

Total No. of Questions : 3]

SEAT No. :

PE3495

[Total No. of Pages : 3

[6528]-101

F.Y. B.Com. (IB)

EOM 101T : ESSENTIALS OF MANAGEMENT

(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 indicate full marks.*

Q1) A) Multiple Choice Questions.

[5]

- a) Management is a _____ process.
 - i) psychological
 - ii) integrated
 - iii) social and integrated
 - iv) forward looking
- b) _____ is known as the founder of Human Relation School
 - i) Henry Fayol
 - ii) Elton Mayo
 - iii) Peter Drucker
 - iv) F.W.Taylor
- c) Scientific analysis of work under scientific management requires _____.
 - i) Time study
 - ii) Motion study
 - iii) Both (i) and (ii)
 - iv) Work study
- d) The “Theory X” and Theory “Y” of motivation are devised by _____.
 - i) V.Vroom
 - ii) D. McGregor
 - iii) F.Herzberg
 - iv) A.Maslow
- e) _____ is a sequence of suddenly disturbing events which negatively impact the organisation.
 - i) Stressors
 - ii) Crisis
 - iii) Change
 - iv) None of these

P.T.O.

B) Match the Following. [5]

Group - A	Group - B
a) Peter Drucker	i) Process guides & initiates human behavior
b) Stress Management Technique	ii) Choosing the best alternative
c) Motivation	iii) Financial Reporting & Budgeting
d) Decision-making	iv) Deep Breathing
e) Financial Management	v) Management by Objective

C) State if the following statements are True or False. [5]

- a) Operational planning is made by Top level of management.
- b) Management is considered as a science because it has an organized body of knowledge which contains certain universal truth.
- c) Planning is done after the work starts.
- d) Taylor's principle of "Scientific Selection of Workers" is about selecting the best workers for specific tasks.
- e) Controlling is done only once a year.

D) Answer in One Sentence. [5]

- a) What is time management?
- b) Write 3 types of planning.
- c) What is Management of Crisis?
- d) Define the term Forecasting.
- e) What is Unity of Direction?

Q2) Long Answers. (Attempt any three).

[30]

- a) What is management? Explain the management as an Art, Science & Profession.
- b) Describe the contribution by Henry Fayol in Management along with his principles.
- c) Describe motivation along with its nature. Explain in brief McGregor's Theory X and Theory Y of Motivation.
- d) What is Time Management? Explain Tools and Importance of Time Management.
- e) What is Decision Making? Explain its Process.

Q3) Short Notes. (Attempt any Two).

[10]

- a) Staffing
- b) Stress Management Techniques
- c) Importance of Controlling
- d) Responsibilities of Manager

x x x

Total No. of Questions : 4]

SEAT No. :

PE3496

[Total No. of Pages : 2

[6528]-102

F.Y. B.Com. (IB)

OE-102 IB : BUSINESS MATHEMATICS

(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.*
- 3) *Use of Simple Calculator is allowed.*

Q1) A) Fill in the blanks: [3]

- a) Ratio of 10,000 to 500 is _____
- b) 20% of 30% of 25,000 _____
- c) $4! =$ _____

B) Define the terms/Answer in One Sentence. [3]

- a) Define Profit.
- b) What is Brokerage?
- c) What is Amount?

Q2) Attempt ANY FOUR. [8]

- a) Calculate Simple Interest on Rs. 3, 50,000 at 12% p.a. for 3.5 years.
- b) Ratio of two numbers is 4:7, if the bigger number is 147, find the smaller number.
- c) A TV purchased for Rs. 5,000 is sold for Rs. 7500. Calculate Percentage Profit.
- d) A salesman gets 5% commission on his sales. If he gets a commission of Rs. 4480 in a month, find his sales in that month.
- e) Define:
 - i) Principle
 - ii) EMI.
- f) Explain with example : Permutation and Combination.

P.T.O.

Q3) Attempt ANY TWO.

[8]

- a) The population of a city according to 1991 census was 194,500 and it rose to 2,62,575 in 2001. Find the percentage increase in the population.
- b) Find Compound Interest on Rs. 2,50,000 at 10% p.a for 2 years compounded yearly.
- c) Define Commission. Explain types of Commission.

Q4) Attempt ANY TWO.

[8]

- a) An agent was paid Rs. 29,250 as commission on the sale of computers at the rate of 12.5%. If the price of each computer was Rs. 9,000, how many computers did he sell?
- b) Evaluate:
 - i) ${}^{10}C_3$
 - ii) ${}^{15}C_5$
- c) If sugar costs Rs. 8 per kg, how many tonnes can be bought for Rs. 48,000?

x x x

Total No. of Questions :4]

SEAT No. :

PE5012

[Total No. of Pages : 3

[6528]-103

F.Y.B.Com. (IB)

**SLM 102 T : FUNDAMENTALS OF SUPPLY CHAIN AND
LOGISTICS MANAGEMENT
(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) Attempt any six of the following:

[6×1=6]

- a) _____based supply chain, production and distribution decisions are based on forecasts or predictions of customer demand.
 - i) Pull View
 - ii) Push View
 - iii) Process View
 - iv) Cycle View
- b) _____as the set of activities concerned with efficient movement of finished goods from the end of the production to the consumer.
 - i) Marketing Strategy
 - ii) Marketing Channel
 - iii) Physical Distribution
 - iv) Business Management
- c) _____are supply chain integrators that assemble and manage the resources, capabilities, and technology of their own organization with those of complementary service providers to deliver a comprehensive supply chain solution.
 - i) Second Party Logistics
 - ii) Fourth Party Logistics
 - iii) Third Party Logistics
 - iv) Fifth Party Logistics
- d) _____refers to the activities that are normally executed after the product is sold to recapture product or to finish the life of the product.
 - i) Material Handling
 - ii) Inventory Management
 - iii) Reverse Logistics
 - iv) Transportation

P.T.O.

- e) _____are crucial components of the supply chain that define the pathway products take from producers to consumers.
- i) Marketing Channel ii) Marketing Strategy
 - iii) Reverse Marketing iv) Green Marketing
- f) _____is the primary benefits of implementing an effective Transportation Management System (TMS).
- i) Reducing transportation costs and improving shipping efficiency
 - ii) Increasing employee satisfaction
 - iii) Expanding the company's market reach
 - iv) Enhancing product quality
- g) _____is the practice of contracting an external organization to manage all or part of a company's logistic operations, which can include transportation, warehousing, distribution, inventory management and order fulfilment.
- i) Supply Chain Management
 - ii) Logistics Outsourcing
 - iii) Inventory Management
 - iv) Globalization
- h) _____refers to the outsourcing lo logistics operations to an external service provider that manages all or part of a company's logistics functions.
- i) Second Party Logistics ii) Fourth Party Logistics
 - iii) Third Party Logistics iv) Fifth Party Logistics

Q2) Attempt any four of the following:

[4×2=8]

- a) Write the objectives of Supply chain Management.
- b) Write key Aspects of physical Distribution.
- c) Write the Importance of Marketing Channels.
- d) Write key features of integrated Marketing channels.
- e) Explain Reverse Logistics

Q3) Attempt any two of the following:

[2×4=8]

- a) What is Supply Chain Management? Explain key activities in Supply Chain Management.
- b) Explain Unconventional channels of Distribution with examples.
- c) What is Channel conflict? Explain different types of Channel Conflict.

Q4) Attempt any two of the following:

[2×4=8]

- a) Explain the Process View of Supply Chain Management.
- b) Write key roles of Logistics in Supply Chain Management.
- c) What is Third-Party Logistics? Explain the different functions of Third-Party Logistics.



Total No. of Questions :4]

SEAT No. :

PE3497

[Total No. of Pages : 2

[6528]-104

F.Y.B.Com. (I.B.)

AEC-101: ENGLISH FOR BUSINESS CORRESPONDENCE-I

(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) Attempt any SIX :

[6×1=6]

- a) _____ Communication is suitable for lengthy messages.
 - i) Written
 - ii) Oral
 - iii) Vertical
 - iv) Audio visual
- b) Which of the following is a barrier to effective communication?
 - i) Clarity
 - ii) Noise
 - iii) Feedback
 - iv) Active listening
- c) The inside address should be written_____.
 - i) Below the salutation
 - ii) Above the salutation
 - iii) Above the heading
 - iv) None of the above
- d) _____is a basic management tool used in Decision making.
 - i) Business Letters
 - ii) Reports
 - iii) Documents
 - iv) Memos
- e) Written communication includes_____.
 - i) Reports and Forms
 - ii) Interviews
 - iii) Film
 - iv) Speaking
- f) A_____report is one which is prepared in prescribed form?
 - i) Oral
 - ii) Written
 - iii) Informal
 - iv) Formal

P.T.O.

- g) Memo is an example of _____.
i) Internal Communication ii) Written Communication
iii) Oral Communication iv) Both (i) and (ii)
- h) Circular Letter is meant for _____.
i) Mass Communication
ii) Personal Communication
iii) Informal Communication
iv) Secret Communication

Q2) Attempt any FOUR of the following. **[4×2=8]**

- a) Explain Meaning of Written Communication
- b) Define Persuasive Communication
- c) Explain the meaning of Email Etiquettes
- d) Define the term Mass communication.
- e) Define the term Business Report

Q3) Attempt any TWO of the following. **[2×4=8]**

- a) Define written communication? Explain its advantages and disadvantages.
- b) Explain the various strategies used in writing effective Emails.
- c) Define Business Report. Explain Various types of Business Reports in detail.

Q4) Attempt any TWO of the following: **[2×4=8]**

- a) Draft a Circular letter informing your customers about the seasonal sale of Products.
- b) Explain Various Email Etiquettes and Conventions.
- c) As a sales Manager write a Progress Report of your company sale for F.Y.2024-2025.



Total No. of Questions :4]

SEAT No. :

PE3498

[Total No. of Pages : 2

[6528]-105

F.Y. B.Com. (IB)

SEC 101 IB : INFORMATION TECHNOLOGY FOR BUSINESS

(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) Fill in the Blank: (Solve any 6) [6]

- a) The technology that allows business to store & access data over the _____ is called cloud computing.
- b) The e-commerce model where consumers bid for products services from other consumer is _____.
- c) The technology used to analyse large Volumes of data for insights is _____
- d) Company-wide announcements are often shared through _____ Newsletters
- e) Digital tools like _____ & _____ improve communication
- f) E- Commerce enable business to reach _____
- g) Cloud Computing allows business to store data on the internet instead of _____ computers.
- h) A major benefit of _____ is reduced overhead costs.

Q2) Answer the following questions (Solve any 4) [8]

- a) What is pre-mechanical era?
- b) What is Digital Marketing?
- c) What is Cloud Computing?
- d) What is Email Etiquettes?
- e) What is E-Commerce?

P.T.O.

Q3) Answer the following questions (Solve any 2) [8]

- a) Explain various collaborative tools for document sharing & editing.
- b) Explain various Email Etiquettes.
- c) Discuss the application of IT in various aspects & industries around the World.

Q4) Write short notes (Solve any 2) [8]

- a) Types of E-Commerce Model
- b) Essential elements of IT
- c) Zoom



Total No. of Questions : 4]

SEAT No. :

PE5013

[Total No. of Pages : 2

[6528]-106

F.Y. B.Com. (IB)

**VSC 101 IB : HOSPITALITY AND TOURISM 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) Answer in One Sentence (Any Six)

[6]

- a) State meaning of Hospitality Management.
- b) What is Tourism?
- c) What is GDS?
- d) What is UNWTO?
- e) Define Agro-Tourism.
- f) State meaning of “Atithi Devo Bhav”.
- g) Name Any TWO Mobile Applications used for Hotel booking.
- h) What is MIS?

Q2) Attempt any Four of the following :

[8]

- a) State segments of Tourism.
- b) Write components of a Hospitality Information System.
- c) State impact of Globalization of Tourism.
- d) Write a note : Tourism Policies and International Relations.
- e) State role of IoT in Hospitality Industry.
- f) Explain “Hotel is a Home away from Home”.

P.T.O.

Q3) Attempt any Two of the following :

[8]

- a) Write aspects of Tourism.
- b) Write a note : MIS in Hospitality as Strategic Resource.
- c) Explain structure of the Hospitality Industry in India.

Q4) Attempt any Two of the following :

[8]

- a) State and explain characteristics of the Hospitality Industry.
- b) Explain objectives of Hospitality Information System.
- c) Explain different career opportunities in the Tourism and Hospitality Industry.

x x x

Total No. of Questions : 4]

SEAT No. :

PE-3499

[Total No. of Pages : 2

[6528]-107

F.Y.B.Com. (I.B)

**OE-101 IB : BUSINESS ECONOMICS - MICRO
(2024 Credit Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 30

Instructions :

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

Q1) Attempt any Six of the following :

[6 × 1 = 6]

- i) The term micro is derived from the _____ word 'mikros'
 - a) Italian
 - b) Greek
 - c) Latin
 - d) German
- ii) When less is purchased at the constant price, it is called _____ in demand.
 - a) Increase
 - b) Decrease
 - c) Expansion
 - d) Contraction
- iii) The law of supply states _____ relation between quantity supplied and price.
 - a) Direct
 - b) Total
 - c) Inverse
 - d) Positive
- iv) Which of the following is not a basic economic problem?
 - a) What to produce
 - b) For whom to produce
 - c) Where to produce
 - d) How to produce
- v) Variable cost plus _____ is equal to total cost.
 - a) Marginal cost
 - b) Average cost
 - c) Fixed Cost
 - d) None of these
- vi) There is lack of _____ in Monopoly.
 - a) Consumers
 - b) Competitors
 - c) Sellers
 - d) People
- vii) The demand curve usually _____.
 - a) Slopes upward
 - b) Vertical
 - c) Horizontal
 - d) Slopes downward
- viii) Which of the following is an example of inelastic demand?
 - a) Movie tickets
 - b) Designer clothes
 - c) Insulin for diabetic patients
 - d) Holiday packages

P.T.O.

Q2) Attempt any FOUR of the following :

[4 × 2 = 8]

- a) Summarize Demand Function.
- b) State any 2 objectives of Business Economics.
- c) Explain in brief Incremental Cost and Sunk Cost?
- d) Explain 2 characteristics of Perfect Competition.
- e) What are the determinants to Supply?

Q3) Attempt any TWO of the following :

[2 × 4 = 8]

- a) Illustrate how price and output are determined in a perfectly competitive market.
- b) Describe the characteristics of Monopolistic Competition.
- c) Write a detail Note on Market Equilibrium & Social Efficiency.
- d) State and Explain the Law of demand. State its Assumptions and Exceptions.

Q4) Attempt any TWO of the following :

[2 × 4 = 8]

- a) What is Price Elasticity of Demand? Explain in various Types of Price Elasticity of Demand.
- b) Explain the relationship between Total Cost, Average Cost and Marginal Cost.
- c) What is Monopoly? Explain the price Determination under the Monopoly.
- d) Explain the Importance of Business Economics.



Total No. of Questions :3]

SEAT No. :

PE3500

[Total No. of Pages : 3

[6528]-201

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

**MJ-201-IBI-T: FINANCIAL MANAGEMENT : INTERNATIONAL
BANKING AND INSURANCE
(2024 Credit 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. [5]

- a) Which of the following is Not a key Feature of international banking?
 - i) High transaction values
 - ii) Domestic-only currency transaction
 - iii) Multi-currency operation
 - iv) Cross-border services
- b) Which of the following is a key characteristic of offshore banking?
 - i) High local regulation
 - ii) Focus on domestic currency
 - iii) Confidentiality and tax advantages
 - iv) Ban on wealth management services
- c) Which international Financial institution is known as the “central bank for central banks”?
 - i) World bank
 - ii) IMF
 - iii) Bank for International settlements (BIS)
 - iv) Asian Development Bank (ADB)

P.T.O.

