,40,000	1,20,000
5	1,60,000	80,000

A company has a target return on capital of 10% and present value of Re. 01 @ 10% is as follows:

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

Calculate pay Back Period, Discounted pay Back period, Net present value and profitability Index and advise management about the option which is financially preferable. **[20]**

P.T.O.

Q2) A 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:

Particulars	Cost per Unit (Rs.)
Raw Material	350
Direct labour	250
Overheads (excluding depreciation)	200
Selling Price	1,000

Following additional information is available:

Production: 52,000 units per annum

Raw Materials in Stock: Average 04 weeks

Work-in-progress and finished goods: Average 02 Weeks

(Assume 50% completion stage with full material consumption)

Credit allowed by suppliers: Average 03 Weeks

Credit allowed to Debtors: Average 04 Weeks

20% of the total sales is on the Cash Basis.

Cash Balance is expected to be Rs. 50,000/-.

Assume production is carried out evenly during the year and 52 weeks in the year.

Calculate Net Working Capital assuming 10% margin. **[15]**

Q3) Existing capital structure of Udyag Ltd., is as follows:

Equity Share Capital (200000 shares) — Rs. 20,00,000/-

Preference Shares — Rs. 5,00,000/-

6% Debentures — Rs. 15,00,000/-

The Market Price of company's equity share is Rs. 20. It is expected that the company will pay current dividend of Rs. 3 per share which will grow at 8% for ever. The tax rate applicable may be assumed at 50%.

The company wants to raise additional debt of Rs. 10,00,000/- by issuing 8% Debentures. But this would result in increasing the expected dividend to Rs. 04/- and growth rate will remain the same. The market price of the equity share will fall to Rs. 15 per share.

Management wants to know:

1. What is Weighted Average Cost of Capital under existing capital structure and revised capital structure.
2. What will be the effect on Weighted Average Cost of Capital after addition of Rs.10,00,000/- debt by issue of 8% Debentures. [15]

Q4) Balance Sheet of Reliable Ltd., shows following capital structure:

4,00,000 Equity Shares of Rs. 10 each	Rs. 40,00,000/-
Reserves and Surplus	Rs. 50,00,000/-
14% Debentures (Redeemable at par)	Rs. 15,00,000/-
12% Term Loan	Rs. 55,00,000/-

Calculate Weighted Average Cost of Capital using book value as the weight and earning price ratio as the basis for the cost of Equity and Retained Earnings. Tax Rate applicable for the company may be taken at 50%. Average earning per share of last three years is Rs. 31 and Average Market Price per share is Rs.15.

In addition to that company plans to purchase some additional machinery to increase production capacity. Total amount of funds required for the same is estimated Rs. 10,00,000/- for which company may apply for term loan at 12% interest p.a.

Management wants to know Weighted Average Cost of Capital under existing Capital Structure and also if, opted for the option of Term Loan (i.e. Revised Capital Structure). [15]



Total No. of Questions : 3]

SEAT No. :

PE1182

[Total No. of Pages : 2

[6526]-612

T.Y.B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

Q1) A) Multiple Choice Questions (any 4 out of 5)

[4]

- a) Employee Engagement results to _____
(fall in profits, increase in absenteeism, increase in output and efficiency, increase in undue expenditure)
- b) _____ is involved in measuring the costs incurred in staffing, training, and developing human assets.
(Human Resource outsourcing, Human Resource Advancement, Human Resource Accounting, Human Resource Budgeting)
- c) _____ in a checklist fashion, ensures that the government regulations and company policies of Human Resource are adhered to. (Personal Audit, Personnel research, Human Resource Audit. Human Resource Venture)
- d) _____ is a process utilizing information technology to track employees and their employment related information.
(HRP, HRIS, HRSI, PIS)
- e) _____ employees drag themselves to work and anxiously wait or count down time to head home.
(Highly engaged employees, Barely engaged employees, Utmost satisfied employees, Happily engaged employees)

P.T.O.

- B) Match the following [4]
- | | |
|----------------------------------|--------------------------------------|
| a) HR Audit | i) Core Platform for Employees data |
| b) Human Resource Valuation | ii) Lack of Clarity among staff |
| c) HRIS | iii) Identify lapses in HR practices |
| d) Hurdle in Employee Engagement | iv) Economic value method |

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

- a) Human Resource Accounting is an accounting for machines and inventories as an organization resource. (True / False)
- b) As a measure of transparency towards employee engagement, employees should be given an explanation regarding the breakdown of the salary structure. (True / False)
- c) Weaken the connection and trust among the leaders and their team to ensure fruitful employee engagement. (True / False)
- d) Time tracking and scheduling of employees is an important element component of HRIS (True / False)
- e) In the Case study approach to Personnel Research, there is a systematic collection of data from the population through personal contact. (True / False)

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

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

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

- a) What is Employee Engagement? What are the strategies the companies implement to improve the Employee Engagement?
- b) What is HRIS? Explain the process of designing HRIS.
- c) Define human resource Accounting? State the importance of Human resource Accounting with its merits and demerits?
- d) What do you mean by HR Audit? State the checklist of HR Audit with its approaches?



Total No. of Questions : 4]

SEAT No. :

PE1183

[Total No. of Pages : 2

[6526]-613

T.Y.B.B.A.

