

Total No. of Questions : 3]

SEAT No. :

PE-5195

[Total No. of Pages : 3

[6591]-1

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

**MJ-201-FM-T : Financial Management : International
Banking and Insurance
(2024 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice Question (Solve any 5): **[5]**

- i) International Banking involves providing financial services across ____ , supporting global trade and investment for both individuals and multinational corporations.
(a) National borders (b) Local borders
(c) Local cities (d) National museum
- ii) The headquarter of the Asian Development Bank (ADB) is located in ____ .
(a) India (b) China
(c) Philippines (d) Afghanistan
- iii) IDA is a part of ____ .
(a) IMF (b) World Bank
(c) ADB (d) BIS
- iv) Reinsurance allows insurers to transfer a portion of their ____ to another company.
(a) Profit (b) Share
(c) Credit (d) Risk

P.T.O.

- v) A major risk specific to international banking is _____ .
- (a) Currency fluctuations and geopolitical risk
 - (b) Crop Insurance failure
 - (c) Loan default by salaried customers
 - (d) Absence of ATM infrastructure
- vi) International insurance offers coverage for individuals traveling _____.
- (a) Abroad
 - (b) Within a nation
 - (c) Within a state
 - (d) Within Cities
- B) Match the following pairs : [5]
- | A | B |
|-----------------------------|------------------------------|
| i) Green banking | a) Trade financing |
| ii) Anti Money Laundering | b) World wide coverage |
| iii) Supply Chain Finance | c) Paperless transactions |
| iv) International insurance | d) Regulatory norms |
| v) KYC | e) Verification of documents |
- C) Answer in one sentence (Any 5) : [5]
- i) What do you mean by Correspondent Banking?
 - ii) Give any two examples of non life insurance.
 - iii) State any two causes of political Risk.
 - iv) Write any two reasons for the rising demand of Cyber insurance.
 - v) When was world trade organization established?
 - vi) Mention any two international financial institutions.
- D) State True or False (Any 5) : [5]
- i) Credit rating is an independent assessment of the credit worthiness of a bond or any security of indebtedness by a credit agency.
 - ii) Reinsurance is only used with in domestic markets and is not applicable in international insurance.
 - iii) Foreign exchange (FX) risk is a non-financial risk.

- iv) Cyber insurance and climate-risk insurance are considered emerging global trends in the international insurance industry.
- v) Marine insurance and property insurance are examples of international non life insurance products.
- vi) IMF stands for the International Monetary Fund.

Q2) Solve any Three out of Five: **[30]**

- a) Describe the features and importance of International Banking.
- b) Explain the difference between Domestic and International Banking.
- c) Define Reinsurance. State its need and types.
- d) Explain the role and functions of Asian Development Bank.
- e) What are the recent trends in International Insurance? Explain in detail.

Q3) Write Short Notes: (Any 4 out of 6): **[20]**

- a) Global Insurance Market
- b) World Trade Organisation
- c) Fintech
- d) Cross border Digital Payments
- e) Evolution of International Banking
- f) Investment Banking



Total No. of Questions : 3]

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

**MJ-201-MM-T : MARKETING MANAGEMENT : MARKETING
RESEARCH**

(2024 Credit Pattern) (Semester - III) (NEP 2020)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All Questions are Compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Draw neat diagram whenever necessary.*

Q1) A) Multiple Choice Questions (Solve any 5 out of 6) :

[5×1=5]

- a) Marketing research primarily helps in :
 - i) Guessing customer needs
 - ii) Systematically collecting and analyzing data
 - iii) Random decision-making
 - iv) Reducing market share
- b) The main objective of marketing research is:
 - i) Increase production only
 - ii) Provide relevant information for decision-making
 - iii) Replace managers
 - iv) Increase salary expenses
- c) Ethical research requires:
 - i) Manipulating respondents
 - ii) Protecting respondent privacy
 - iii) Hiding the research purpose
 - iv) Misreporting findings
- d) Which of the following is an unethical practice in marketing research?
 - i) Informed consent
 - ii) Misuse of respondent data
 - iii) Confidentiality
 - iv) Honest reporting

P.T.O.

- e) Concept testing helps in:
 - i) Testing employee skills
 - ii) Evaluating new product ideas
 - iii) Increasing production
 - iv) Reducing packaging cost
- f) Product development research focuses on:
 - i) Market share only
 - ii) Creating and improving products
 - iii) Competitor pricing
 - iv) Office expenses

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

- a) What is meant by brand health?
- b) How does post-testing help measure advertisement performance?
- c) What is the role of AI in marketing research?
- d) What is sentiment analysis?
- e) Why is real-time data important in marketing research?
- f) What is retail marketing research?