- d) SAR stands for ____.
- i) Special Account Report
 - ii) Suspicious Activity Report
 - iii) Secure Account Regulation
 - iv) System Audit Report
- e) Which of the following organisation is primarily responsible for setting supervisory standards for insurance globally?
- i) OECD
 - ii) WTO
 - iii) IAIS
 - iv) BIS

B) Match the pairs [5]

Group A	Group B
a) AML	i) Project Financing
b) Standard chartered	ii) Preventing illegal funds
c) SPV (Special Purpose vehicle)	iii) Marine and speciality insurance
d) IFC	iv) U.K. (United kingdom)
e) Lloyd's of London	v) Private sector investment

C) State if the following statements are True or False. [5]

- a) SWIFT is used for International Fund Transfers.
- b) A Letter of Credit is issued by Exporter.
- c) OECD was established in 1961.
- d) The insurer must also act in good Faith.
- e) IAIS was Founded in 1990 in London.

D) Define the following term/Answer in one sentence. [5]

- a) Correspondent Banking
- b) Letter of Credit
- c) Fintech
- d) 2 core principles of Insurance
- e) Reinsurance.

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

- a) Define International Banking. State its features and scope.
- b) Discuss the various Recent Trends and Development in International Banking.
- c) Define Insurance. State its Need and Scope.
- d) Explain the Role and Functions of various International Financial Institutions.
- e) Explain in brief about International Association of Insurance supervisors (IAIS) and Functions of IAIS.

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

- a) Multinational Banks
- b) Trade Financing
- c) Asian Development Bank (ADB)
- d) Reinsurance
- e) Types of commercial Insurance
- f) Distinguish between International Banking and Domestic Banking



Total No. of Questions : 3]

SEAT No. :

PE-5014

[Total No. of Pages : 3

[6528]-202

S.Y. B.Com (I.B.)

MARKETING MANAGEMENT

MJ-201-MR-T : Marketing Research

(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 : [5]

- i) Concept testing is related to:
 - a) Pricing
 - b) New product development
 - c) Financial planning
 - d) Recruitment
- ii) A major disadvantage of in-house research is:
 - a) Better control
 - b) Faster approvals
 - c) Low cost
 - d) Limited expertise
- iii) Protecting respondents' identities refers to _____
 - a) Segmentation
 - b) Market targeting
 - c) Sampling
 - d) Anonymity
- iv) A Data interpretation comes immediately after _____
 - a) Data collection
 - b) Problem definition
 - c) Analysis
 - d) Hypothesis testing
- v) The process of reviewing data is called _____
 - a) Data Interpretation
 - b) Data Analysis
 - c) Data Breaching
 - d) Data Reading

B) Match the Pairs : [5]

Group A

Group B

- | | |
|------------------------------|--|
| i) Setting Research Problem | a) Shopper behaviour |
| ii) Retail research | b) Defining what needs to be investigated |
| iii) Concept Testing | c) Studying reactions to new product ideas |
| iv) Sentiment Analysis | d) Measuring opinions expressed online |
| v) Advertising Effectiveness | e) Checking whether ads achieve desired impact |

P.T.O.

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

- i) What is meant by data interpretation?
- ii) Define competitive intelligence.
- iii) What is Big Data?
- iv) What is Primary Data?
- v) Define sentiment analysis.?

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

- i) _____ has the advantage of saving time and reducing data gathering costs.
- ii) The process of specifying the research problem is the _____ step in marketing research..
- iii) Online panels are especially useful for collecting _____ opinions from a consistent group of respondents.
- iv) The final step in the research process is _____ writing.
- v) Mobile-based research uses smartphones to collect data through apps and _____

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

- a) Explain the data collection, analysis, interpretation, and report-writing process.
- b) Explain the various steps in the Marketing Research Process are inter-related.
- c) Explain Types and Areas of Marketing Research.
- d) Discuss the advantages and disadvantages of in-house research.
- e) Explain Retail and shopper marketing research.

Q3) Short Answer (any 4) :

[4 × 5 = 20]

- a) Role of Artificial intelligence.
- b) Applications in marketing decision- making.
- c) Applications of Marketing Research.
- d) The role of marketing research in product development.
- e) Sentiment analysis.



Total No. of Questions : 3]

SEAT No. :

PE-5773

[Total No. of Pages : 3

[6528]-203
S.Y. B.Com (I.B.)
MJ-201-SSC-T : STRATEGIC SUPPLY CHAIN
MANAGEMENT
(2024 Credit 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 : [5]

- i) _____ in supply chain management, is the crucial final stage of getting finished products or services from the point of production to the point of consumption by the end customer.
 - a) Sourcing
 - b) Distribution
 - c) Transportation
 - d) Planning
- ii) _____ is the primary role of Information Technology in logistics management.
 - a) Minimizing labor costs
 - b) Enhancing transparency, efficiency, and reliability
 - c) Eliminating manual process entirely
 - d) Increasing product process.
- iii) _____ refers to the design, materials and labelling used to enclose a product for marketing, identification, information, and protection.
 - a) Labeling
 - b) Printing
 - c) Packaging
 - d) Crafting
- iv) The Purpose of Supply Chain Management is to _____.
 - a) increase the production level
 - b) manage and integrate supply and demand management
 - c) enhance the quality of a production and services
 - d) provide satisfaction to the customer
- v) _____ technology is used for real-time tracking and visibility in logistics.
 - a) Blockchain
 - b) RFID,GPS and IoT
 - c) ERP System
 - d) Barcode Scanning

P.T.O.

B) Match the Following : [5]

- | | |
|---------------------------|----------------------------------|
| i) Primary Packaging | a) Shipping Containers |
| ii) Bio-based packaging | b) Reusable Boxes and Containers |
| iii) Smart Packaging | c) QR Code, Sensor |
| iv) Sustainable Packaging | d) edible or compostable |
| v) Tertiary Packaging | e) A plastic water bottles |

C) True or False : [5]

- i) Faster and error free order processing is a benefits of using automation in logistics.
- ii) According to Indian regulatory compliance, Maximum retail price (MRP) information is not mandatory to be prominently displayed On packaged commodities
- iii) Providing safety to the product is the main function of labelling
- iv) One important purpose of supply chain management is to make inventory readily available.
- v) Accessing lower-cost resources is a primary drives for companies to engage in global sourcing.

D) Define the Following Terms (any 5 out of 6) : [5]

- i) E-Commerce logistics
- ii) Labeling
- iii) Barcoding
- iv) Strategic SCM
- v) Global Sourcing
- vi) Secondary Packaging

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

- a) What is Strategic Supply chain Management? Explain different stages of strategic supply chain management.
- b) Define Warehouse Automation? Explain different key functions of WMS.

- c) What is Global Sourcing? Explain role and importance of global supply chain management.
- d) What is Packaging? Explain Factors affecting the choice of Packaging.
- e) Write different key role of Sourcing and Distribution in Supply chain management.

Q3) Short Notes (Attempt any 4 out of 7) :

[20]

- a) Role of IT in Supply Chain Management
- b) Functions of Labelling
- c) Recent trends in Packaging
- d) Participants in SCM
- e) Materials used in packaging
- f) Sustainable packaging practice
- g) Use of Blockchain in supply chain management



Total No. of Questions : 5]

SEAT No. :

PE-5015

[Total No. of Pages : 2

[6528]-204

SY B.Com (I.B.)

OE:201-CIB-Mercantile Law
(NEP-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.

Q1) A) Select the most correct answer from the given alternatives: **[4]**

- i) Maximum number of members under a private company as provided under the Companies Act, 2023 _____
 - a) 50
 - b) 150
 - c) 200
 - d) No Limit
- ii) The threat to commit suicide amount to _____
 - a) Coercion
 - b) Undue influence.
 - c) Misrepresentation
 - d) Fraud
- iii) An agreement enforceable by law is a _____
 - a) Promise
 - b) Contract
 - c) Obligation
 - d) Lawful promise.
- iv) A Private Company which is subsidiary of a Public Company is treated as _____
 - a) Public Company
 - b) Private Company
 - c) Holding Company
 - d) Dormant Company

P.T.O.

B) State True or False [4]

- i) Partnership is created by agreement and not by status.
- ii) LLP Act was passed in the year 2008
- iii) A Company is a separate legal entity distinct from its members.
- iv) Liability of partners in a partnership firm is limited.

Q2) Attempt the following (ANY FOUR) : [8]

- a) Define the term Contract.
- b) What do you mean by One Person Company?
- c) State the rights of consumer under Consumer Protection Act.
- d) What is LLP?
- e) Define the term General Offer.
- f) State the meaning of B-Contracts.

Q3) Attempt the following (ANY TWO) : [8]

- a) State and explain “Essential Elements of a Valid Contract”.
- b) Differentiate between Agreement and Contract.
- c) Write a note on: Performance of Contract.

Q4) Attempt the following (ANY TWO) : [8]

- a) Differentiate between Partnership Firm and Company.
- b) Write objectives of Consumer Protection Act.
- c) State and explain types of partners.

Q5) Attempt the following (ANY ONE) : [3]

- a) What do you mean by Discharge of Contract? State different modes of Discharge of Contract.
- b) Differentiate between Public Limited Company and Private Limited Company.



Total No. of Questions :6]

SEAT No. :

PE5628

[Total No. of Pages : 4

[6528]-205

S.Y.B.Com. (IB)

MJ-202-AUT-T : FINANCIAL MANAGEMENT

Auditing & Taxation

(NEP Credit 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) *Use of simple calculator is allowed.*

Q1) Multiple Choice Questions.

[10]

- a) The year in which income is earned is known as_____
 - i) Assessment Year
 - ii) Previous Year
 - iii) Accounting Year
 - iv) Business Year
- b) Savitribai Phule University is _____
 - i) A Trust
 - ii) An Association of Persons
 - iii) A Local Authority
 - iv) Artificial Juridical Person
- c) Children Education allowance is exempt from tax to the extent of _____per month.
 - i) Rs. 100
 - ii) Rs. 200
 - iii) Rs. 300
 - iv) Rs. 400
- d) _____is a unique 10 digit alpha-numeric number to identify an assessee.
 - i) TAN
 - ii) PAN
 - iii) Aadhar
 - iv) TIN
- e) Cost of free Gas, Water and Electricity bill by Employer is:
 - i) Fully Taxable
 - ii) Fully Exempted
 - iii) Partly Taxable
 - iv) 20% Taxable

P.T.O.

Q3) Mr. Subhash, Nashik Provide the following salary structure.

[10]

- a) Basic Salary Rs. 50,000 p.m.
- b) Bonus Rs. 20,000 p.a.
- c) Children Education Allowance Rs. 480 p.m. for 2 Children.
- d) Commission Rs. 10,000 p.a.
- e) House Rent Allowance Rs. 13,000 p.m. Rent paid by Mr. Subhash Rs. 84,000 p.a.
- f) He has been provided with 2000 CC Car along with driver for both private and official purpose. Expenses borne by employer.
- g) Employer and his own contribution to the RPF is 14%
- h) Interest on RPF @13% p.a. is Rs. 16,000
- i) He has paid professional Tax Rs. 2,500 p.a.

Compute his net taxable salary income for the AY 2025-26 under Old Regime.

Q4) From the following information given by Mr. Karbhari, find out the Income from the house property for the AY 2025-26. (Old Tax Regime). **[10]**

Particulars	Rs.
Municipal Value	3,00,000
Fair Rent	2,20,000
Standard Rent	2,00,000
Annual Rent	2,50,000
Unrealized Rent	10,000
Vacancy Period	2 Months
Municipal Tax	5,000
Interest on Loan	40,000

Q5) Mr. Krishna Mankar has given the following information of his incomes and savings for financial year 2024-25 **[10]**

Particulars	Rs.
Gross Salary	6,33,800
Incomes from House Property	50,000
Income from Business	2,00,000
Interest on Government Securities	30,000
Interest on Bank Deposits	30,000
Donations paid to National Children Fund	25,000
Donations paid to Government for promotion of family planning	20,000
Deposit in RPF	30,000
Professional Tax paid	2,500

Deposited Rs. 60,000 with SBI for Five Years. Compute his Taxable Income and Tax Liability under New Tax Regime for AY 2025-26.

Q6) Write short Notes (Any Four) **[20]**

- a) Person
- b) Computation of Long Term Capital Gain
- c) Capital Assets
- d) Advantages of Auditing
- e) Internal Audit
- f) Types of Audit



Total No. of Questions : 3]

SEAT No. :

PE4875

[Total No. of Pages : 3

[6528]-206

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

**MJ-202-IBM-T: MARKETING MANAGEMENT -
INTERNATIONAL BRAND MANAGEMENT
(2024 Credit 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 : [5]

- a) According to Philip Kotler a brand is primarily means to_____.
 - i) Increase production
 - ii) Create advertisements
 - iii) Differentiate product and services
 - iv) Standardize pricing
- b) Which of the following is a brand code?
 - i) Unique logo or sound
 - ii) Employee policy
 - iii) Business strategy
 - iv) Inventory level
- c) Hybrid branding communication combines_____.
 - i) Brand equity and brand personality
 - ii) Influencer and affiliate marketing
 - iii) Instore and loyalty programs
 - iv) Digital and traditional media
- d) Brand repositioning involves_____.
 - i) Changing the target audience
 - ii) Expanding operations internationally
 - iii) Re-establishing the brand image in consumer minds
 - iv) Registering trademark
- e) A brand audit helps in _____.
 - i) Changing competitor's strategies
 - ii) Tracking and improving brand performance
 - iii) Designing legal contracts
 - iv) Planning supply chain logistics

P.T.O.

B) Match the Pairs: [5]

Group - A	Group - B
a) Brand Personality-	i) Using the same brand name for new products
b) Brand Identity-	ii) Human traits associated with a brand
c) POD	iii) Company's brand perception by its target audience
d) Brand Association	iv) Unique feature that makes the brand distinct
e) Brand Extension	v) Total impression stored in consumer's mind

C) Fill in the Blanks: [5]

(Global, Brand Licensing, Tagline, Competence, Brand Equity, Brand Image)

- a) A short and memorable phrase used in branding is called a_____.
- b) The total value a brand adds to a product is called_____.
- c) Digital branding helps companies reach a_____audience compared to traditional marketing.
- d) Brand _____refers to the perception of a brands ability to be reliable, intelligent and successful in delivering its promises.
- e) Allowing third parties to use your brand name for a fee is called_____.

D) True or False. [5]

- a) Branding influences consumer buying decisions.
- b) Branding has no effect on the price customers are willing to pay.
- c) Digital brand communication can be personalized for individual users.
- d) Digital communication allows brands to adjust messages quickly based on data.
- e) Having too many brands in a portfolio can sometimes weaken overall brand strength.

Q2) Long Answer Questions (Any 3 out of 5)

[30]

- a) What is brand? Explain the importance of branding.
- b) Explain the various brand elements.
- c) Explain the different risk and challenges in international brand strategy.
- d) What is brand image? Explain the importance of brand image.
- e) What is brand Valuation? Explain the significance of brand valuation.

Q3) Short notes (Any 4 out of 6)

[20]

- a) Brand Identity
- b) Keller's model of brand equity
- c) Ethics in global branding
- d) Digital branding in global market
- e) Brand Audit
- f) Challenges in brand valuation



Total No. of Questions : 3]

SEAT No. :

PE3501

[Total No. of Pages : 3

[6528]-207

S.Y. B.Com.(IB)

**MJ-202-SRM-T : SUPPLY CHAIN MANAGEMENT : SUPPLY
CHAIN AND RISK MANAGEMENT
(2024 Credit 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 :

[5]

- a) Supply chain disruptions is an example of _____Risk
 - i) Operatinal Risk
 - ii) Financial Risk
 - iii) Strategic Risk
 - iv) Project specific Risk.
- b) Responding to the Risks after they have occurred is called_____
 - i) Reactive Risk Management
 - ii) Qualitative Risk Management
 - iii) Proactive Risk Management
 - iv) Quantitative Risk Management
- c) _____is the oldest form of Insurance
 - i) Fire Insurance
 - ii) Marine Insurance
 - iii) General Insurance
 - iv) Health Insurance
- d) Protecting against price fluctuations in the underlying asset is_____
 - i) Hedging
 - ii) Speculation
 - iii) Diversification
 - iv) Commodity Swap

P.T.O.