**D 606 : RECENT TRENDS IN SERVICES AND PROJECT
(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) Objective type questions: **[10]**

A) Multiple choice Questions **[5]**

- a) Which of the following is an example of innovative tourism?
 - i) Traditional sightseeing tours
 - ii) Staying at a luxury hotel
 - iii) Participating in eco-tourism activities
 - iv) Visiting historical landmarks
- b) Which of the following is an example of technology - enabled service?
 - i) Traditional brick-and-mortar retail store
 - ii) Physical fitness center
 - iii) Online banking platform
 - iv) Local grocery market
- c) Which technology has revolutionized the hospitality industry by allowing guests to check-in/out, access room keys, and control room amenities using their smartphones?
 - i) Virtual reality
 - ii) Artificial intelligence
 - iii) Internet of Things (IoT)
 - iv) Blockchain
- d) What technology allows for the delivery of educational content and instruction via digital platforms and online learning management systems?
 - i) Augmented reality
 - ii) Virtual reality
 - iii) E-learning
 - iv) Blockchain

P.T.O.

- e) Which technology has transformed the healthcare industry by enabling remote consultations, telemedicine services, and digital health records?
- i) Artificial intelligence ii) Internet of Things (IoT)
 iii) Telecommunication iv) E-health
- B) Match the following. [5]
- | Group A | Group B |
|--|----------------------------|
| a) Digital payment | i) Artificial intelligence |
| b) E-commerce | ii) Service digitization |
| c) Online learning platforms | iii) Financial service |
| d) Incorporation of technology into service delivery processes | iv) Retail Service |
| e) Rise of virtual assistants | v) Educational Service |

Q2) Long answer questions (Any one) [10]

- a) Discuss the various global service strategies employed by service industries.
- b) Outline the key steps involved in managing the new technology adoption process in service industries.

Q3) Long answer questions (Any one) [10]

- a) Evaluate the impact of automation on service industries.
- b) Describe the various domestic growth and expansion strategies adopted by service industries.

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

- a) Franchising
- b) Logistics Sector Developments
- c) Agriculture Services
- d) Insurance Industry Trends
- e) Multimedia development as service enterprises
- f) Globalization and Indian services.



Total No. of Questions : 4]

SEAT No. :

PE1184

[Total No. of Pages :3

[6526]-614

T.Y.B.B.A.

**E 606: TOURISM DEVELOPMENT IN RURAL INDIA
(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) Multiple Choice Questions

[10]

- a) What is the significance of rural tourism in the Indian context?
 - i) It promotes environmental degradation.
 - ii) It decreases cultural awareness.
 - iii) It contributes to rural development.
 - iv) It encourages urbanization.
- b) How does the village contribute to rural tourism?
 - i) By promoting urbanization.
 - ii) By preserving cultural heritage.
 - iii) By increasing environmental degradation.
 - iv) By discouraging tourists from visiting rural areas.
- c) What is rural tourism?
 - i) Tourism activities that take place in urban areas.
 - ii) Tourism activities that take place in rural areas.
 - iii) Tourism activities that take place in coastal areas.
 - iv) Tourism activities that take place in mountainous regions.
- d) What is agro-tourism?
 - i) Tourism focused on historical sites.
 - ii) Tourism focused on agricultural experiences.
 - iii) Tourism focused on adventure sports.
 - iv) Tourism focused on beach activities.

P.T.O.

- e) What positive impact does rural tourism have on the rural community?
 - i) Economic empowerment.
 - ii) Cultural preservation.
 - iii) Environmental degradation.
 - iv) Decreased income levels.
- f) Why is rural tourism important?
 - i) It Promotes environmental degradation
 - ii) It decreases cultural awareness.
 - iii) It contributes to rural development and economic growth
 - iv) It encourages urbanization.
- g) What are recent tourism initiatives taken by the government in India?
 - i) Decreasing investments in tourism infrastructure.
 - ii) Neglecting environmental conservation efforts.
 - iii) Promoting sustainable tourism practices and enhancing tourism infrastructure.
 - iv) Ignoring cultural preservation initiatives.
- h) How has technology changed the concept of rural tourism?
 - i) By reducing visitor numbers.
 - ii) By enhancing visitor experiences and access to information
 - iii) By increasing environmental degradation.
 - iv) By decreasing cultural awareness.
- i) Which of the following is a characteristic of inspirational tourism?
 - i) Environmental degradation.
 - ii) Economic empowerment
 - iii) Personal transformation.
 - iv) Seasonality of tourism.
- j) Which of the following activities is commonly associated with agro-tourism?
 - i) Visiting museums.
 - ii) Exploring caves.
 - iii) Staying at a farm.
 - iv) Shopping in malls.

Q2) Long answer questions (Any one) [10]

- a) Discuss the role of tourism projects in boosting regional development and economic growth in India.

OR

- b) What are some challenges faced by destinations aiming to promote inspirational tourism.

Q3) Long answer questions (Any one) [10]

- a) How does agro-tourism contribute to the economic development of rural areas?

OR

- b) Define sustainable tourism and explain its significance in the tourism industry.

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

- a) Advantages of rural tourism.
- b) Impact of rural tourism on rural life
- c) Characteristics of Rural Tourism
- d) Technology & Rural tourism
- e) Role of Rural tourism in Rural and Economic Development of India
- f) Types of Rural Tourism.