C) State True or False (Solve any 5 out of 6) [5×1=5]

- a) Brand tracking helps monitor changes in brand awareness over time.
- b) Brand health studies ignore consumer perception.
- c) Research objectives provide direction to the entire research process.
- d) Research objectives should be vague and general.
- e) Marketing research is a systematic and scientific process.
- f) Marketing research is used only after a business faces losses.

D) Match the Pairs : [5×1=5]

- | A | B |
|-----------------------|----------------------------------|
| a) Marketing research | i) Reduces business risk |
| b) Systematic process | ii) Scientific method |
| c) Data collection | iii) Helps in decision-making |
| d) Significance of MR | iv) Gathering market information |
| e) Decision-making | v) Management function |

Q2) Long Answer Questions (Solve any 3 out of 4).

[30]

- a) Define marketing research. Describe the objectives and importance of marketing research in managerial decision-making.
- b) What is a research plan? Describe the steps involved in developing a detailed marketing research plan.
- c) What is brand tracking? Explain the importance of brand tracking studies.
- d) Explain the role of Artificial Intelligence and Machine Learning in modern marketing research.

Q3) Write Short Notes (Solve any 4 out of 6).

[20]

- a) Sentiment analysis and social media research
- b) Retail and shopper marketing research
- c) Ethics in marketing research
- d) Challenges of marketing research
- e) Advertising effectiveness research
- f) Use of Big Data and analytics in consumer behaviour tracking



Total No. of Questions : 3]

SEAT No. :

PE-5196

[Total No. of Pages : 3

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

**MJ-201-SCM-T : Supply Chain Management :
Strategic Supply Chain Management
(2024 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory Objective Type Questions:

[20]

A) Multiple Choice Questions (Solve any 5 out of 6):

[5×1=5]

- i) The primary aim of SCM is to:
 - (a) Increase the number of suppliers
 - (b) Deliver the right product at the right time
 - (c) Increase advertising
 - (d) Reduce market demand
- ii) Distribution in SCM mainly deals with:
 - (a) Product design
 - (b) Movement of goods to customers
 - (c) Payroll management
 - (d) Employee training
- iii) The packaging used for transportation and bulk handling is:
 - (a) Primary packaging
 - (b) Secondary packaging
 - (c) Tertiary packaging
 - (d) Retail packaging

P.T.O.

- iv) A key feature of e-commerce logistic is:
 - (a) Limited delivery areas
 - (b) Faster order fulfillment
 - (c) High manual paperwork
 - (d) Slow customer service
- v) Local sourcing means:
 - (a) Buying from local/domestic suppliers
 - (b) Buying from international suppliers
 - (c) Buying from customers
 - (d) Buying from multiple suppliers at once
- vi) The main purpose of labelling is to provide:
 - (a) Decoration only
 - (b) Sales training
 - (c) Product information
 - (d) Machinery instructions

B) Answer in One Sentence (Solve any 5 out of 6): **[5×1=5]**

- a) What is the objective of strategic SCM?
- b) Define distribution.
- c) What is secondary packaging?
- d) Define Blockchain in SCM.
- e) What is supplier evaluation?
- f) What is regulatory compliance in the context of labelling?

C) State True or False (Solve any 5 out of 6): **[5×1=5]**

- a) Strategic SCM involves long-term planning.
- b) Multiple sourcing depends only on one supplier.
- c) Packaging helps in reducing product damage.
- d) Warehouse automation reduces human errors.
- e) Circular supply chain promotes waste generation.
- f) Sustainable packaging aims to protect the environment.

D) Match the Pairs:

[5×1=5]

Column A	Column B
i) Distribution	a) Product grouping
ii) Global sourcing	b) Reduced manual work
iii) Secondary packaging	c) International purchasing
iv) AI in SCM	d) Delivering goods to customers
v) Tertiary packaging	e) Bulk handling and shipping

Q2) Long Answer Questions (Solve any 3 out of 5):

[30]

- a) Explain the meaning and importance of Strategic Supply Chain Management.
- b) What is Sourcing? Discuss its objectives, advantages and limitations.
- c) Explain the role of packaging in supply chain and discuss materials used in packaging.
- d) Explain blockchain, gamification and e-commerce logistics in SCM.
- e) Describe the make-or-buy decision and explain the steps in supplier selection.

Q3) Write Short Notes on (Solve Any 4 out of 6):

[20]

- a) Objectives of strategic SCM
- b) Role of distribution in SCM
- c) Factors affecting the choice of packaging
- d) Recent trends in packaging
- e) Warehouse automation
- f) Advantages and disadvantages of cloud-based SCM.