- e) Supply chain management is primarily concerned with_____
- i) Storage of Raw materials
 - ii) Flow of goods and services
 - iii) Fulfillment order
 - iv) Satisfaction of customer.

B) Match the Pairs [5]

- | Group - A | Group - B |
|-------------------------|--|
| a) Risk Management tool | i) Marine Insurance |
| b) Hull Insurance | ii) Root -cause analysis |
| c) Counter Party Risk | iii) Difficulty in converting risk |
| d) Market Risk | iv) Risk due to other party default |
| e) Liquidity Risk | f) fluctuations in Interest, taxes etc |

C) Answer in one sentence [5]

- a) Risk Matrix.
- b) Operational Risk
- c) Forward Contracts
- d) Resilient Supply Chain
- e) Swot analysis.

D) State the following statements are true/false [5]

- a) Foreign exchange Risk is also known as currency Risk.
- b) Cargo Insurance is a type of Marine Insurance.
- c) Economic Risk is called as Forecast Risk
- d) `Adverse changes in exchange rates in International transactions is called supply risk.
- e) Supply chain designed to anticipate and prepare record from unexpcted disruptions is called strategic supply chain

Q2) Answer the following questions (Attempt any three)

[30]

- a) Explain the process of Risk Management?
- b) Discuss the various methods of foreign exchange control?
- c) Discuss the various types of SCM Risks?
- d) Explain in detail practical approaches to SCM?
- e) Define Resilient Supply Chain. Explain its features?

Q3) Short notes (Attempt any four)

[20]

- a) Strategic Risk
- b) Proactive vs Reactive Risk management.
- c) Marine Cargo Insurance
- d) Cost Benefits analysis
- e) FEMA 1999



Total No. of Questions : 5]

SEAT No. :

PE4876

[Total No. of Pages : 2

[6528]-208

S.Y. B.Com.(IB)

**VSC-201-CIB-T : DIGITAL MARKETING
(NEP) (2024 Credit 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.*

Q1) Attempt all the Questions.

[8×1=8]

- a) The Type of Content that is best suited for presenting detailed research-based information in the formal tone is_____
 - i) Blog
 - ii) Article
 - iii) Copy Writing
 - iv) Social Media Post
- b) Which model does Google Ad words Primarily Operates?
 - i) Pay per Click
 - ii) Cost per Impression
 - iii) Flat-Rate billing
 - iv) Monrthly Subscription
- c) Which of the following is not as social Media Platform?
 - i) Instagram
 - ii) WhatsApp
 - iii) Linked in
 - iv) Tally
- d) The Technology that Chatbots and Virtual Assistants rely upon is_____
 - i) Block Chain
 - ii) Augmented Reality
 - iii) Natural Language Processing
 - iv) Memo
- e) A unique address of the website in digital marketing is called_____
 - i) Domain (URL)
 - ii) Landing page
 - iii) Creator marketing
 - iv) Software License
- f) _____tools help measure user behavior and website performance
 - i) Canva
 - ii) Mailchimp
 - iii) Google Analytics
 - iv) Hootsuite

PTO.

- g) Which of the following is an example of Visitor Engagement?
 - i) A user Scrolling website quickly
 - ii) User liking and Commenting product video
 - iii) A user Ignoring ad
 - iv) user Uninstalling a brand app
- h) The major advantage of chatbots is_____
 - i) Limited workhours
 - ii) 24*7 Customer support
 - iii) Expensive to maintain
 - iv) Only for offline business

Q2) Attempt any FOUR of the following: [4×2=8]

- a) Influencer Marketing
- b) YouTube marketing
- c) Increasing Visibility in Digital Marketing
- d) Search Engine optimization
- e) Visitor Engagement in Digital Marketing

Q3) Attempt any TWO of the following: [2×4=8]

- a) Define Digital Marketing ? Explain its Various Tools of Digital Marketing.
- b) Discuss the benefits and advantages of Strategically Designed Home Page.
- c) Explain the Process of converting Traffic into Leads in Digital Marketing.
- d) Explain the various types of Conversions in Digital Marketing.

Q4) Attempt any TWO of the following: [2×4=8]

- a) Explain the various Techniques to increase the Visibility in Digital Marketing.
- b) Discuss the significance of influencer and Creator Marketing.
- c) State the Benefits and Limitations of Chat GPT.

Q5) Attempt any ONE of the following : [1×3=3]

- a) Explain the advantages of Social Media Marketing?
- b) Discuss the concept of Visitor Engagement in Digital Marketing?



Total No. of Questions : 3]

SEAT No. :

PE3502

[Total No. of Pages : 3

[6528]-209

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

MN-201-CIB-T : RESEARCH METHODOLOGY

(2024 Credit 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 :

[5]

- a) The first step in Research Process is_____
 - i) Review of Literature
 - ii) Data Collection
 - iii) Data Analysis
 - iv) Define Research Problem
- b) _____sampling is used when it is difficult to identify the members of the desired population.
 - i) Systematic sampling
 - ii) Sequential sampling
 - iii) Cluster sampling
 - iv) Snowball sampling
- c) _____is an orderly arrangement of data in Columns and rows.
 - i) Editing
 - ii) Coding
 - iii) Classification
 - iv) Tabulation
- d) _____involves scrutinizing the collected data to identify and minimize errors, incompleteness, misclassification, and gaps in the information obtained from respondents to the extent possible.
 - i) Editing
 - ii) Coding
 - iii) Classification
 - iv) Tabulation

P.T.O.

- e) _____ is an act of purloining of an individual 's work ideas findings, strategies, or writings without giving appropriate credit for the same.
- i) Citation
 - ii) Paraphrasing
 - iii) Plagiarism
 - iv) Referencing

B) Fill in the Blanks [5]

(Secondary, Qualitative, Primary Quantitative, Ha HO, Research Hypothesis)

- a) _____ is process of steps used to collect and analyze information to increase our understanding of a topic or issue.
- b) Schedules is a _____ source of data collection.
- c) _____ research describes, infers and resolve problems with the help numbers.
- d) Alternate hypothesis is denoted by _____.
- e) The p-value is commonly used in _____ testing.

C) Match the Pairs. [5]

- | Group - A | Group - B |
|-------------------------|--|
| a) Data | i) Summary of previous Data |
| b) Review of literature | ii) Fact, Figures and Information collected |
| c) SPSS | iii) Government Publications |
| d) Secondary data | iv) Complete list of all sources used in the resarch |
| e) Bibliography | v) Data analysis tool |

D) True or False. [5]

- a) Research is a one-time activity that cannot be repeated.
- b) Observation cannot be used as a method of data collection.
- c) A hypothesis helps guide the research process.
- d) The title page is not an essential part of a research report.
- e) Plagirism is acceptable if the report is for academic purpose only.

Q2) Long Answer Questions (Any 3 out of 5)

[30]

- a) Differentiate between Qualitative Research and Quantitative Research.
- b) What is Primary Data? Explain the methods of collection of primary data.
- c) What is Research Design? Explain the types of Research Design.
- d) Explain the layout or structure of a Research Report.
- e) What is Data processing? Explain the stages of data processing.

Q3) Short notes (Any 4 out of 6)

[20]

- a) Criteria of Good Research
- b) Objectives of Research
- c) Descriptive Research
- d) Schedules
- e) Tabulation
- f) Challenges for researcher in india



Total No. of Questions : 3]

SEAT No. :

PE1204

[Total No. of Pages : 2

[6528]-301

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

301 : ELEMENTS OF HUMAN RESOURCE MANAGEMENT

(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) The fundamental principles of Human Resource Management includes.
 - i) Principle of Scientific selection
 - ii) Principle of incentive
 - iii) Principle of participation
 - iv) All the above
- b) _____ is the process of searching for prospective employees and stimulating them to apply for the jobs in the organisation.
 - i) Selection
 - ii) Recruitment
 - iii) Training
 - iv) Development
- c) Operative functions of HRM includes-
 - i) Procurement, development and compensation
 - ii) Maintenance
 - iii) Integration and emerging trends
 - iv) All of these
- d) Process of studying and collecting information about a job is known as-
 - i) Job description
 - ii) Job specification
 - iii) Job analysis
 - iv) Job evaluation
- e) On the job training includes-
 - i) Coaching
 - ii) Conference
 - iii) Understudy
 - iv) All of these

P.T.O.

- B) Match the pairs. [5]
- | A | B |
|----------------------------------|--|
| a) OJT | i) 1980 onwards |
| b) Job rotation | ii) On the job training |
| c) Human resource management era | iii) External source of recruitment |
| d) Gate hiring | iv) Performance appraisal method |
| e) Ranking method | v) Employee is moved from one job to another |
- C) Answer in one sentence. [5]
- State any 2 on the job training methods.
 - Define job evaluation.
 - Write any 2 methods of performance appraisal.
 - What is human resource planning?
 - Write any 2 merits of promotion.
- D) Fill in the blanks. [5]
- HRIS stands for _____ .
 - Vestibule Training is the _____ training method.
 - _____ is defined as the process of choosing the right candidates for the vacant positions.
 - The combination of peer, superior, subordinate and self review appraisal is known as _____ .
 - _____ aims at overall development of manager.
- Q2) Answer the following. (Any 3) [30]**
- Write a detailed note on Recent Trends in HRM.
 - Explain the difference between Training and Development.
 - Explain the process of Human Resource Planning.
 - What are the causes of low employee morale? Explain the measures to strengthen the moral of the employees.
 - Discuss any 5 methods of Performance appraisal.
- Q3) Write short notes (Any 4) [20]**
- Internal sources of recruitment
 - TQM.
 - 360° appraisal concept.
 - Merit rating.
 - Job evaluation.
 - Outsourcing.



Total No. of Questions :3]

SEAT No. :

PE1205

[Total No. of Pages : 3

[6528]-302

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

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

A) Multiple Choice Questions [5]

- a) The following are the characteristics of Positive stress?
 - i) It improves performance
 - ii) It feels exciting
 - iii) It motivates
 - iv) All of the above
- b) Which of the following statements about body language is TRUE?
 - i) body language can be conscious or unconscious
 - ii) body language includes only conscious gestures.
 - iii) body language includes only unconscious gestures.
 - iv) body language typically leaves a negative impression.
- c) Seeing a discrepancy between oneself and one's ideal self leads to feelings of:
 - i) Social anxiety
 - ii) Depression
 - iii) Both (i) and (ii)
 - iv) Neither (i) nor (ii)

P.T.O.

- d) Motivation is the process of stimulating people to accomplish_____
- i) Desired goals
 - ii) Desired homework
 - iii) Desired assignment
 - iv) Both ii and iii
- e) Failing to manage your time can lead to some consequences like ---
- i) Less Stress
 - ii) Greater Productivity & efficiency
 - iii) Missed deadlines
 - iv) A better professional reputation

B) Answer in one sentence: [5]

- a) SWOT
- b) What is Big Five Model?
- c) Define Attitude.
- d) Self Esteem
- e) What are etiquettes?

C) Match the Pairs: [5]

- | Group A | Group B |
|-------------------------|--|
| a) Heredity | i) Knowledge, skills and experiences |
| b) Cultural Environment | ii) Interactions with family, peers, and Community |
| c) Education | iii) Inheritance of traits from one's biological parents |
| d) Temperament | iv) Values, beliefs, norms, and behavioral patterns |
| e) Social Environment | v) Perceptions and reactions |

D) True or False

[5]

- a) Showing professional attitude at workplace is professionalism.
- b) Rubbing forehead signals confidence.
- c) Eye contact is not important for face to face communication.
- d) Self image is how you see yourself and how you believe others see you.
- e) Self-awareness is not an important self- assessment tool.

Q2) Long answer questions (Any three)

[3×10=30]

- a) Define Self- esteem and discuss how one can build self- esteem and self confidence.
- b) Explain the importance of a team and how to be a team player.
- c) What is stress? Suggest ways to manage stress.
- d) What is the need for self- motivation and factors that keep one motivated.
- e) What is meant by Personality? List the determinants that shape personality.

Q3) Write short notes on (any four):

[4×5=20]

- a) Goal Setting
- b) Qualities of Team Player
- c) Interpersonal skills
- d) Importance of Empathy
- e) Time Management
- f) Positive Thinking



Total No. of Questions : 3]

SEAT No. :

PE-1206

[Total No. of Pages : 3

[6528]-303

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

**303 : INTERNATIONAL ECONOMICS
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Choose the correct option :

[5]

- i) Ad valorem tariffs are collected as
 - a) fixed amounts of money per unit traded
 - b) a percentage of the price of the product
 - c) a percentage of the quantity of imports
 - d) all of the above
- ii) _____ the father of economics ,believed that the basis of national trade was absolute cost advantages.
 - a) Adam Smith
 - b) David Ricardo
 - c) J.S.Mill
 - d) F.W.Taussig
- iii) According to _____ economics is a study of mankind in the ordinary business of life.
 - a) Prof. Mill
 - b) Prof.Marshall
 - c) Ricardo
 - d) J.S.Mill
- iv) The IMF was established on _____.
 - a) 27,December 1947
 - b) 27,December 1945
 - c) 27,December 1950
 - d) 27,December 1951
- v) A tax of 20 cents per unit of imported cheese would be an example of a (an):
 - a) Compound tariff
 - b) Effective tariff
 - c) Ad valorem tariff
 - d) Specific tariff

P.T.O.

B) Match the Pairs : [5]

- | | |
|--|---|
| i) International Finance Corporation (IFC) | a) 1 st January 1995 |
| ii) WTO | b) Production activities in more than one country |
| iii) MNC | c) Comparative Cost Theory |
| iv) Regional Free Trade Agreements | d) World Bank |
| v) David Ricardo | e) European Union |

C) State if the following statements are True or False : [5]

- i) The Heckscher-Ohlin theory explains comparative advantage as the result of differences in countries relative abundance of various resources.
- ii) A free trade agreement is a pact between two or more nations to reduce barriers to tariffs.
- iii) The exchange rate is the rate which is exchanged against gold standard.
- iv) LPG policy commenced in India from 1996.
- v) Inter-regional trade refers to trade between regions within a country.

D) Define the following term Answer in one sentence : [5]

- i) MNE
- ii) Purchasing Power parity
- iii) Global financial Crisis
- iv) Income terms of trade
- v) Balance of payments

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

- a) Write in detail about the welfare comparisons at international and domestic level.
- b) Elaborate on the factors influencing the terms of trade of a country.
- c) Explain the difference between GATT and WTO.
- d) What is International Monetary System? Discuss its evolution.
- e) Discuss the Heckscher-Ohlin model of international trade with example.

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

[20]

- a) Foreign Direct Investment
- b) Special drawing rights
- c) Absolute Advantage Theory
- d) International Labour Mobility
- e) Importance of International Economics
- f) Welfare comparisons at International Level



Total No. of Questions : 3]

SEAT No. :

PE1207

[Total No. of Pages : 3

[6528]-304

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

304 : PRODUCTION AND OPERATION MANAGEMENT

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions. [5]

- a) _____ is the process by which goods and services are created.
 - i) Purchasing
 - ii) Selling
 - iii) Production
 - iv) Operation
- b) _____ means repairing of the machines when it breakdowns.
 - i) Codification
 - ii) Inspection
 - iii) Maintenance
 - iv) Oiling
- c) In EOQ Model 'O' stands for _____.
 - i) Operation
 - ii) Order
 - iii) Object
 - iv) Optimistic
- d) If Stock Turnover Ratio of Material (X) is 2 Times, Material (Y) is 3 Times, Material (Z) is 4 Times and Material (W) is 5 Times, then which material is Slow Moving Material?
 - i) Material (X)
 - ii) Material (Y)
 - iii) Material (Z)
 - iv) Material (W)
- e) _____ determines the programme for the operations.
 - i) Scheduling
 - ii) Dispatching
 - iii) Classification
 - iv) Codification

P.T.O.