Total No. of Questions : 3]

SEAT No. :

PE-5776

[Total No. of Pages : 2

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B.B.A. (I.B)

**OE-201-LAW : MERCANTILE LAW
(2024 Credit Pattern) (Semester - III) (Open Elective)**

Time : 2 Hours]

[Max. Marks : 35

Instructions to the candidates:

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

Q1) Multi Choice Questions (Solve any 5 out of 8)

[5 × 1 = 5]

- i) Contract Act came into force in :
 - a) 1872
 - b) 1950
 - c) 1881
 - d) 1859
- ii) Consideration must be :
 - a) Illegal
 - b) Lawful
 - c) Uncertain
 - d) Impossible
- iii) E-Contract examples include :
 - a) Online banking
 - b) Paper agreements
 - c) Oral contracts
 - d) None
- iv) Special damage arise from :
 - a) Ordinary course of events
 - b) Special circumstances
 - c) Illegal transactions
 - d) None
- v) MOA includes :
 - a) Internal rules
 - b) Objects clause
 - c) Resolutions
 - d) Notices
- vi) A company is different from partnership because :
 - a) Perpetual succession
 - b) Separate legal entity
 - c) Limited liability
 - d) All of the above
- vii) Redressal agencies under CPA include :
 - a) Only District Commission
 - b) Only National Commission
 - c) District, State & National Commission
 - d) None
- viii) Breach of contract leads to :
 - a) Formation
 - b) Termination
 - c) Discharge
 - d) Revision

P.T.O.

Q2) Long Answer Questions (Solve any 2 out of 3)

[14]

- a) Explain the kinds of damages available for breach of contract.
- b) Describe the differences between a company and LLP.
- c) Explain the modes of discharge of a contract.

Q3) Write Short note on (Solve any 4 out of 6)

[16]

- a) Consumer Disputes.
- b) Special Damages.
- c) Articles of Association.
- d) Public Company.
- e) National Commission.
- f) Discharge by Agreement.



Total No. of Questions : 4]

SEAT No. :

PE-5197

[Total No. of Pages : 4

[6591]-5

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

MJ-202-FM-T : Financial Management, Auditing and
Taxation

(2024 Pattern) (Semester - III)

Time : 3 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 (solve any 5 out of 6): **[5]**

- i) Auditing is mainly concerned with _____.
(a) Detection of errors (b) Examination of accounts
(c) Preparation of accounts (d) Recording transactions
- ii) Which of the following is NOT an objective of auditing?
(a) Detection of fraud (b) Ensuring accuracy of accounts
(c) Prevention of tax (d) Expressing an opinion
- iii) Forensic audit is mainly used for _____.
(a) Tax planning (b) Legal evidence
(c) Cost reduction (d) Financial analysis
- iv) Income tax is levied on income of _____ year.
(a) Assessment year (b) Previous year
(c) Calender year (d) Financial year only
- v) Section 80C maximum deduction limit is _____.
(a) Rs. 50,000 (b) Rs. 1,00,000
(c) Rs. 1,50,000 (d) Rs. 2,50,000

P.T.O.

vi) Self-occupied house property annual value is _____ .

- (a) Market rent (b) Standard rent
- (c) Zero (d) Municipal value

B) Answer in One Sentence (Solve any 5 out of 6): [5]

- i) What is the main objective of auditing?
- ii) What is an error of commission?
- iii) What is an audit programme?
- iv) What is internal control?
- v) What is the basis of chargeability for income from house property?
- vi) What is a short-term capital gain?

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

- i) The Income Tax Act, 1961 came into effect from 1st April 1962.
- ii) Assessment Year is the year in which income is earned.
- iii) Income from house property is taxable even if the property is self-occupied.
- iv) Short-term capital gains arise when assets are held for a period longer than the prescribed limit.
- v) Allowances received by an employee are always fully taxable.
- vi) Previous is the year in which income is earned.

D) Match the Paris? [5]

- | Group A | Group B |
|-------------------------|--------------------------------------|
| i) Fraud | a) Income before deductions |
| ii) Internal Check | b) Intentional misstatement |
| iii) Income from salary | c) Sale of capital asset |
| iv) Capital Gains | d) Checking of work by another staff |
| v) Gross Total Income | e) Employer-employee relationship |

Q2) Long Answer Questions (Solve any 3 out of 5) :

[30]

- a) Mr. Aakash is employed by XYZ Ltd. in Mumbai. His monthly emoluments are as follows:

Particulars	Per Month
Basic Salary	Rs. 40,000
Dearness Allowance (DA)	Rs. 8,000 (fully forming part of retirement benefits)
House Rent Allowance (HRA)	Rs. 10,000
Conveyance Allowance	Rs. 2,000

He pays actual house rent of Rs. 12,000 per month. During the financial year 2024-25, he paid a professional tax of Rs. 2,400.

Calculate his Gross Salary for the AY 2024-25.

- b) Mr. Anand owns a house property in Pune, India, which is let out for residential purposes throughout the financial year 2024-25. The relevant details are:

Particulars	Amount (Rs.)
Municipal Value	Rs. 3,00,000
Fair Rent	Rs. 3,30,000
Standard Rent (under Rent Control Act)	Rs. 3,10,000
Actual Rent Received/Receivable (per month)	Rs. 30,000
Municipal Tax paid by Mr. Anand	Rs. 32,000
Interest paid on loan borrowed for the property's construction.	Rs. 80,000

Compute Mr. Anand's Income from House Property for the Assessment Year 2025-26.

- c) Discuss the tax slabs under Old tax Regime and New tax Regime.
d) Define Auditing. Explain its advantages in detail.
e) Discuss the deductions under Section 80C in detail.

Q3) Write short notes on: (Solve any 4 out of 6):

[20]

- a) Types of error and frauds
- b) Process of Forensic Auditing
- c) Permanent Account Number (PAN) - Uses and benefits
- d) Various types of ITR
- e) Types of Audit
- f) Income from Business



Total No. of Questions : 3]

SEAT No. :

PE-5765

[Total No. of Pages : 4

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

MARKETING MANAGEMENT

**MJ-202-MM-T : International Brand Management
(2024 Credit Pattern) (NEP-2020) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions (Solve any 5 out of 6) : [5 × 1 = 5]

- i) International branding mainly focuses on:
 - a) Local customers only
 - b) Cross-border brand presence
 - c) Reducing global competition
 - d) Eliminating local distributors
- ii) Brand elements are mainly used for:
 - a) Tax calculation
 - b) Brand identification and differentiation
 - c) Inventory control
 - d) Recruitment
- iii) An example of brand extension is:
 - a) Pepsi launching PepsiCo company
 - b) Dove launching shampoos and deodorants
 - c) Amul reducing prices
 - d) Nokia exiting the market

P.T.O.

- iv) Brand licensing means:
 - a) Renting the brand name to another company for a fee
 - b) Selling company shares
 - c) Merging with a foreign brand
 - d) Changing brand architecture
- v) Brand valuation refers to:
 - a) Calculating factory cost
 - b) Determining the financial value of a brand
 - c) Estimating employee productivity
 - d) Computing tax returns
- vi) The main significance of brand valuation is:
 - a) To reduce product quality
 - b) To help in mergers, acquisitions, and investment decisions
 - c) To increase production time
 - d) To reduce brand equity

B) Answer in One Sentence (Solve any 5 out of 6) : [5 × 1 = 5]

- i) What is brand extension?
- ii) What is the purpose of brand licensing?
- iii) What is brand identity?
- iv) What is meant by brand personality?
- v) What are the key elements that make up a strong and memorable brand?
- vi) What is the difference between brand identity, brand image, and brand personality?

C) State True or False (Solve any 5 out of 6) : [5 × 1 = 5]

- i) Brand extension involves using an existing brand name for new products.
- ii) Brand licensing means renting the brand name to another company.
- iii) Brand image refers to how customers perceive a brand.
- iv) Brand image and brand identity mean the same thing.
- v) The process of developing a brand begins with identifying the target audience and understanding their needs.
- vi) Global brand communication only relies on digital media in today's business environment.

D) Match the Pairs :**[5 × 1 = 5]**

Column A	Column B
i) Brand Development Process	a) Features shared by all competitors in a category
ii) Global Communication Tactics	b) Steps from brand research to brand launch
iii) Sustainability in Branding	c) Unique benefits that differentiate a brand
iv) Points of Parity	d) Ensuring long-term ethical and environmental responsibility
v) Points of Difference	e) Use of digital, traditional, and hybrid media for global outreach

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

- Explain the concepts of brand identity, brand image, and brand personality. How do these three components influence consumer perceptions and brand success?
- What is Brand DNA? Explain the concepts of Brand Kernel, Brand Codes and Brand Promise.
- What are Points of Parity (POP) and Points of Difference (POD)? Explain their significance in developing an effective brand positioning strategy with examples.
- Define brand image. Explain its importance in modern marketing.
- What is the role of brand valuation in strategic marketing planning? Explain how companies use valuation data to strengthen branding decisions.