B) Match the pairs. [5]

Group (A)	Group (B)
a) Scrap	i) EOQ
b) LIFO	ii) Season dependent Inventory
c) Re-Order Quantity	iii) Stock Method
d) Manufacturing	iv) Terminal Value
e) S-O-S Analysis	v) Machine Assisted Function

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

- a) ABC (Analysis) stands for _____.
- b) AGV stands for _____.
- c) _____ presents graphically the material used and their progress from machine operation.
- d) _____ is carried out for confirming that quality is of predetermined standard.
- e) FIFO stands for _____.

D) Define the terms/Answer in One sentence. [5]

- a) Define Production Management.
- b) Define Operation Management.
- c) What do you mean by Work In Progress Stock?
- d) Define Repairing.
- e) Define Plant Location.

Q2) Long Answer Questions. (Attempt Any Three)

[30]

- a) Define Automation. Explain advantages and disadvantages of Automation.
- b) Elaborate objectives and scope of Production and Operation Management.
- c) Discuss Factors for a good Plant Layout. Explain types of layout.
- d) Define Material Management. Explain Material Handling Principles and Practices.
- e) Explain, importance and scope of Production Planning.

Q3) Write Short Notes. (Attempt Any Four)

[20]

- a) Locating Foreign Operations Facilities.
- b) Objectives of Plant Layout.
- c) Classification and Codification.
- d) Inventory Turnover Ratio.
- e) Stock Levels.
- f) EOQ Model.

x x x

PE1208

SEAT No. :

[Total No. of Pages : 4]

[6528]-305
S.Y. B.B.A. (IB)
A305 : FRENCH - I
(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q.1. Complétez UN dialogue :

(10)

A. Jeanne Jégat, une portugaise, arrive à l'hôtel « Modéao ». Elle cherche un stage dans l'hôtel. Complétez le dialogue.

Jeanne : Bonjour, monsieur. C'est pour un stage dans votre hôtel.

Le réceptionniste : _____.

Jeanne : Je suis réceptionniste dans un grand hôtel à Paris.

Le réceptionniste : _____.

Jeanne : *Jeanne Jégat.*

Le réceptionniste : _____.

Jeanne : Je suis portugaise

Le réceptionniste : _____.

Jeanne : Oui, c'est janjgrport@google.fr

Le réceptionniste : _____.

OU

B. Mme. Duval arrive au standard de la société 'Arman'. Elle veut rencontrer M. GirouDET, le directeur. M. GirouDET n'est pas là. Elle parle à la standardiste. Complétez le dialogue.

Mme Duval : Bonjour monsieur. Je voudrais parler à M. GirouDET, s'il vous plaît.

Le réceptionniste : _____ ?

Mme Duval : Mme Duval.

Le réceptionniste : _____ ?

Mme Duval : Eh bien, c'est pour notre dossier, « CAN-AL ».

Le réceptionniste : _____ ?

Mme Duval : Ok. Voici mon numéro de téléphone. J'attends son appel. C'est urgent.

Le réceptionniste : _____.

Mme Duval : Merci bien.

Le réceptionniste : _____ . Au revoir.

P.T.O.

Q.3. Grammaire et vocabulaire :

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

(2)

1. Elle part avec notre/ses/nos enfants.
2. Mme Juror a une fille. Sa/son/ta fille est ingénieur.
3. Nous parlons à notre/son/ses directrice.

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

(2)

1. Il y a une réunion avec/pendant/chez les collègues.
2. Vous donnez les détails en/à/avec vos clients.
3. Le siège social se trouve pour/avec/en France?

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

(2)

1. 19 h 4.25
2. 9 h 15
3. 23 h.

G. Complétez avec des mots donnés : (à, langues, beaucoup, pour)

(2)

Il parle trois _____ et il aime _____ voyager. _____ sa première expérience professionnelle, il préfère aller _____ l'étranger.

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

(2)

1. Les touristes (aimer) visiter la ville.
2. Le directeur général (diriger) l'ensemble des activités de l'entreprise.
3. Les touristes (acheter) les chocolats.

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

(6)

1. Dans quel domaine, l'entreprise Carrefour travaille-t-elle ?
2. Comment s'appelle un habitant de l'Italie ?
3. Quelles de langues parlez-vous?
4. Nommez deux pays francophones.

Q.3.B. Reliez les deux colonnes :

(4)

A

1. GDF - Suez
2. PSA Peugeot-Citroën
3. Allô! Oui
4. Billet

B.

- a) Automobile.
- b) Eaux.
- c) Titre de transport.
- d) L'hôtel Concorde, j'écoute.

Q.4. Présentez la personne suivante :

(5)

Nom : Jégat
Prénom: Diana
Nationalité: Française
Pays de résidence: Le Canada.
Situation de famille: Mariée
Nombre d'enfants: 2 fils et une fille
Secteur d'activité professionnelle: Responsable marketing chez TOTAL

OU

Nom : Jean
Prénom: Maisonnave
Nationalité: Malgache
Pays de résidence: L'Italie.
Situation de famille: Célibataire
Secteur d'activité professionnelle: Médecin

Q.5. A. Traduisez en anglais:

(4)

« Mesdames, messieurs, nous arrivons à Paris, destination finale de notre voyage.
La température au sol est de 19 ° C, le ciel est clair, il fait beau, mais il y a du vent.
La compagnie Aéroplus vous souhaite une bonne fin de journée et un bon séjour en France. »

B. Traduisez en français: (3 au choix)

(6)

1. We hate the plane.
2. What is your age?
3. You have a meeting with the Mr Piquart.
4. I'm calling you because I am in Lyon.
5. What are you doing this evening?

Q. 6. Compréhension :

Les hôtels de tourisme sont classés par nombre d'étoiles selon de nombreux critères : le confort des chambres, les équipements, la qualité du service, les langues parlées, l'intérêt historique du bâtiment ou la situation géographique.

Les hôtels résidentiels proposent des appartements avec kitchenette ou cuisine, souvent en centre-ville.

La chambre d'hôte est une chambre à louer chez l'habitant. Le petit-déjeuner est toujours inclus dans le prix de la chambre.

A. Dites vrai ou faux :

(3)

1. Les hôtels résidentiels proposent des appartements.
2. Les hôtels résidentiels sont proposent des kitchenettes.
3. La chambre d'hôte est une chambre à louer chez l'habitant.

B. Trouvez dans le texte le contraire de: rarement.

(1)

C. Donnez l'infinitif : est

(1)



Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages : 3

PE1209

[6528]-306

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

B305 : GERMAN - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

All questions are compulsory.

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

03

- i. Um wie viel Uhr stehen Sie auf?
- ii. Wann haben Sie Geburtstag?
- iii. Wann ist Sommer in Deutschland?
- iv. Wie heißt Ihre Muttersprache?

Frage 2: Übersetzen Sie ins Englisch!

03

„Guten Morgen“, „Guten Tag“, „Guten Abend“ (ab 18 Uhr) und „Auf Wiedersehen“ sind neutral. „Hallo“ und „Tschüs“ hört man sehr oft. Das ist nicht so formal. In Österreich sagt man auch „Servus“ und in der Schweiz „Grüezi“ und „Auf Wiederluege“. In Norddeutschland sagen viele Menschen nicht „Guten Tag“, sie sagen „Moin, Moin“. In Süddeutschland grüßt man mit „Grüß Gott“.

Frage 3: Wortschatz

A. Schreibe die Zahlen ins Wörter ! (Nur 2)

02

21, 80, 136

B. Ergänzen Sie die Vokale! (Nur 2)

02

- i. Z _mm _r
- ii. J _n _ _ r
- iii. L _m _n _d _

C. Ergänzen Sie das richtige Wort! (Nur 3)

03

- i. Das Bett in meinem _____ ist groß.
- ii. Ich habe im Mai _____.
- iii. In Japan spricht man _____.
- iv. Zum _____ essen wir immer Brot mit Butter oder Marmelade.

D. Welches Wort passt nicht!

03

- i. klein – blau – gelb – grün
- ii. Bruder – Schwester – Tante – Obst
- iii. Eier – Gurke – Tomate – Karotten

Frage 4: Grammatik :

A. Ergänzen Sie die Verben in richtigen Formen! (Nur 3)

03

(kommen, trinken, liegen, treffen)

- i. Das Handy _____ in der Küche.
- ii. „_____ du gern Kaffee oder Tee?“
- iii. „Woher _____ Sie?“

P.T.O.

iv. Markus _____ einen Kollegen in der Cafeteria.

B. Ergänzen Sie die Personalpronomen! (Nur 3)

03

- i. „Wo ist dein Hund? Ist _____ hinter dem Haus?“
- ii. Die Touristen stehen vor der Kirche. _____ sprechen sehr laut.
- iii. „Bist _____ die Schwester von Wiebke?“
- iv. Das Sofa ist nicht billig. _____ kostet 453 Euro.

C. Ergänzen Sie den Artikel

(bestimmt/unbestimmt/Nominativ/Akkusativ) (Nur 3)

03

- i. Hast du _____ Hund?
- ii. _____ Musik ist sehr laut!
- iii. _____ Problem ist aber sehr schwierig.
- iv. Ich trinke _____ Tee ohne Milch.

D. Ergänzen Sie die Possessivartikel! (Nur 3)

03

- i. Wir haben ein Auto. _____ Auto ist rot.
- ii. Lena, hat _____ Haus -einen großen Garten?
- iii. „Frau Williams, _____ Kinder sind sehr freundlich.“
- iv. Mein Freund hat eine Katze. _____ Mutter mag die Katze nicht.

E. Ergänzen Sie die Verben ‚sein‘ oder ‚haben‘ im Präteritum! (Nur 3)

03

- i. Frau Jens _____ gestern krank.
- ii. Letzten Sommer _____ wir zwei Wochen in Italien.
- iii. Früher _____ mein Opa ein altes Motorrad.
- iv. Die Kinder _____ mit dem Lehrer sehr glücklich.

F. Bilden Sie die Fragen! (Nur 3)

03

- i. Ihr besucht eure Großeltern.
- ii. Der Hund schläft im Garten.
- iii. Sie kauft einen neuen Laptop.
- iv. Tom und Anna tanzen zusammen.

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

10

Liebe Sonja,

unser Umzug ist ein Chaos! Meine Bücher sind schon in den Umzugskartons. Bernd packt seine CDs und seine Videos. Nils und Frauke packen ihre Bücher. Und ich? Ich mache jetzt Pause, trinke Kaffee und schreibe E-Mails. Ein Glück — der Computer funktioniert noch. Nils fragt 15-mal pro Tag: „Ist mein Zimmer groß?“ „Ja, Nils, dein Zimmer ist groß.“ „Und das Zimmer von Frauke?“ „Jaaaa, ihr Zimmer ist auch groß.“ Zwei Kinder - ein Kinderzimmer, das war hier immer ein Problem. Mein Schreibtisch, die Waschmaschine und der Herd sind schon in der neuen Wohnung in der Schillerstraße 23. Die Postleitzahl ist: 50122. Die Wohnung ist 120 qm groß, Altbau, sehr zentral in der Südstadt, im 3. Stock, 5 Zimmer (!!!), Küche, Bad, Balkon und ein Garten. Das Wohnzimmer hat vier Fenster, es ist hell und Ca. 35

qm groß, der Flur ist breit und lang. Wir hatten einfach Glück — die Wohnung ist ein Traum und nicht teuer. Aber unser Esstisch steht jetzt im Wohnzimmer - die Küche ist zu klein! Armer Bernd! Er arbeitet viel, aber sein Rücken macht Probleme, der Herd war doch zu schwer...Du siehst, wir brauchen deine Hilfe!!

Viele Grüße und bis morgen.
deine Kirsten

A. Beantworten Sie die folgenden Fragen.

- i. Was packt Bernd?
- ii. Was macht Kirsten?
- iii. Was fragt Nils immer?
- iv. Wo ist die neue Wohnung?
- v. Wie groß ist die Wohnung?

B. Richtig oder falsch?

- i. Die Wohnung ist im viersten Stock.
- ii. Die Wohnung hat einen Balkon.
- iii. Der Esstisch ist nicht im Esszimmer.
- iv. Bernd hat Probleme mit dem Rücken.
- v. Sie brauchen keine Hilfe.

Frage 6: Schreiben Sie 6-8 Sätze über ein Thema.

06

Mein Tagesablauf

oder

Meine Lieblingsperson

oder

Mein Haus / Meine Wohnung



Total No. of Questions :4]

SEAT No. :

PE1210

[Total No. of Pages : 2

[6528]-307

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

A-306 : SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the Blanks:

[5]

- a) ____is a part of supply chain management.
 - i) Material handling
 - ii) Retail management
 - iii) Sales management
 - iv) Marketing management
- b) Zero defects in manufacturing____
 - i) Is a goal of TQM
 - ii) Is readily achievable in all areas.
 - iii) Unobtainable & misleading idea
 - iv) A relevant goal only in electronic assembly
- c) A supply chain which includes the distribution of finished products and Services____
 - i) Transportation
 - ii) Supply of goods
 - iii) Inbound logistics
 - iv) Outbound logistics
- d) ____refers to the strategy of producing goods only when they are needed in the production process.
 - i) TQM total quality management
 - ii) JIT Just in Time
 - iii) EOQ Economic order Quantity.
 - iv) MRP material Requirement planning
- e) ____is key benefit of effective supply chain management
 - i) Higher operational cost
 - ii) Longer lead time
 - iii) Increased product defect
 - iv) Improved customer services.

P.T.O.

B) Match the following [5]

- | | |
|-----------------------|---|
| a) Outbound logistics | i) Tracking of goods |
| b) Lean production | ii) Backward flow of product |
| c) Reverse logistics | iii) Identifying the pattern & relationship on basis of data. |
| d) Data mining | iv) Elimination of all types of waste. |
| e) Barcoding | v) Manage final product delivery. |

Q2) Long answer question (any one) [10]

- a) Explain in detail objective, importance & scope of material handling system
- b) Explain the role of human resource in supply chain management.

Q3) Long answer question (any one) [10]

- a) Explain the role of Information Technology in supply chain management.
- b) Explain the role and importance of distributor in supply chain management.

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

- a) 2 Linkage between HRM and SCM
- b) Retail SCM
- c) Objective of SCM
- d) Store keeping
- e) Inventory management
- f) Value delivery system in SCM

.



Total No. of Questions : 4]

SEAT No. :

PE1211

[Total No. of Pages : 2

[6528]-308

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

306 B : LOGISTICS MANAGEMENT - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

- a) _____ is a basic activity that concentrates on purchase and planning for the inflow of material from suppliers to the production units.
 - i) Outbound Logistics
 - ii) Inbound Logistics
 - iii) Third Party Logistics
 - iv) Reverse Logistics
- b) _____ is defined as a process of moving goods from their place of use, back to their place of manufacture for reprocessing, re-filling, repair or recycling waste disposal.
 - i) Outbound Logistics
 - ii) Inbound Logistics
 - iii) Third Party Logistics
 - iv) Reverse Logistics
- c) _____ is a delivery method used for delivering mixed load from different vendors/suppliers to the customers rather than every supplier sending vehicle to satisfy the needs of the customers.
 - i) Milk Run
 - ii) Vehicle Scheduling
 - iii) Global Sourcing
 - iv) Group Purchasing
- d) _____ refers to planning, organizing, directing and controlling of inventory.
 - i) Procurement Management
 - ii) Logistic Management
 - iii) Transportation Management
 - iv) Inventory Management
- e) _____ refers to a planned, efficient storage space and handling of goods and raw material.
 - i) Material Handling
 - ii) Procurement
 - iii) warehousing
 - iv) Inventory

P.T.O.

B) Match the Following. [5]

Group - A

- a) Global Sourcing
- b) Bonded Warehouse
- c) JIT
- d) Cross Docking
- e) WMS

Group - B

- i) Tracking and controlling inventory within a warehouse
- ii) Efficient warehouse management
- iii) Toyota Production System
- iv) Place where goods are stored until custom duties are paid
- v) Strategic Procurement Concept

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

- a) What is Logistic? Explain Evolution and Types of Third party Logistics in details.
- b) Define Cross Docking? Explain different types of Cross Docking.

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

- a) Define Warehousing? Explain different types of Warehousing.
- b) What do you mean by Material Handling? Explain Importance and Role of material handling.

Q4) Write Short notes (Any four) [20]

- a) Advantages of Outsourcing.
- b) Benefits of Warehouse Automation.
- c) Outbound Logistics.
- d) Process of E-procurement.
- e) Modes of Transportation.
- f) Fourth Party Logistics.

x x x

Total No. of Questions : 3]

SEAT No. :

PE1212

[Total No. of Pages : 3

[6528]-401

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

**401 : IMPORT EXPORT PROCEDURE
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions: [5]

- a) _____ is exporting the products either in their original form or in the modified form to a foreign country through another domestic company.
 - i) Direct Exporting
 - ii) Indirect Exporting
 - iii) Merchant Exporting
 - iv) Deemed Exporting
- b) _____ works as a representatives of foreign buyers in the domestic country to gain order placed by their employers.
 - i) Export Merchants
 - ii) Export Management Companies
 - iii) Export Commission House
 - iv) Director General of Foreign Trade
- c) _____ system, an exporter is required to pay excise duty initially and can claim it from the Central Excise department after collection of the payment from the importer.
 - i) Export Under Bond
 - ii) Export Under Rebate
 - iii) Import Under Bond
 - iv) Import Under Rebate
- d) _____ is a document issued by the shipping company or its agent acknowledging the receipt of goods on board the vessel.
 - i) A Bill of Exchange
 - ii) A Bill of Export
 - iii) A Bill of lading
 - iv) A bill of import
- e) _____ Marketing is an arrangement in which one manufacturer or service firms distributes a second firm's products or services.
 - i) Direct Exporting
 - ii) Merchant Export
 - iii) Piggyback Marketing
 - iv) Countertrade

P.T.O.

- B) Match the Following. [5]
- | | |
|---------------------------------|-------------------------------------|
| a) Aligned Documentation System | i) Bill for goods |
| b) ANF-1 | ii) DGFT |
| c) Duty Drawback | iii) Incentive scheme |
| d) IEC | iv) Profile of importer or Exporter |
| e) Export invoice | v) Based on the UN layout key |
- C) True or false. [5]
- Deemed exports mean those transaction in which the goods supplied do not leave the country and the supplier in India receives the payment for the goods.
 - Countertrade is a form of licensing in which a parent company grants another independent entity the right to do business in a prescribed manner.
 - The Mate's receipt is prima facie evidence that the goods are loaded in the vessel.
 - Import Order is a documentation in which the importer orders for supply of imperative mercantile to the supplier.
 - DEPB Stands for Deemed Export Promotion Board.
- D) Define the Following Terms (any 5 out of 6) [5]
- Turnkey Contract
 - Mergers and Acquisition
 - Commercial Invoice
 - Shipping Bill
 - Certificate of origin
 - Overseas Agent

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

[30]

- a) What is import procedure? Explain in details Pre-imports Procedure.
- b) What is Export and Import? Explain the classification of Exports in details.
- c) Write foreign Market Entry Decision need and Entry Strategies in dept.
- d) What is Customs Clearance? Explain the customs clearance procedure for imported goods.
- e) Explain the various Documents used for the Transportation of Goods.

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

[20]

- a) International Marketing Selection process.
- b) Pre-Shipment Inspection
- c) Modes of Transport
- d) Obtaining IEC Number
- e) Replenishment License
- f) DEPB



Total No. of Questions : 3]

SEAT No. :

PE1213

[Total No. of Pages : 2

[6528]-402

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

402 : RESEARCH METHODOLOGY

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions [5]

- a) In the__research, the researcher has to use facts or information already available.
 - i) Analytical Research
 - ii) Descriptive Research
 - iii) Applied Research
 - iv) Distinctive Research
- b) The search for answers to research question is called collection of:
 - i) Data
 - ii) Information
 - iii) Forms
 - iv) Schedules
- c) What is at the end of the report?
 - i) Title Page
 - ii) Bibliography
 - iii) Appendices
 - iv) Body
- d) A Research is a____
 - i) Lab Experiment
 - ii) Systematic and Scientific Enquiry
 - iii) Report
 - iv) Procedure
- e) A subset that is chosen from large population?
 - i) Parameter
 - ii) Variable
 - iii) Sample
 - iv) Statistic

P.T.O.

B) Match the following [5]

Group A	Group B
a) Descriptive research	i) Non probability Sampling
b) Research design	ii) Subjective
c) Systematic sampling	iii) On the Basis of Application
d) Data interpretation should	iv) Probability sampling
e) Judgmental sampling	v) Blue print of research

C) Answer in one sentence [5]

- a) Define Coding
- b) What is Tabulation of Data?
- c) What do you mean by Open ended questions?
- d) What is Cluster Sampling?
- e) What is Literature review?

D) Fill in the Blanks [5]

- a) Research helps to find _____ sources of finance.
- b) The choice of _____ is influenced by the audiences for the study.
- c) When population is literate and spread over a large area the most suitable method is _____ method.
- d) There are only two sources of data - primary and _____ data sources.
- e) _____ is a process of inspecting data.

(Mailed questionnaire, Codification, Data Analysis, Editing, Cluster Sampling, Secondary, Potential, Research Design, Telephonic Data Collection)

Q2) Long Answer (any 3) [3×10=30]

- a) Explain the different types of research.
- b) State different objectives of Research design and state essential of good Research Design?
- c) Explain methods of Data Collection.
- d) Explain types of Sampling.
- e) What are the contents of Research Report?

Q3) Short Answer (any 4) [4×5=20]

- a) Data Analysis and Interpretation.
- b) Significance & Limitations of Research
- c) Process of Research
- d) Give meaning and definition of research
- e) Precautions in writing Research Report.
- f) What are the disadvantages of secondary sources?



Total No. of Questions : 3]

SEAT No. :

PE-1214

[Total No. of Pages : 3

[6528]-403
S.Y. B.B.A. (I.B.)
403 : BUSINESS ETHICS
(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) Compulsory Question: (Objective Type Questions) [20]

a) Multiple Choice Questions : [10]

- i) Ethics is important for _____
 - A) Top management
 - B) Middle level managers
 - C) Non-managerial employees
 - D) All of them
- ii) Which one of the following is not principle of business ethics?
 - A) Principle of universality B) Principle of humanity
 - C) Principle of autonomy D) Principle of dissatisfaction
- iii) What is ethics to do with?
 - A) The wider community B) Business
 - C) Right and Wrong D) Nothing
- iv) Most companies begin the process of establishing organizational ethics programs by developing _____
 - A) Ethics training programs
 - B) Code of conduct
 - C) Ethics Enforcement Mechanisms
 - D) Hidden Agendas
- v) FTC is an abbreviation for _____
 - A) Federal Trade Commission
 - B) Federal Trade Company
 - C) Financial Trade Commission
 - D) Financial Trade Corporation

P.T.O.

- vi) Business development depends on the _____ growth.
 - A) Personal
 - B) Community's
 - C) Business
 - D) Individuals
- vii) The Environmental Protection Act was established in the year ____
 - A) 1986
 - B) 1977
 - C) 1981
 - D) 2010
- viii) A _____ is a person or business purchasing the products or services of another company.
 - A) Customer
 - B) Consumers
 - C) Owner
 - D) Administrator
- ix) The National Green Tribunal Act was established in the year _____
 - A) 1986
 - B) 2010
 - C) 2005
 - D) 1981
- x) Which of the following would most effectively act as the primary objective of business organization?
 - A) To make profit
 - B) To procure resources
 - C) To communicate with shareholders
 - D) To mediate between the organization and the environment.

b) Answer in one sentence : [5]

- i) Define Business Ethics.
- ii) Define Collective Bargaining
- iii) What is Decision making?
- iv) What is Environmental Ethics?
- v) Define Stakeholder?

c) Fill in the blanks : [5]

- i) _____ said that Ethics deals with the right actions of individuals.
- ii) _____ refers to a strategic process involving stakeholder assessment to create long-term relationship with customers, while maintaining, supporting and enhancing the natural environment.
- iii) _____ interest groups represent people or organizations with similar concerns and priorities.
- iv) _____ are defined as people or companies that buy products and services or use them.
- v) Environmental ethics is of primary importance for today's generation to have a _____ and sustainable future.

Q2) Long answer questions (Any three) :

[30]

- a) Explain the Ethics in contemporary Business?
- b) What is Whistle-Blower Act? Explain Employee Rights, Privacy and Safety.
- c) Explain Government policies for promoting economic interest.
- d) Explain the different principles of environmental ethics.
- e) What are the activities conducted by agencies of consumer protection?

Q3) Write short notes on (any four) :

[20]

- a) The 3 C's of Business Ethics
- b) Ethics of employer
- c) Relationship management skill
- d) Framing ethical policies.
- e) Types of human values.
- f) Impact of business decision on stakeholders.



Total No. of Questions : 3]

SEAT No. :

PE1215

[Total No. of Pages : 3

[6528]-404

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

404 : MANAGEMENT INFORMATION SYSTEM

(2019 CBCS Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*

Q1) Solve the following Objective type questions

A) Multiple Choice Questions

[5]

- a) The information of MIS comes from the _____ source
 - i) Internal
 - ii) External
 - iii) Superficial
 - iv) Internal & External
- b) _____ concept is not used in OOP concepts.
 - i) Object
 - ii) Polymorphism
 - iii) Code Generation
 - iv) Inheritance
- c) _____ is the first step in the SDLC
 - i) Problem Identification
 - ii) Design Development
 - iii) Data Analysis
 - iv) Documentation
- d) Cyber security is primarily about?
 - i) People
 - ii) Processes
 - iii) Technologies
 - iv) All of them
- e) Summary transaction data, high-volume data, and simple models are information inputs of a -
 - i) MIS
 - ii) DSS
 - iii) TPS
 - iv) EIS

P.T.O.

- B) Match the pairs: [5]
- | | |
|----------------------|---------------------------------|
| a) Open System | i) Working Model |
| b) Artificial System | ii) Information system |
| c) MIS | iii) Copyrights & related right |
| d) IPR | iv) Man Made System |
| e) Prototype | v) Interact with Environment |
- C) Answer in one sentence: [5]
- a) What is Physical system design?
 - b) What is EIS?
 - c) What is Deterministic system?
 - d) Define the term Information Security?
 - e) Enlist the various Decision making tools.
- D) Fill in the blanks: [5]
- a) _____ is the type of MIS.
(DSS, RAD, IPR)
 - b) RAD is full form of _____.
(Rapid Application Development, Radio Aided Design, Resource Allocation Document)
 - c) Management information system is _____ human-machine based system.
(Distributed, Integrated, Centralized)
 - d) _____ is the backbone of any organization.
(Infrastructure, Employee, Projects)
 - e) GDSS has four basic components the hardware, the _____, the people and procedure.
(Schedule, Software, Database)

Q2) Answer the following long answer questions: (any 3)

[3×10=30]

- a) What do you mean by MIS (Management Information System)? Explain its need in detail?
- b) Define System? Explain types of system in detail.
- c) What is prototyping? Explain steps involved in prototyping also state its advantages.
- d) Differentiate between DSS and MIS.
- e) Explain different models of Decision Making.

Q3) Write a short note on following: (Any 4)

[4×5=20]

- a) Simulation
- b) Quality Assurance
- c) Functions of Information System
- d) Data Flow Diagram.
- e) Business Process Reengineering
- f) Data Abstraction

x x x

Total No. of Questions : 6]

SEAT No. :

PE1216

[Total No. of Pages : 4

[6528]-405
S.Y. B.B.A. (IB)
405A : FRENCH - II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

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

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

Le webmestre : Un e-mail commercial?

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

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

M. Trudeau: _____ ?

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

M. Trudeau: C'est super. _____ ?

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

M. Trudeau : Parfait! _____ ?

Le webmestre: En haut de la page.

B. Demain, Mme. Dupain va aller en voyage d'affaires à Strasbourg. Il vérifie son planning avec sa secrétaire, Natalie.

M. Dupain: Excusez-moi Natalie. Je voudrais _____ .

Natalie : Oui, j'arrive.

M. Dupain: Alors, demain, je _____ .

Natalie: Oui, monsieur. Demain vous partez de l'aéroport Paris-Orly.

M. Dupain: Par _____ ?

Natalie: Par le vol Air France. Embarquement à 7h 40, puis décollage à 8h 05.

M. Dupain: Et l'arrivée à _____ ?

Natalie: Vous arrivez à Nice à 9 h 25.

M. Dupain: Et le soir _____ ?

Natalie: Le soir, vous prenez le vol de 18h 30 pour arriver à Paris à 19h 35.

M. Dupain : Merci, c'est parfait.

Q.2. Grammar [10]

A. Choisissez la bonne réponse

(2)

1. Les tourites vont voyager/a voyagé en avion.
2. L'ingénieur fera/feront leur travail.
3. Vous devez/doit envoyer un mél.

P.T.O.

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

1. Je déjeune (avec/dans) dans le restaurant du bureau.
2. Les Français arrivent au bureau (entre/en) 8 h et 9 h 30.
3. Je ne mange jamais de la viande (à/dans) l'extérieur.

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

1. Je déjeune avec mes/nos collègues.
2. Vous regardez votre/notre message ?
3. Les clients téléphonent à votre/leurs collaborateurs.

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

1. Nous prenons cette/ce vol.
2. J'ai vérifié mon boîte mail ce/ces matin.
3. Le directeur sort avec ces/ce clients.

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

1. La cliente australien/australienne travaille au Total.
2. Myriam étudie les nouveaux/nouvelles circuits.
3. Un Français peut travailler pleine/plein temps

Q.3. Vocabulaire [10]

A. Répondez aux questions (2 au choix) (4)

1. Quel plat conseillez-vous à des Français dans votre pays ?
2. A quelle heure partez-vous du collège ?
3. Quel âge avez-vous ?

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

A.

1. Les fleurs
2. Les chaussures
3. Un dessert
4. Le chiffre d'affaires

B.

- a. La salade aux fruits
- b. Chez le fleuriste
- c. Le nombre d'employés
- d. En cuir

C. Donnez le contraire (2 au choix)

(2)

1. Les hôtels résidentiels sont toujours au centre-ville.
2. Les hôtes arrivent le premier.
3. Il fait très chaud.

Q.4. Compréhension

(5)

Pierre

Je déjeune à la cantine de ma société. En général, je choisis d'abord des crudités. Ensuite, je mange de la viande (du bœuf ou du poulet) avec des légumes ou du riz. Je ne mange pas de fromage mais je prends un yaourt et un fruit en dessert. Je prends un verre de vin pour accompagner mon repas

A. Dites vrai ou faux :

1. Luc déjeune à la cantine.
2. Il mange du poulet ou du bœuf.
3. Il mange du fromage.

B. Donnez l'infinif : prends, choisis.

Q.5. A. Traduisez en anglais

(4)

Une grande entreprise est organisée en directions et services. Son adresse principale est appelée siège social. Les ouvriers, les employés, les cadres et les cadres dirigeants sont tous des salariés de l'entreprise.