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

[20]

- a) Brand Architecture and Portfolio Management.
- b) Brand Audits.
- c) Brand identity.
- d) Risks and Challenges in International Brand Strategy.
- e) Branding challenges and opportunities.
- f) Process of developing a Brand.



Total No. of Questions : 3]

SEAT No. :

PE-5198

[Total No. of Pages : 3

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

**MJ-202-SCM-T : Supply Chain Management :
Supply Chain and Risk Management
(2024 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice questions (solve any 5 out of 6): **[5]**

- i) Which of the following is a type of strategic risk?
 - (a) Natural disaster
 - (b) Change in government policy
 - (c) Machine breakdown
 - (d) Employee fraud
- ii) Which tool helps in identifying internal strengths and weaknesses?
 - (a) Risk Matrix
 - (b) PESTLE Analysis
 - (c) SWOT Analysis
 - (d) Root Cause Analysis
- iii) Marine cargo insurance provides coverage for :
 - (a) Damage to factory building
 - (b) Loss of goods during transit
 - (c) Employee injury
 - (d) Loss due to exchange rate changes
- iv) Which of the following is a type of foreign exchange exposure?
 - (a) Liquidity exposure
 - (b) Transaction exposure
 - (c) Inventory exposure
 - (d) Operational exposure

P.T.O.

- v) Which a key principle of designing a resilient supply chain?
- (a) Centralization of suppliers
 - (b) Cost minimization
 - (c) Flexibility in operations
 - (d) Reduced transportation costs
- vi) Which method is quantitative approach to risk management?
- (a) SWOT Analysis
 - (b) Cost-Benefit Analysis
 - (c) PESTLE Analysis
 - (d) Brainstorming
- B) Answer in One Sentence (Solve any 5 out of 6): [5]
- i) Define operational risk.
 - ii) What is meant by a risk matrix?
 - iii) What is the meaning of marine insurance?
 - iv) What is translation exposure in foreign exchange risk?
 - v) Define a resilient supply chain.
 - vi) What is the main objective of foreign exchange control?
- C) State True or False (Solve any 5 out of 6): [5]
- i) PESTLE Analysis studies only internal business factors.
 - ii) Reputation risk affects the public image of an organization.
 - iii) Fire insurance provides protection against damage caused by fire.
 - iv) Economic exposure refers to long-term impact of exchange rate changes.
 - v) A reactive risk management approach deals with risks after they occur.
 - vi) A resilient supply chain focuses only on reducing inventory levels.
- D) Match the Paris? [5]
- | Column A | Column B |
|-----------------------------|-------------------------------------|
| i) Environmental Risk | a) Currency value fluctuations |
| ii) Cost-Benefit Analysis | b) Natural calamities |
| iii) Marine Cargo Insurance | c) Identifies source of the problem |
| iv) Transaction Exposure | d) Risk evaluation technique |
| v) Root Cause Analysis | e) Goods damage during transit |

Q2) Long Answer Questions (Solve any 3 out of 5) :

[30]

- a) Explain the process of risk management in detail.
- b) Describe different types of risks in SCM and explain strategies to manage them.
- c) What is marine insurance? Explain its types, features and benefits for international trade.
- d) Define foreign exchange risk. Explain transaction, translation and economic exposure in detail.
- e) What is a resilient supply chain? Explain the principles and physical features that help build resilience.

Q3) Write short notes on: (Solve any 4 out of 6):

[20]

- a) Proactive vs. Reactive Risk Management
- b) PESTLE Analysis
- c) Marine Cargo Insurance
- d) Techniques for Managing Foreign Exchange Risk
- e) Strategies to Build a Resilient Supply Chain
- f) Principles of Insurance



Total No. of Questions : 3]

SEAT No. :

PE-5199

[Total No. of Pages : 2

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

**VSC-201-DM-T : Digital Marketing
(2024 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 35

Instructions to the candidates:

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

Q1) Multiple Choice Questions (Any 5 out of 8): **[5]**

- i) Digital Marketing mainly uses the _____ to promote products and services.
(a) Radio (b) Internet
(c) Newspaper
- ii) Increasing a brands online presence is knows as improving its
(a) Visibility (b) Sales
(c) Budget
- iii) The process of attracting customers through valuable content is called _____ marketing.
(a) Outbound (b) Inbound
(c) Direct
- iv) Turning website visitors into potential customers is known as _____.
(a) Conversion (b) Promotion
(c) Distribution
- v) Social Media Marketing involves promoting through platforms like facebook, instagram and _____.
(a) YouTube (b) Google maps
(c) Yahoo mail

P.T.O.