B. Traduisez en français (3 au choix)

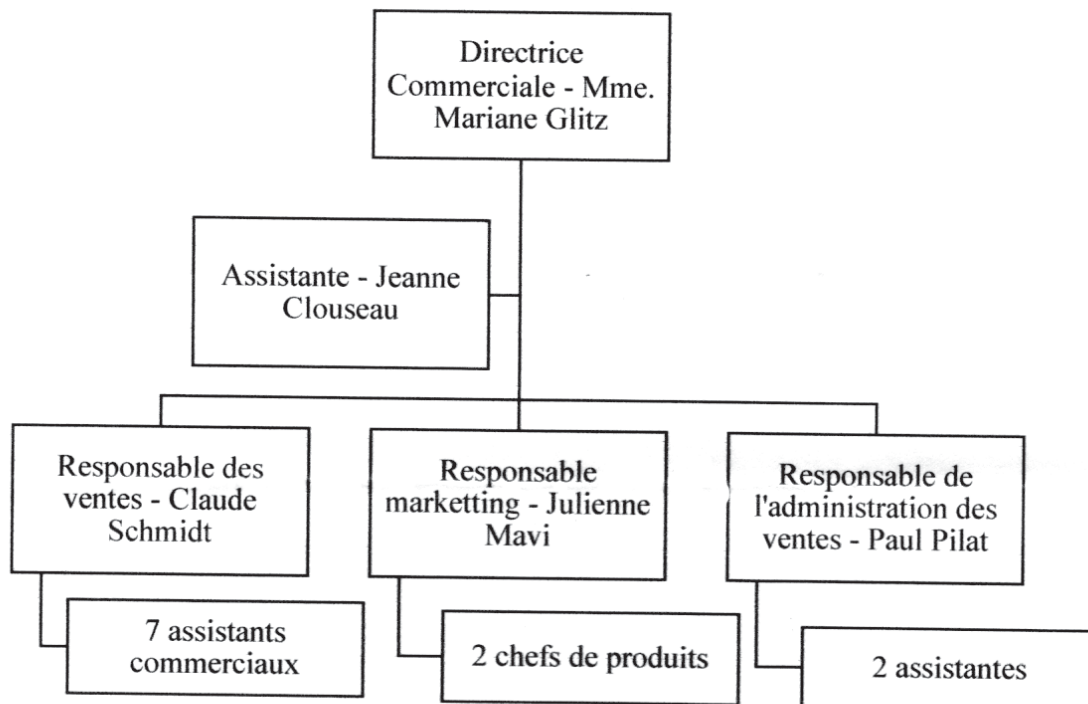
(6)

1. The appartement is furnished.
2. Bill, please.
3. You climb to the 4th floor.
4. I went on the site.

Q.6. Écrivez un paragraphe

(5)

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



OU

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



PE1217

SEAT No. :

[Total No. of Pages : 3]

[6528]-406
S.Y. B.B.A. (IB)
405 B : GERMAN - II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Frage 1: Beantworten Sie die folgenden Fragen: (Nur 3)

[3]

1. Was essen Sie zum Frühstück?
2. Wo kauft man Brot?
3. Wo waren Sie in den letzten Sommerferien?
4. Ihr Freund hat Kopfschmerzen. Was soll er machen?

Frage 2: Übersetzen Sie ins Englische!

[5]

Ich arbeite in einem Fitness-Studio in Bochum. Mein Beruf ist sehr interessant. Ich bin Trainer für Aerobic-Kurse und arbeite jeden Dienstag und Donnerstag. Ich schreibe einen Plan für die Sportkurse oder organisiere auch eine Party. Meine Arbeitszeit ist von 10 bis 20 Uhr mit zwei Stunden Mittagspause. Ich arbeite auch oft am Samstag, aber am Sonntag muss ich nicht arbeiten. Ich mag meinen Beruf, aber ich kann meine Freundin oft nicht treffen.

Frage 3: Wortschatz

(a) Ergänzen Sie das richtige Wort: (nur 3)

[3]

- (i) Ich muss viel lernen. Morgen schreiben wir _____.
a. einen Test b. einen Unterricht c. ein Auto
- (ii) Ich möchte etwas trinken. Ich habe _____.
a. Hunger b. Durst c. Fieber
- (iii) Ich spiele gern Fußball. Es ist mein _____.
a. Sportart b. Haus c. Hobby

(b) Welches Verb passt am besten? (Nur 3)

[3]

(gehen, singt, tanzt)

- (i) Martha _____ melodisch.

P.T.O.

- (ii) _____ du gern? Komm mit in die Disco.
- (iii) _____ Sie bitte geradeaus und dann links.

(c) Bilden Sie Sätze: (Nur 3) [3]

- (i) nicht, Tee, für, die Gesundheit, ist, gut.
- (ii) kocht, leckere, eine, Sabrina, Suppe.
- (iii) zu Hause, ich, Telefon, kein, habe.
- (iv) einem, Roland, in, Café, singt.

(d) Welches Wort passt nicht? [2]

- (i) Wien, Bern, Bonn, Berlin
- (ii) Büro, Hemd, Krawatte, Mantel

Frage 4: Grammatik:

(a) Ergänzen Sie das Modalverb in der richtigen Form: (Nur 3) [3]

- (i) Du _____ hier nicht parken. Es ist verboten! (dürfen)
- (ii) Markus will einen Brief schreiben. Er _____ aber den Kuli nicht finden. (können)
- (iii) Angelina, _____ du eine Radtour machen? (wollen)
- (iv) Morgen ist die Prüfung. Wir _____ fleißig lernen. (müssen)

(b) Was sagen die Leute? Schreiben Sie die Sätze im Imperativ: (nur 3) [3]

- (i) die Telefonnummer noch einmal sagen (Sie)
- (ii) ins Kino mitkommen (du)
- (iii) Wasser sparen (Sie)
- (iv) regelmäßig Hausaufgaben machen (ihr)

(c) Ergänzen Sie das Verb im Perfekt: (Nur 3) [3]

- (i) Patrik und Henrik _____ lange _____. (warten)
- (ii) Wir _____ mit dem Zug _____. (fahren)
- (iii) Die Großmutter _____ viele Geschichten. (erzählen)
- (iv) Frau Meier _____ eine Zeitung _____. (lesen)

(d) Ergänzen Sie die Präpositionen: (nur 3) [3]

- (i) Mein Bruder setzt sich gern _____ Fenster.
- (ii) Man bekommt Fleisch _____ der Metzgerei.
- (iii) Ich warte _____ deine E-Mail.
- (iv) Eine Flasche _____ Plastik ist nicht umweltfreundlich.

(e) Ergänzen Sie die Adjektivendungen: (nur 3) [3]

- (i) Modern__ Autos sind sehr bequem.
- (ii) Ich möchte lieber einen billig__ Tisch.
- (iii) Die schön__ Freundin von Eva kommt aus Frankreich.
- (iv) Ich habe ein klein__ Foto von meiner Mutter in meiner Tasche.

(f) Bilden Sie Fragen: (nur 3) [3]

- (i) Ich schlafe um 10 Uhr jeden Tag.
- (ii) Herr Maier fährt nach Bremen morgen.
- (iii) Du schreibst eine SMS.
- (iv) Die Katzen sind zu Hause.

Frage 5: Lesen Sie den Text und beantworten Sie die Fragen: [8]

Die Arbeitslosigkeit ist ein Problem in Deutschland. Im Juli 2004 waren 4,36 Mio. Menschen arbeitslos (10,5%). Arbeitslos ist in Deutschland, wer keine Arbeit hat, eine Arbeit sucht und sich bei der Arbeitsagentur arbeitslos meldet. Die Arbeitsagentur hilft bei der Suche nach Arbeit und bei der Orientierung auf dem Arbeitsmarkt. Für eine bestimmte Zeit bekommen Arbeitslose Geld von der Arbeitsagentur.

a) Beantworten Sie die folgenden Fragen!

- 1. Wer ist arbeitslos in Deutschland? (2)
- 2. Nennen Sie zwei Feminin Nomen aus dem Text. (2)

b) Richtig oder falsch?

- 1. Arbeitslosigkeit ist sehr hoch in Deutschland.
- 2. Die Arbeitsagentur bezahlt Geld, bis die Person Arbeit findet.
- 3. Die Arbeitsagentur hilft nicht bei der Arbeitssuche.
- 4. Man muss sich als arbeitslos melden.

Frage 6: Schreiben Sie 5-7 Sätze über EIN Thema: [5]

Ihre Familie / Ihre Stadt / Ihre Mode

x x x

Total No. of Questions : 4]

SEAT No. :

PE1218

[Total No. of Pages : 2

[6528]-407

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

**A 406 : INTERNATIONAL WAREHOUSE AND SUPPLY CHAIN
MANAGEMENT - II**

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

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

P.T.O.

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

Group - A

Group - B

- | | |
|---------------------------------|---|
| a) Public Warehouses | i) Possessed and managed exclusively by the traders, manufacturers for their own inventory distribution activities. |
| b) Private Warehouses | ii) Principle of Cooperation |
| c) Cooperative Warehouses | iii) Custom Regulated Warehouses |
| d) Bonded Warehouses | iv) Storage of goods for International Trade. |
| e) Export and Import Warehouses | v) Constructed to store goods of general public. |

Q2) Long Answer Question. (Attempt ANY ONE) **[10]**

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

Q3) Long Answer Question. (Attempt ANY ONE) **[10]**

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

Q4) Write Short Notes. (Attempt ANY FOUR) **[20]**

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

x x x

Total No. of Questions : 4]

SEAT No. :

PE1219

[Total No. of Pages : 2

[6528]-408

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

**406 B : INTERNATIONAL LOGISTICS AND PORT
MANAGEMENT - II
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

- a) _____ refers to collision and management of activities that includes inventory database, shipping schedule, material handling, production, packaging, inventory for the resources of organizational supply chain beyond nation boundaries for global trade.
 - i) Internal Logistics
 - ii) External Logistics
 - iii) Domestic Logistics
 - iv) International Logistics
- b) _____ is a document that is provided by the shipping agency for the goods that are transported from one destination to another.
 - i) Bill of Lading
 - ii) Commercial Invoice
 - iii) Certificate of origin
 - iv) Mate receipt
- c) _____ is simply the use of an outside company to perform all or parts of the firm's material management and product distribution function.
 - i) Fourth Party Logistics
 - ii) Third Party Logistics
 - iii) International Logistics
 - iv) Supply Chain Management
- d) Factors that impact International logistics are _____.
 - i) Geography
 - ii) Political Barriers
 - iii) Financial Issues
 - iv) All of the Above.
- e) _____ refers to a location on a coast or shore that consists of one or more harbor's when ships are docked and assists to transfer cargo or people.
 - i) Port
 - ii) Market
 - iii) CONCOR
 - iv) Warehouse

P.T.O.

B) Match the Following. [5]

A Group

- a) CONCOR
- b) Forth Party Logistics
- c) Second port Generation
- d) Bay Plan
- e) Dry Port

B Group

- i) 1960 to 1980
- ii) Navratna Public Sector
- iii) Outsource to Single Partner
- iv) Connect Sea Port by Road
- v) Stowage Plan

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

- a) What is International Logistics? State the documents required for International Logistics.
- b) What do you mean by Containerization? Explain the different types of Container.

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

- a) Define the term Port. Explain the different types of Port.
- b) What is CONCOR? Explain core functions and logistics service offered by CONCOR.

Q4) Write Short notes (Any four) [20]

- a) Certificate of Origin.
- b) Pre-Shipment Planning.
- c) Multi Modal Transportation.
- d) Commercial Invoice.
- e) Role of Shipping Agent.
- f) Cargo Positioning.

✕

✕

✕

Total No. of Questions : 6]

SEAT No. :

PE-1220

[Total No. of Pages : 3

[6528]-501
T.Y.B.B.A. (I.B)
501 : INTERNATIONAL RELATIONS
(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions :

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

Q1) A) Multiple Choice Questions: [5]

- i) The law governing the use of force in armed conflict and its impact upon the participants in that conflict is referred to as _____
 - a) International Humanitarian Law
 - b) International Trade Law
 - c) International Human Rights law
 - d) International Legal Law
- ii) SAARC was established in the year _____
 - a) 1995
 - b) 1985
 - c) 1999
 - d) 2004
- iii) European Union is an economic union consisting of ____ countries
 - a) 32
 - b) 27
 - c) 23
 - d) 24
- iv) Quotas and Buffer stock agreements are part of _____
 - a) TRIMs
 - b) GATS
 - c) TRIPs
 - d) Commodity Agreements
- v) _____ is a quantitative restriction on the traded goods
 - a) Subsidy
 - b) Tariff
 - c) Quota
 - d) Subsidy

P.T.O.

B) Match the following : [5]

- | | |
|----------------------------|--------------------------------------|
| i) Tariff Quota | a) Free Trade Commission |
| ii) Brexit | b) Economic Institution |
| iii) Economic Indicator | c) Rate of Inflation |
| iv) Asian Development Bank | d) Britain |
| v) NAFTA | e) Duty Free Certain Volume of goods |

C) Define the Following Terms (any 5 out of 6) [5]

- i) Socio-Cultural Relations
- ii) Dualism
- iii) Tariffs
- iv) Dumping
- v) Subsidies
- vi) Global Culture

D) True or False : [5]

- i) The Objective of international relations is to build strong and healthy relations with other nations.
- ii) India is a member state of the NAFTA.
- iii) TRIPs is an international treaty administered by the World Trade Organization.
- iv) DGP and Foreign Exchange rates are commonly used as an Economic Indicator.
- v) The Term BRIC was coined for the first time by Jim O'Neil, a senior economist at Goldman Sachs in their report in 2001.

Solve any three from (Q2 to Q5): [3 × 10 = 30]

Q2) What is an Economic Indicator? Explain Economic Institutions in detail.

Q3) Explain the evolution of the European Union. Describe the organizational structure of the European Union and its current practices.

Q4) Explain Socio Cultural Relations? What are the factors that need to be Considered in sociocultural relations?

Q5) Explain the importance and scope of International Relations in the world.

Q6) Write Short Notes. (Any Four out of 5):

[4 × 5 = 20]

- a) SAARC
- b) Religious and Ethical systems
- c) Dumping
- d) NAFTA
- e) WTO



Total No. of Questions : 3]

SEAT No. :

PE-1221

[Total No. of Pages : 3

[6528]-502

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

**502 : INTERNATIONAL BUSINESS LAW
(CBCS) (2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions :

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

Q1) A) Multiple Choice Questions.

[5]

- i) FIEO stands for _____
 - a) Federation of Indian Exchange Organisations.
 - b) Federation of International Exchange Organisations.
 - c) Federation of Indian Export Organisations.
 - d) Federation of International Export Organisations.
- ii) The Customs Act extends to _____
 - a) The whole of India.
 - b) The whole of India except the state of Jammu and Kashmir.
 - c) The whole of India except the state of Goa.
 - d) The whole of India except the state of Manipur.
- iii) ICJ is located at _____
 - a) Hague
 - b) London
 - c) Karachi
 - d) Paris
- iv) First Law Minister of India was _____
 - a) Rajkumari Amruta Kaur
 - b) Dr. B. R. Ambedkar
 - c) Syama Prasad Mukherjee
 - d) Maulana Abul Kalam Azad
- v) IFC established in _____
 - a) 1997
 - b) 1950
 - c) 1947
 - d) 1956

P.T.O.

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

- i) UNDP stands for _____
- ii) OECD is _____
- iii) Indian Diamond Institute is registered under the _____ Act.
- iv) International Tea Committee was set up in _____
- v) _____ is a National Standard Body of India.

C) Answer in One Sentence. [5]

- i) What is FICCI?
- ii) What is Smuggling?
- iii) What is Letter of Credit?
- iv) Define Import.
- v) Define Treaty.

D) Match the pairs: [5]

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

Q2) Long Answers. (Attempt any three).

[30]

- a) State in detail objectives of International Law.
- b) Write functions of UNDP.
- c) Explain in detail “Unification of Law of International Sale of Goods”
- d) Explain the procedure, Evaluation of International Court of Justice.
- e) Explain the provisions of the Foreign Trade (Regulation & Development) Act 1992.

Q3) Short Notes. (Attempt any four).

[20]

- a) The Territorial Principle
- b) Penalties under the Customs Act, 1962.
- c) Ministry of Textiles.
- d) Bill of Lading
- e) Chamber of Commerce and Industry
- f) UNCITRAL Model for Inter Credits and Guaranties.



Total No. of Questions : 3]

SEAT No. :

PE1222

[Total No. of Pages : 3

[6528]-503

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

503 : BUSINESS REPORTING AND ANALYSIS

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

- a) What is Business Reporting?
 - i) A process of making business decisions
 - ii) The process of preparing and presenting business information
 - iii) A marketing strategy
 - iv) A method of financial auditing
- b) Financial Services come under _____ industry.
 - i) Primary
 - ii) Secondary
 - iii) Tertiary
 - iv) Both Secondary and Tertiary
- c) Products or business units in “_____” quadrant of BCG Matrix have a high market share but operate in low-growth markets.
 - i) Dogs
 - ii) Cash Cows
 - iii) Starts
 - iv) Question Marks
- d) Marketing reports mainly focus on:
 - i) Product performance and market trends
 - ii) Employee benefits
 - iii) Legal tax filings
 - iv) IT infrastructure management
- e) A SWOT analysis examines:
 - i) Strengths, Weaknesses, Opportunities, and Threats of a business
 - ii) Stock market fluctuations
 - iii) Employee salaries
 - iv) The latest fashion trends in the market

P.T.O.