- vi) The unique name used to identify a website on the internet is called a _____.
- (a) Server (b) Domain
(c) Browser
- vii) The design and layout of the first page of a website is called the _____.
(a) Footer (b) Home page
(c) Blog page
- viii) The process of improving a website's ranking on search engines is known as _____.
(a) SEO (b) SMM
(c) CRM

Q2) Long Answer Questions (Solve any 2 out of 3): [14]

- a) Discuss the meaning, importance and examples of visibility in digital marketing.
- b) Explain Social Media Marketing. Describe Google Ad words, YouTube Marketing and Email Marketing.
- c) Explain strategic design of a website homepage and steps in website optimization.

Q3) Write a Short Notes on (Any 4 out of 6): [16]

- a) Types of Engagement
- b) Bringing Targeted Traffic
- c) Email Marketing
- d) Domains and Hosting
- e) Flow of a website
- f) SEO Optimization



Total No. of Questions : 3]

SEAT No. :

PE-5766

[Total No. of Pages : 3

[6591]-9
S.Y. B.B.A. (IB)
MN-201-RM-T: Research Methodology
(NEP) (2024 Credit Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) A) Multiple Choice Questions (Solve any 5 out of 6) : [5]

- i) _____ is any creative systematic activity undertaken in order to increase the stock of knowledge, including knowledge of man, culture and society and the use of this knowledge to devise new applications.
 - a) Research
 - b) Research Process
 - c) Hypothesis
 - d) Data Analysis
- ii) _____ sampling is used when it is difficult to identify the members of the desired population.
 - a) Snowball
 - b) Systematic
 - c) Cluster
 - d) Sequential
- iii) _____ is the blue-print of a research
 - a) Statistical
 - b) Research Design
 - c) Schedules
 - d) Purpose

P.T.O.

D) Match the pairs : [5]

Group A		Group B	
i) Questionnaire	a)	Solving specific, practical problems	
ii) Applied Research	b)	A set of questions for collecting primary data from respondents	
iii) Data Collection	c)	Developed by IBM	
iv) SPSS	d)	Gathering relevant data from various sources	
v) Abstract	e)	First Section of the research paper	

Q2) Long Answers (Solve any 3 out of 5) : [30]

- a) What is Research? Explain the steps involved in research process.
- b) What is primary data? Explain its advantages and disadvantages.
- c) Discuss the applicability of tools like MS-Excel and SPSS in research.
- d) What is research report? Explain its characteristics and objectives.
- e) What is sampling? Explain the various types of sampling.

Q3) Write a Short Notes on (Solve any 4 out of 6) [20]

- a) Research problem
- b) Challenges for Researchers in India
- c) Research Design
- d) Tabulation
- e) Strategies to avoid plagiarism
- f) Null Hypothesis and Alternative hypothesis



Total No. of Questions : 3]

SEAT No. :

PE12847

[Total No. of Pages : 2

[6591]-11

First Year B.B.A. (IB)

**MNG 101 T : ESSENTIALS OF MANAGEMENT
(NEP 2024 Credit Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

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

Q1) Compulsory objective type of questions.

A) Multiple choice questions (Solve any 5 out of 6). **[5×1=5]**

- a) Management helps in achieving personal objectives of employees by:
 - i) Forcing discipline
 - ii) Increasing workload
 - iii) Providing incentives & motivation
 - iv) Centralizing authority
- b) Ensuring efficient use of human and physical resources is primarily the responsibility of :
 - i) Workers
 - ii) Managers
 - iii) Government
 - iv) Consumers
- c) The 14 principles of management were proposed by:
 - i) Fredrick Taylor
 - ii) Elton Mayo
 - iii) Henry Fayol
 - iv) Peter Drucker
- d) Organising is concerned with:
 - i) Setting objectives
 - ii) Measuring performance
 - iii) Motivating employees
 - iv) Assigning duties & authority
- e) Which of the following represents self-actualization needs?
 - i) Personal growth & fulfilment
 - ii) Recognition
 - iii) Job security
 - iv) Friendship
- f) Motivation means:
 - i) Forcing employees to work
 - ii) Inspiring employees to achieve goals
 - iii) Controlling employees
 - iv) Evaluating performance

P.T.O.