- B) Answers in one sentence: [5×1=5]
- a) KPI stand for?
 - b) BCG Stands for _____.
 - c) Give the full form of PESTEL?
 - d) What is HR Forecasting?
 - e) What is Economic Analysis?
- C) Match The Pair [5×1=5]
- | Group “A” | Group “B” |
|----------------------------------|--|
| a) Industry Size | i) Standardized structure for presenting business data |
| b) Porter’s Five Forces Analysis | ii) Identifies activities that add value to products/services |
| c) Value Chain Analysis | iii) Threat of new entrants |
| d) Financial Reporting | iv) Total market value of an industry |
| e) Business Reporting Format | v) Provides financial statements and insights on company performance |
- D) Fill in the Blanks. [5×1=5]
- a) Business reporting is the process of _____, analyzing, and presenting business data.
 - b) The primary purpose of business reporting is to support _____.
 - c) As per the PESTEL Analysis, _____ factors refer to the influence of government policies, regulations, and political stability on an organization.
 - d) _____ is the process of identifying business needs and finding solutions to business problems through data analysis, process evaluation, and strategic planning.
 - e) Financial reporting helps in assessing a company’s _____ health.

Q2) Long answer questions (Any three).

[3×10=30]

- a) What is Business reporting? Explain various uses of Business Reports.
- b) What is a Business Plan? What are the Essential Components of a Business Plan?
- c) What is Business Analysis? Explain its Procedure in detail.
- d) Explain in detail Porter's Five Forces Analysis.
- e) What is a Marketing Report? Explain the characteristics of Marketing reports.

Q3) Write Short notes (Any Four).

[4×5=20]

- a) Importance of Business Report
- b) BCG Matrix
- c) Business Meeting
- d) Types of Industries
- e) Inter Company and Intra Company Analysis
- f) Value Chain



Total No. of Questions : 3]

SEAT No. :

PE1223

[Total No. of Pages : 2

[6528]-504

T.Y.B.B.A. (International Business)
504 : FOREIGN EXCHANGE MANAGEMENT
(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) A foreign currency account maintained by a bank abroad is its.
 - i) nostro account
 - ii) Vostro account
 - iii) Loro account
 - iv) foreign bank account
- b) An authorised person under FEMA does not include
 - i) an authorised dealer
 - ii) an authorised money changer
 - iii) an off-shore banking unit
 - iv) an exchange broker.
- c) The selling rate is also known as.
 - i) bid rate
 - ii) offer rate
 - iii) spread
 - iv) none of the above
- d) In direct quotation the principle adopted by the bank is to.
 - i) buy low only
 - ii) buy low, sell high
 - iii) buy high, sell low
 - iv) none of the above
- e) The reduction in the value of a currency due to market force is known as.
 - i) revaluation
 - ii) depreciation
 - iii) appreciation
 - iv) none of the above

P.T.O.

- B) Match the following. [5]
- | | |
|--------------------------------------|----------------------------|
| a) FERA | i) their account with them |
| b) FEMA Act passed in | ii) 1958 |
| c) FEDAI established in | iii) 1999 |
| d) LORO account mean | iv) capital account |
| e) RUPEE is partially convertible on | v) 1973 |
- C) Answer in one sentence [5]
- What is meant by Balance of trade.
 - What is meant by direct quotation.
 - What is meant by TT selling rate.
 - Define forward rate.
 - In which year EURO launched.
- D) Fill in the blank [5]
- The largest foreign exchange market in the world _____ .
 - Indirect quotation is also known as _____.
 - Derivatives can be used by an exporter for managing _____ .
 - Full fledged money changer come under the category called _____ .
 - _____ an account that a correspondent bank holds on behalf of another bank.

- Q2) Long answer question (any three) [30]**
- Explain briefly role and objective of forex market?
 - Explain in detail the SWIFT payment system?
 - Explain the features of exchange rate system?
 - Explain various categories of Authorised dealer.

- Q3) Short Notes (any four) [20]**
- Currency hedging
 - Spot rate
 - Convertibility of Rupee in capital account
 - Exchange Quotation
 - Managed rate
 - Purchase transaction

* * *

Total No. of Questions : 4]

SEAT No. :

PE3168

[6528]-505

[Total No. of Pages :2

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

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- a) _____ can be defined as the exchange of goods and services among different national markets.
- b) _____ provides a competitive and hassle free environment for export production.
- c) _____ allowed liberal access to raw materials, intermediaries. components. consumables and capital goods in the international market.
- d) _____ is a commercial deal which is essential to the exporter and importer.
- e) _____ is usually associated with using the same brand name all over the world.
- f) _____ is the assistance provided before shipment of goods.

i) Special Economic Zones ii) Export Order iii) EXIM Policy iv) International Advertising v) Pre Shipment Finance vi) International Marketing.

Q2) True or False (Any Five) [5]

- a) International marketing is the application of marketing principles to more than one country across national boundaries.
- b) The EXIM policy focuses on liberalization, openness, transparency and globalization.
- c) Letter of Credit is a note from a bank guaranteeing that a buyer's payment to a seller will be received on time against the delivery of goods and services.
- d) Mate's Receipt is a document issued by a carrier which gives full details about the shipment of merchandise.
- e) Firms which can be segregated into several clusters based on their similarities is called market penetration.
- f) FTZ refers to Free Trade Zones.

P.T.O.

Q3) Write Short Notes on (Any 2)

[10]

- a) Any 4 Objectives of International Marketing.
- b) Incentives Relating to Export Business.
- c) Marine Insurance
- d) Export License

Q4) Write Long Answers on (Any 2)

[30]

- a) What is International Marketing? Explain the concept, scope and objectives of International Marketing.
- b) Explain the concept of International Marketing with challenges and opportunities in International Market.
- c) What are the salient features of Export- Import policy and facilities offered to the exporters?
- d) Explain the procedure for manufacturing goods for exports and their inspection by government authorities.



Total No. of Questions : 4]

SEAT No. :

PE3169

[Total No. of Pages : 2

[6528]-506

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

**505 (B) : INTERNATIONAL FINANCIAL MANAGEMENT - I
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :-

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

Q1) A) Multiple Choice Questions:

[5×1=5]

- a) Under the_____ system, pegged (but adjustable) exchange rates were the norm.
 - i) Floating system
 - ii) Flexible exchange rate system
 - iii) Bretton woods system
 - iv) Gold standard
- b) _____of the World Bank is an inter-governmental international arbitration institution.
 - i) MIGA
 - ii) IFC
 - iii) ICSID
 - iv) IDA
- c) IMF quotas are denominated in terms of _____.
 - i) GDR
 - ii) ADR
 - iii) SDR
 - iv) None of these
- d) A_____ is issued in a domestic market by a foreign entity, in the domestic market's currency.

i) Euro Bond	ii) Foreign Bond
iii) Convertible Bond	iv) Municipal Bond
- e) _____ is a contract between two parties to exchange currencies on a future date.

i) Currency Futures	ii) Forward Exchange
iii) Forfeiting	iv) Netting

P.T.O.

- B) Match the Pairs [5]
- | Part - I | Part - II |
|----------------------------------|--|
| a) Matching | i) Treasury Management |
| b) International cash Management | ii) France |
| c) CAC | iii) Exports and import of invisible |
| d) Fitch Ratings | iv) Business and Relationship Management |
| e) Current Accounts | v) Foreign Currency inflows with foreign currency outflows |

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

- a) State the different factors which affect the choice of overseas funding.
- b) Explain in brief, the different Arms of World Bank group.

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

- a) What is a Bond Market? Explain the different types of Bonds.
- b) Explain in detail IFRS with its features?

Q4) Write short notes (Any Four): [20]

- a) Techniques of International Cash Management
- b) Factoring
- c) FTSE
- d) IDA
- e) Balance of Payments
- f) Procedure for Band issues.



Total No. of Questions : 4]

SEAT No. :

PE-3170

[Total No. of Pages : 2

[6528]-507

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

**A 506 : LEGAL DIMENSIONS IN INTERNATIONAL
MARKETING - II
(CBCS) (2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

Q1) Objective Type Questions

A) Multiple Choice Questions.

[5]

- i) UNCTAD ordinarily meets in every_____
 - a) 1 Year
 - b) 2 Year
 - c) 3 Year
 - d) 4 Year
- ii) WTO was established in the year _____
 - a) 1998
 - b) 1995
 - c) 1996
 - d) 2000
- iii) IMF is headquartered in _____
 - a) Paris
 - b) Geneva
 - c) Washington D.C
 - d) London
- iv) FEMA established in the year _____
 - a) 2000
 - b) 2010
 - c) 2020
 - d) 2011
- v) IMF belongs to World Bank Group
 - a) True
 - b) false

B) Define the term

[5]

- i) Franchising
- ii) Joint venture
- iii) International marketing
- iv) Domestic marketing
- v) Advertising

P.T.O.

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

- a) Explain WTO provisions on Anti-Dumping
- b) What is difference between FERA and FEMA?

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

- a) Explain the Nature and complexities of International trade law.
- b) Explain TRIP and TRIM.

Q4) Short Notes: (Solve any 4) [20]

- a) Taxation on Foreign income
- b) GATS
- c) TRIPS
- d) Legal Concepts Relating to International Business
- e) Patents
- f) Trade marks



Total No. of Questions : 4]

SEAT No. :

PE-3171

[Total No. of Pages : 2

[6528]-508

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

**506 B : LEGAL DIMENSIONS IN FINANCIAL
MANAGEMENT - II
(2019 Pattern) (CBCS) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- i) Which one of the following is not the content of the Memorandum of Association?
 - a) Name Clause
 - b) Registered Office Clause
 - c) Objects Clause
 - d) Liquidation Clause
- ii) ABC Limited is having 20% share capital held by 'A' Limited, 20% held by Bihar Government and 35% by Central Government and balance of other people then ABC Limited will be _____
 - a) Government Company
 - b) Private Company
 - c) Statutory Company
 - d) One Person Company
- iii) Consideration in simple term means:
 - a) Anything in return
 - b) Something in return
 - c) Everything in return
 - d) Nothing in return
- iv) A wrong representation when made with an intention to deceive the other party amounts to _____
 - a) Coercion
 - b) Undue Influence
 - c) Misrepresentation
 - d) Fraud

P.T.O.

Total No. of Questions : 3]

SEAT No. :

PE-1224

[Total No. of Pages : 3

[6528]-601

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

**601 : NEW VENTURE CREATION AND START-UPS
(2019 Pattern) (Semester - VI)**

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) A Business where an individual is both the owner and conductor of the business affairs is called_____
 - a) Partnership
 - b) Corporation
 - c) JointVenture
 - d) Sole Proprietorship
- ii) _____ is defined as “written and unwritten codes of principles and values that govern decisions and actions within a company.”
 - a) Business Norms
 - b) Business Values
 - c) Business Ethics
 - d) Business Process
- iii) The Term ‘Entrepreneur’ is derived from the French word _____ meaning one who undertakes an activity.
 - a) Entrependre
 - b) Entrenendre
 - c) Enterprise
 - d) Enthusiastic
- iv) _____ is an ISO 9001-2005 certified Government of India Enterprise under Ministry of Micro, Small and Medium Enterprises.
 - a) NSIC
 - b) KVIC
 - c) SIDBI
 - d) DIC
- v) _____ as a process of innovation and creation through the four dimensions of the individual, organization, environment and the process of collaboration with networks in government education and institution.
 - a) Entrepreneur
 - b) Entrepreneurship
 - c) Start-ups
 - d) Business Setups

P.T.O.

B) Match the following: [5]

- | | |
|---------------------|--------------------|
| i) Microsoft | a) Vani Kola |
| ii) Facebook | b) Falguni Nayar |
| iii) Biocon limited | c) Kiran Mazumdar |
| iv) Nykaa | d) Mark Zuckerberg |
| v) Kalaari Capital | e) Bill Gates |

C) True or false [5]

- i) DIC under the Directorate of Industries and commerce offers a subsidy loan scheme for young professionals under the guidance of the Ministry of Social justice and empowerment.
- ii) It treats an entrepreneur as an individual who bears the risk of operating a business in the face of uncertainty about the future condition.
- iii) Entrepreneurs do a feasibility study for starting a new venture to see if there are possible barriers to success.
- iv) Courage is not the Entrepreneurial traits of Women Entrepreneurs.
- v) A Logo is a Design or Symbol that is created by an organization and identifies its offerings and Services.

D) Define the Following Terms (any 5 out of 6) : [5]

- i) Startups
- ii) New Venture Management
- iii) Angel investors
- iv) Idea Generation
- v) Women Entrepreneur
- vi) Brand Creation

Q2) Answer the following questions (Attempt any 3 out of 5) [3 × 10 = 30]

- i) What is Business Opportunity? Explain different types and Essential requirements of Business Opportunity.
- ii) What is Entrepreneurship? Elaborate Entrepreneurship is becoming an increasingly popular carrier choice in today's world.
- iii) What is Feasibility Study? Explain the Tools for conducting a feasibility Study.
- iv) Define New Venture Creations? Explain different Sources of capital for financing New Venture
- v) What is Market entry Strategy? What are the various market entry Strategies?

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

[4 × 5 = 20]

- a) Problems of Women Entrepreneurs in India
- b) Business Plan
- c) International Entrepreneurship Opportunities
- d) Project Report
- e) Role and Functions of DICs
- f) Entrepreneurial Traits.



Total No. of Questions : 3]

SEAT No. :

PE-1225

[Total No. of Pages : 3

[6528]-602

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

**602 : INTERNATIONAL PROJECT MANAGEMENT
(2019 Pattern) (CBCS) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions :

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

Q1) A) Multiple Choice Questions:

[5]

- i) WBS Stands for
 - a) Working Breakdown Structure
 - b) Work Breakdown Structure
 - c) Work Breakdown System
 - d) Western Breakdown System
- ii) In a SMART Approach 'M' stands for
 - a) Management
 - b) Method
 - c) Measurable
 - d) Methodology
- iii) Which of the following is an internal stakeholder?
 - a) The Government
 - b) The Supplier
 - c) The Sub Contractor
 - d) The Sponsor
- iv) Payback Periods of Project (X), Project(Y), Project (Z) and Project (W) are 3 Years, 4 Years, 5 Years and 6 Years Respectively. As per the selection criterion based on Payback Period, which project you would select?
 - a) Project (W)
 - b) Project (Z)
 - c) Project (Y)
 - d) Project (X)
- v) What will be the Expected Time of a Path having Optimistic Time 12 days, Most Likely Time 14 days and Pessimistic Time 22 days?
 - a) 14 days
 - b) 12 days
 - c) 15 days
 - d) 22 days

P.T.O.

B) Match the Pairs: [5]

Group (A)	Group (B)
i) Cost Performance Index	a) Calculation of expected duration of the projects by using different tasks
ii) Diagnosis	b) Non-Discounted Cash Flow Technique
iii) Simulation	c) Discounted Cash Flow Technique
iv) IRR	d) Measure of Cost efficiency
v) ARR	e) An investigation to find the root causes of the problem.

C) Fill in the blanks and rewrite the sentence : [5]

- i) NPV stands for _____
- ii) EVM stands for _____
- iii) _____ is a set of activities which are networked in an order and aimed towards achieving the goals of a project.
- iv) When more than one activity comes and joins an event, such an event is known as _____ event.
- v) GERT stands for _____

D) Define the Terms/Answer in One sentence : [5]

- i) What is SCBA?
- ii) What is KPIs?
- iii) Define Scheduling.
- iv) What is Project Audit?
- v) Define Variance.