- B) Answer in one sentence (Solve any 5 out of 6) [5×1=5]
- a) Who introduced the concept of management by objectives (MBO)?
 - b) What is meant by planning?
 - c) What is Time Management?
 - d) Why is management considered a science?
 - e) Who introduced the concept of functional foremanship?
 - f) Who proposed theory X and Theory Y?
- C) Match the pair: [6×1=6]
- | Column-A | Column-B |
|----------------------|-----------------------------------|
| a) Stress | i) Friendship |
| b) Decision making | ii) Esprit De Corps (team spirit) |
| c) Management | iii) Resistance to change |
| d) Social needs | iv) Fear & insecurity |
| e) Henry Fayol | v) Identification of problem |
| f) Change Management | vi) An art and science |

- Q2)** Long Answer Questions (Solve any 3 out of 5) [3×8=24]
- a) Discuss the contributions of F.W. Taylor to management and explain the concept of scientific management.
 - b) State the key responsibilities of managers in an organisation.
 - c) Explain the concept of Administration & Differentiate it from management.
 - d) Discuss the major factors involved in stress management.
 - e) State & explain the functions of management.

- Q3)** Write a short notes on (Solve any 4 out of 6) [4×5=20]
- a) Crisis Management
 - b) X and Y theory of motivation
 - c) Planning function of management
 - d) Importance of management
 - e) Contribution of Henry Fayol
 - f) Main factors in Time management



Total No. of Questions : 3]

SEAT No. :

PE-12848

[Total No. of Pages : 2

[6591]-12
F.Y.B.B.A. (IB)
FLM 101 T : Fundamentals of Supply chain and Logistics
Management
(NEP) (2024 Credit Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates :

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

Q1) Multiple choice questions (Solve any 4 out of 6)

[4 × 1 = 4]

- i) The push-pull view of supply chain mainly focuses on:
 - a) Cost reduction only
 - b) Inventory control only
 - c) Demand-based supply chain activities
 - d) Channel conflict resolution
- ii) Which of the following is a driver of supply chain performance?
 - a) Advertising
 - b) Facilities
 - c) Branding
 - d) Promotion
- iii) Physical distribution is primarily concerned with:
 - a) Product design
 - b) Movement of goods from producer to consumer
 - c) Market research
 - d) Pricing decisions

P.T.O.

- iv) Integrated marketing channels include:
 - a) Only vertical channels
 - b) Only horizontal channels
 - c) Horizontal, vertical and multichannel systems
 - d) Conventional channels only
- v) Logistics as a system approach emphasizes:
 - a) Independent logistics activities
 - b) Cost increase
 - c) Co-ordination and integration of logistics functions
 - d) Outsourcing logistics
- vi) Fourth Party Logistics (4PL) mainly focuses on:
 - a) Transportation only
 - b) Warehousing services
 - c) Managing and integrating the entire supply chain
 - d) Manufacturing activities.

Q2) Long answer questions (answer any 2 out of 4). **[2× 7 = 14]**

- i) Explain the concept, objectives and significance of supply chain management.
- ii) Explain the different forms of marketing channels.
- iii) Define logistics management. Explain the scope functions and objectives of logistics.
- iv) Explain the potential risks and challenges associated with logistics outsourcing.

Q3) Write short notes (answer any 4 out of 6). **[4 × 3 = 12]**

- i) Drivers of supply chain management.
- ii) Importance of physical distribution
- iii) Third party logistics
- iv) Logistics solutions
- v) Role of logistics in supply chain management
- vi) Channel conflicts and techniques to resolve them.



Total No. of Questions : 3]

SEAT No. :

PE12849

[Total No. of Pages : 2

[6591]-13

F.Y.B.B.A. (IB)

HTM-101 T : HOSPITALITY AND TOURISM MANAGEMENT

(2024 Credit Pattern) (Semester-I) (NEP)

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates:

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

Q1) Multiple Choice Questions. Attempt any 4 out of 6.

[4×1=4]

- a) Which of the following is not a key segment of the hospitality industry?
 - i) Food services
 - ii) Lodging
 - iii) Manufacturing
 - iv) Resorts
- b) Which lodging category focuses on budget travellers?
 - i) Luxury hotels
 - ii) Boutique hotels
 - iii) Economy hotels
 - iv) Resorts
- c) Cultural diversity in hospitality impacts:
 - i) Service delivery strategies
 - ii) Employee recruitment only
 - iii) Financial accounting
 - iv) None of the above
- d) Information systems in hospitality are primarily used for _____.
 - i) Customer relationship management
 - ii) Agricultural production
 - iii) Political campaigning
 - iv) None of the above
- e) The primary role of customer service in hospitality is to _____.
 - i) Reduce operational costs
 - ii) Enhance customer satisfaction and loyalty
 - iii) Focus only on marketing strategies
 - iv) Limit employee responsibilities
- f) Which information system is most commonly used in hotels to manage reservations and room allocations?
 - i) ERP
 - ii) PMS
 - iii) CRM
 - iv) SCM

P.T.O.

Q2) Write long answers on any 2 out of 4.

[2×7=14]

- a) Define hospitality management. Explain its importance and scope in the global economy.
- b) List and describe the key segments of the tourism industry?
- c) Describe how cultural diversity shapes service strategies in hospitality and tourism?
- d) What is hospitality information systems (HIS), state its applications in Hospitality and Tourism Industry?

Q3) Write short answers on any 4 out of 6.

[4×3=12]

- a) List any 4 economic factors that influences tourism growth.
- b) Differentiate between food services and lodging operations.
- c) Explain the role of technology in the hospitality industry.
- d) Write a short note on marketing strategies used in tourism enterprises.
- e) Briefly describe any 5 responsibilities of a hospitality manager.
- f) Role of IoT (Internet of Things) in the Hospitality Industry?



Total No. of Questions : 3]

SEAT No. :

PE-12850

[Total No. of Pages : 2

[6591]-14
F.Y.B.B.A. (IB)
SEC101 T- Information Technology for Business
(2024 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates :

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

Q1) Multiple choice questions (Solve any 4 out of 6) : [4]

- i) Which of the following is an example of Information technology in Business?
 - a) Printing Press
 - b) Steam Engine
 - c) Email communication
 - d) Mechanical loom
- ii) Which technology allow businesses to store and access data over the internet instead of on local computer?
 - a) Cloud computing
 - b) Mainframe computing
 - c) Distributed computing
 - d) Quantum computing
- iii) Which of the following is an example of cybersecurity measures in business?
 - a) Using weak passwords
 - b) Sharing login credentials with colleagues
 - c) Installing antivirus software
 - d) Ignoring software updates.

P.T.O.

- iv) Which aspect of e-commerce is particularly concerned with ensuring the security of online transactions?
 - a) Digital marketing
 - b) Supply chain management
 - c) Payment processing
 - d) Customer relationship management
- v) Which tool is best suited for formal written communication within a business organization?
 - a) Instant messaging
 - b) Discussion forums
 - c) Email
 - d) Social media platforms
- vi) Which communication tool is best suited for conducting virtual training sessions and workshops?
 - a) Email
 - b) Webinars
 - c) Discussion forums
 - d) Instant messaging

Q2) Long answer questions (solve any 2 out of 4). [14]

- a) Discuss the Role of Information Technology in Business.
- b) State the advantages and disadvantages of e-commerce
- c) State the various types of payment systems in E-Business.
- d) Discuss the video conferencing tools in business.

Q3) Write a short notes on (solve any 4 out of 6). [12]

- a) Need of IT in Business
- b) Types of e-commerce models.
- c) Digital marketing in e-business
- d) Google Workspace
- e) Zoho Docs
- f) Components of E-Business



Total No. of Questions : 3]

SEAT No. :

PE12851

[Total No. of Pages : 2

[6591]-15

F.Y.B.B.A. (IB)

AEC -101-T : BUSINESS COMMUNICATION SKILLS-I

(NEP 2024 Credit Pattern) (Semester-I)

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates:

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

Q1) Multiple Choice Questions (any 4 out of 6).

[4]

- a) The most significant element of communication is
 - i) Encoding
 - ii) Decoding
 - iii) Feedback
 - iv) Medium
- b) _____ is not a non verbal communication.
 - i) Kinesics
 - ii) Gesture
 - iii) Email
 - iv) Posture
- c) Which of the following is a sociopsychological barrier?
 - i) Noise
 - ii) Distance
 - iii) Wrong medium
 - iv) Closed mind
- d) _____ spreads unwarranted and distorted information that can be obstructive to employees.
 - i) Grapevine
 - ii) Paralanguage
 - iii) Blogs
 - iv) Fax
- e) Written communication
 - i) Gives quick response
 - ii) An illiterate skill
 - iii) Informal in nature
 - iv) A legal document
- f) _____ are widely used in the process of decision making at managerial levels in organisations.
 - i) Letters
 - ii) Reports
 - iii) Social media
 - iv) Channel

P.T.O.

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

[14]

- a) Distinguish between verbal and non verbal communication.
- b) Draft an email to manufacturer, cancelling an order due to delay in the supply of goods.
- c) What are the different media of communication. Explain any three of them.
- d) Explain the characteristics, structure and components of a good business letter.

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

[12]

- a) Importance of communication
- b) Semantic barriers
- c) Blogs
- d) Silence
- e) Qualities of a good report
- f) Disadvantages of written communication