Q2) Long Answer Questions. (Attempt ANY THREE) : [3 × 10 = 30]

- i) Define project Management. Explain scope and objectives of project Management.
- ii) Define Project. Explain in detail different types of project.
- iii) What do you mean by Project Analysis? Explain Technical and Financial aspects of Project Analysis.
- iv) What are major forms of Organizational Structure?
- v) Define Control System. Explain characteristics and importance of Control system in Project Management.

Q3) Write Short Notes. (Attempt ANY FOUR)

[20]

- a) Characteristics of Project
- b) Phases of Project Life Cycle
- c) Commonly used Techniques for Financial Analysis
- d) Types of Social Costs
- e) GANTT Charts
- f) Components of PERT and CPM Network.



Total No. of Questions : 3]

SEAT No. :

PE1226

[Total No. of Pages : 2

[6528]-603

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

603 : DECISION MAKING AND RISK MANAGEMENT

(2019 Pattern) (Semester-VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions: [5]

- a) Decision making is concerned with _____.
 - i) Choice making
 - ii) Critical making
 - iii) Cross checking
 - iv) Result oriented
- b) EQ stands for _____.
 - i) Eternal Quotient
 - ii) External Quotient
 - iii) Emotional Quotient
 - iv) Experience Quotient
- c) According to Abraham Maslow, the most elevated type of need is _____.
 - i) Self-actualization
 - ii) Physiological
 - iii) Esteem
 - iv) Safety
- d) Creative decision making does not include
 - i) Preparation stage
 - ii) Incubation stage
 - iii) Product stage
 - iv) Evaluation stage
- e) A group technique used to develop many ideas in a relatively short time.
 - i) Brainstorming
 - ii) Communication
 - iii) Conflict
 - iv) Consensus

B) Match the Pairs: [5]

Group 'A'

Group 'B'

- | | |
|---------------------|--------------------------------------|
| a) Empathy | i) Understanding other emotions |
| b) Mintzbergs model | ii) Technique to conflict handling |
| c) Incubation | iii) Group of people work together |
| d) Team composition | iv) Step in creative decision making |
| e) Problem solving | v) Decision making |

P.T.O.

- C) Answer in one sentence: [5]
- a) What is Decision Tree?
 - b) Define Leadership.
 - c) What is Future Wheel?
 - d) Define Intelligence Quotient
 - e) What is Emotional Intelligence?
- D) Fill in the Blanks. [5]
- a) _____ is choosing one alternative from available ones.
 - b) In the _____ stage of problem solving, groups resolve their disagreements and solve their problem.
 - c) In most cases, groups produce more and higher-quality solutions to problems than do individuals _____.
 - d) _____ risk analysis is concerned with providing a numeric estimate of the overall effect of risk on the project objective such as cost and schedule.
 - e) _____ refers to an individual's ability to perceive, control, evaluate, and express emotions.
- (Qualitative, Quantitative, Emergence, Emotional Intelligence, Sensitivity analysis, Working alone, Decision making,)

Q2) Write Long Answers (Any Three). [3×10=30]

- a) What is a Conflict? What are the different causes of Conflicts?
- b) Define Motivation? Explain McGregor's Theory X & Y of Motivation?
- c) Explain the role of technology in decision-making and data analysis?
- d) Write a detailed note on Relationship between Leadership and Followership.
- e) What is dissonant decision making leadership, state its characteristics?

Q3) Write Short Answers (Any Four). [4×5=20]

- a) Write the difference between EQ and IQ.
- b) What are the Principles of decision-making?
- c) Explain briefly Decision-making rules.
- d) What are the barriers in effective Decision Making?
- e) Explain briefly the OODA Loop model.
- f) Explain briefly the importance of Team composition.



Total No. of Questions : 3]

SEAT No. :

PE1227

[Total No. of Pages : 2

[6528]-604

T.Y.B.B.A.

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

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

- a) _____ is a distinct process consisting of planning, organizing, actuating and controlling performance to get results.
 - i) Agribusiness
 - ii) Agribusiness Management
 - iii) Management
 - iv) Agriculture
- b) The world agribusiness was explained in the year_____by Prof. Ray A. Goldberg & John H.Devis.
 - i) 1952
 - ii) 1955
 - iii) 1957
 - iv) 1959
- c) Agricultural marketing refers to marketing of _____ products.
 - i) Industrial
 - ii) Rural
 - iii) Farm
 - iv) None of these
- d) In India, _____ markets are existed for food grain.
 - i) Spot
 - ii) Regional
 - iii) Periodic
 - iv) None of these
- e) Long form of IOB is _____ .
 - i) International Overseas Bank
 - ii) Indian Overseas Bank
 - iii) Indian Overdraft Bank
 - iv) International Overdraft Bank

P.T.O.

B) Match the Pairs [5]

Column - I

Column - II

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

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

- a) Which bank known as apex institute in agriculture finance in India.
- b) Enlist two ICT application initiates by Government of India.
- c) How many times primary market held in a week.
- d) APEDA stands for?
- e) AOA stands for.

D) Fill in the Blanks (Any 5) [5]

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

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

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

Q3) Write Short Notes (Any 4) [4×5=20]

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



Total No. of Questions : 4]

SEAT No. :

PE1228

[6528]-605

[Total No. of Pages : 3

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

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Compulsory Question: (Objective Type Questions) [5]

- a) Which of the following is not a classification of international services?
 - i) Tourism and travel services ii) Financial services
 - iii) Manufacturing services iv) Professional services
- b) What is a significant factor contributing to the growth of services?
 - i) Decrease in consumer demand
 - ii) Technological stagnation
 - iii) Globalization
 - iv) Decrease in disposable income
- c) How do services contribute to the global economy?
 - i) By decreasing employment opportunities
 - ii) By reducing international trade
 - iii) By generating employment and revenue
 - iv) By limiting economic growth

P.T.O.

- d) What is a common challenge faced by the service sector?
- i) High customer satisfaction
 - ii) Low competition
 - iii) Managing customer expectations
 - iv) Limited need for innovation
- e) Which factor plays a crucial role in influencing consumer behavior in services based on their past interactions?
- i) Social media trends
 - ii) Cultural norms
 - iii) Personal experiences
 - iv) Economic indicators

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

- | Group A | Group B |
|-------------------------------|--|
| a) Service Marketing Triangle | i) Most intangible |
| b) Demographic factor | ii) Customers, employees and competitors |
| c) Psychological Factor | iii) Most tangible |
| d) Furniture | iv) Beliefs & Attitude |
| e) Healthcare services | v) Age |

Q2) Long answer question (Any one) **[10]**

- a) Discuss the reasons for the growth of the service sector.

OR

- b) Explain the 7 Ps of service marketing in detail.

Q3) Long Answer Question (Any one).

[10]

- a) Explain the role of service employees in detail.

OR

- b) Discuss the guidelines for improving the service quality of a service organization.

Q4) Write short notes on (any four).

[20]

- a) Service Failure
- b) Packaging
- c) Service Design
- d) Service marketing triangle
- e) Characteristics of Services
- f) Service Life Cycle (SLC)



Total No. of Questions : 3]

SEAT No. :

PE1229

[6528]-606

[Total No. of Pages : 3

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

**B-605 : INTERNATIONAL HUMAN RESOURCE MANAGEMENT-I
(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) Fill in the blanks (Any 4). [4]

- a) _____ is the one where the branch of an MNC/TNC is located.
 - i) Host Country
 - ii) Parent Country Nationals
 - iii) Third Country Nationals
 - iv) Home Country
- b) One of the crucial activities for HR managers is the _____.
 - i) Production Planning
 - ii) Marketing
 - iii) HR Planning
 - iv) Logistic Management
- c) An informal employment market that exists globally to meet the supply and demand of talent for multinational corporations is known _____.
 - i) National Labour Market
 - ii) Home Labour Market
 - iii) International Labour Market
 - iv) Domestic Labour Market
- d) _____ has the potential to reduce geographical barriers to employment on a global scale.
 - i) Head Hunting
 - ii) Cross National Advertising
 - iii) E-Recruitment
 - iv) Local Market
- e) The internal aspects of Environment include _____.
 - i) Organization Structure
 - ii) Social Issues
 - iii) Political Issues
 - iv) Economic Issues

P.T.O.

B) Match the following: [4]

Coloumn-I	Coloumn-II
a) Personal aspects of HRM	i) It covers Union management relation
b) Welfare aspects of HRM	ii) Deals with working conditions and amenities like canteens,restrooms, housing, transport, education, health and safety etc.
c) Industrial Relations aspect	iii) Concerned with manpower planning, recruitment, selection, placement etc.
d) International Labour Organization	iv) To advance social and economic justice

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

- a) Culture is learnt from the environment and interaction at workplace and social spheres.
- b) Ethnocentrism is a way of believing and saying that people tend to believe their way of doing something is always right and impose such details on others.
- c) Domestic HRM is done at the global level.
- d) Manpower management is very easy task and does not require any special skills.
- e) Psychometric tests are used for personality and competence assessment and linguistic ability assessment.

Q2) Write Short Notes (Any Two).

[14]

- a) Distinguish between International Human Resource Management (IHRM) and Domestic Human Resource Management (DHRM).
- b) Forms of International compensation
- c) Cultural Sensitivities
- d) Cluster System Approach

Q3) Long Answer Questions (Any Two).

[24]

- a) Explain the scope of International Human Resource Management.
- b) Discuss the selection criteria that may determine employee success in an international post.
- c) Explain in detail approaches to international Compensation.
- d) Explain types and strategies of Organizational Culture.



Total No. of Questions : 4]

SEAT No. :

PE1230

[Total No. of Pages : 2

[6528]-607

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

**A 606 : BRAND MANAGEMENT - II
(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) Fill in the blanks: (Attempt any 5)

[5]

- a) The main *purpose of* _____ is to give an identity to the generic product.
 - b) _____ is often used by the tourism industry who create a brand out of a geographical location by assigning it certain characteristics and experience to attract more visitors.
 - c) _____ is the visible element of a brand, such as color, design, and logo that identify and distinguish the brand in consumers' minds.
 - d) _____ is a brand equity model that gives the brand equity value of many brands and helps to compare brand equity across many brands.
 - e) _____ that are not necessarily unique to the brand but may be shared by other brands i.e. where you can at least match the competitors claimed best.
 - f) _____ is a mental connection a customer makes between your brand and a concept, image, emotion, experience, person, interest or activity.
- i) Points of parity ii) BAV iii) Branding iv) Brand Association
v) Geographical Branding vi) Logo

P.T.O.

Q2) True or False. (Attempt any 5) **[5]**

- a) A brand in itself is an asset that can be sold separately.
- b) Brandz model was developed by the marketing research consultants, Millward Brown and WPP.
- c) Brand positioning is the value and perception of your brand to customers.
- d) Unlike customer loyalty, which is money-based (prices and discounts), brand loyalty is NOT perception-based (image and experience).
- e) Establishing a program to reward existing customers for their business is one of the most direct ways to build brand loyalty.
- f) A brand comprises tangible as well as intangible elements relating to the company's style, culture, positioning, messages, promises and value proposition.

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

- a) Corporate Branding.
- b) Brand Identity.
- c) Brand Loyalty.
- d) Brand Positioning.

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

- a) Define Branding. Explain the concept and importance of branding in detail.
- b) What is Brand Leverage? Explain the importance of Brand Leveraging in detail.
- c) Explain the David Aaker Model in detail.
- d) What is brand development? Explain the steps in brand development strategy.



Total No. of Questions : 4]

SEAT No. :

PE1231

[Total No. of Pages : 2

[6528]-608

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

**B 606 : CROSS-CULTURAL RELATIONSHIP-II
(2019 CBCS 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]

- i) The word 'culture' is derived from the _____ language.
 - a) English
 - b) Latin
 - c) Roman
 - d) French
- ii) The most common gesture in the world is _____.
 - a) Shaking hands
 - b) Nod
 - c) Raising hand
 - d) None of these
- iii) Cultural differences exist due to _____.
 - a) Language
 - b) Belief
 - c) Values
 - d) all of the above
- iv) Which of the following is a dirty trick of cross-cultural negotiation?
 - a) Exhibiting rude behaviour
 - b) Deliberately destroying facts
 - c) Asking many difficult questions
 - d) Remaining silent for long periods
- v) Culture is dynamic means _____.
 - a) Changeable
 - b) Remain Constant
 - c) Lethargic
 - d) None

P.T.O.

- B) Match the cultural orientations. [5]
- | | |
|--|---|
| a) Prof Greet Hofstede suggests that culture consist | i) Insufficient knowledge about native bargaining rituals |
| b) R.L Birdwhistell | ii) Aesthetics |
| c) Ineffective cross-cultural business negotiation | iii) Collectivism |
| d) One of the cultural differences | iv) Kinesics |
| e) Individualism | v) Mental Programs |

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

- a) Define culture and explain the features of culture.
- b) What do you mean by cross-cultural communication? Explain its barriers.

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

- a) What do you mean by cultural differences? Explain the various reasons for the cultural differences that exist.
- b) What is cultural sensitivity? give examples and suggest some ways to improve cultural sensitivity.

Q4) Short notes. (Any 4) [20]

- a) Cross-culture Negotiation.
- b) Cross-culture sensitivity.
- c) Cross culture communication.
- d) Cultural Values and Barriers.
- e) Cross-Culture Communication process.
- f) Non-verbal Communication.



Total No. of Questions : 4]

SEAT No. :

PE-12374

[Total No. of Pages : 3

[6548]-725
F.Y. B.A. (SODL)
ENGLISH
115-II: Optional English - II
(2019 Pattern) (Semester- II)

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) Attempt the following MCQs :

[6 × 1 = 6]

- a) What is the main theme of the poem 'I Remember, I Remember'?
 - i) Nature's beauty
 - ii) Regret of lost love
 - iii) Childhood memories and nostalgia
 - iv) City life
- b) What does the road in the poem 'Up-Hill' symbolize?
 - i) A mountain path
 - ii) Life's spiritual journey
 - iii) A race track
 - iv) A walk in the countryside
- c) How does svetlovidov feel about his past?
 - i) Regretful and nostalgic
 - ii) Proud and happy
 - iii) Indifferent
 - iv) Angry
- d) Who is the main character in 'swan song'?
 - i) A young actor
 - ii) An old actor named svetlovidov
 - iii) A theater manager
 - iv) A playwright

P.T.O.

- e) The poem 'Where the mind is without fear' is composed by
- | | |
|-------------------------|-------------------------|
| i) E.M. Emerson | ii) Thomas Hood |
| iii) Christina Rossetti | iv) Rabindranath Tagore |
- f) Who is speaking in the poem 'Up-Hill'?
- | | |
|---------------------|-----------------------------|
| i) Only a narrator | ii) A traveler and a guide |
| iii) Only a student | iv) A teacher and a student |

B) Answer any Three of the following questions in short : **[3 × 2 = 6]**

- a) How does the poet describe his childhood in the poem I Remember, I Remember?
- b) What is a syllable?
- c) Which are the flowers mentioned in the poem I Remember, I Remember?
- d) What is the message of 'The mountain and the squirrel' by Emerson?

Q2) Answer any Five of the following questions in short : **[5 × 4 = 20]**

- a) Discuss the role of fate in the play 'The Monkey's Paw'?
- b) How does christina Rossetti use the journey in 'Up-Hill' as a metaphor for life?
- c) Explain the atmosphere of suspense and horror in the story 'The Monkey's Paw'?
- d) How does chekhov use symbolism in the story 'Swan song'?
- e) Analyze the character of svetlovidov.
- f) Narrate the internal conflict of the thief after stealing the money.

Q3) Write notes on any Three of the following :

[3 × 6 = 18]

- a) Word stress
- b) British Received Pronunciation
- c) Indian English and American English
- d) The concept of syllable
- e) Monosyllabic and polysyllabic words.

Q4) Attempt any Two of the following questions :

[2 × 10 = 20]

- a) Describe the atmosphere and setting of the play 'The Monkey's Paw'.
- b) Describe the major and minor characters in the story 'The Doll's House'.
- c) Discuss the theme of spiritual journey in the poem 'Up - Hill'.

