

Total No. of Questions : 3]

SEAT No. :

P2094

[5802] - 501

[Total No. of Pages : 2

T.Y. B.B.A.

RESEARCH METHODOLOGY (GC-501)

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- i) Objectives of research are_____.
 - a) To explore about unknown
 - b) To describe the features
 - c) To influence Activities
 - d) All of the above
- ii) Sample is regarded as a subset of_____.
 - a) Data
 - b) Set
 - c) Distribution
 - d) Population
- iii) Absolute Zero exists in_____.
 - a) Interval scale
 - b) Nominal scale
 - c) Ordinal scale
 - d) Ratio scale
- iv) Bibliography is_____.
 - a) At the end of the study arranged in alphabetical order
 - b) Any where in the Study
 - c) Beginning of the study
 - d) Not necessary to be included
- v) A statement made about a population for testing purpose is called_____.
 - a) Statistics
 - b) Hypothesis
 - c) Level of significance
 - d) Test - statistics

B) Match the pairs. [5]

- | | |
|-------------------------|---------------------------------|
| 1) Descriptive Research | a) On the basis of objectives |
| 2) Applied Research | b) Quantitative Data |
| 3) Focus Group | c) On the basis of Applications |
| 4) Survey | d) Testing Hypothesis |
| 5) Null Hypothesis | e) Qualitative Data |

P.T.O.

- C) Answer in one sentence. [5]
- i) What is Research?
 - ii) What is census survey?
 - iii) Define Secondary Data?
 - iv) Define Scaling?
 - v) What is Report Writing?
- D) Fill in the blanks. [5]
- i) A_____in statistics is simply a quantitative statement about a population
 - ii) _____is defined as a master plan specifying the methods and Procedures for collection and analysing the needed information.
 - iii) A_____is a list of questions arranged in a specified manner in order to enquire regarding a particular subject.
 - iv) Analysis of variance is developed by_____.
 - v) The process of _____includes drawing - out conclusions from data - Analysis.

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

- a) Explain Qualitative and Quantitative approach of research approaches
- b) Discuss the steps in sample design. Mention the advantages and disadvantages of sampling.
- c) Elaborate the types of scaling in detail.
- d) Elaborate the ethics in report writing and research paper writing
- e) Illustrate the steps of writing report mention the significance of report writing

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

- a) Describe the objectives of Research
- b) Define Research Design
- c) Give the assumptions of ANOVA
- d) Describe the layout of Research Report
- e) Explain the types of Questionnaire method
- f) Describe the sources of collecting secondary data



Total No. of Questions : 3]

SEAT No. :

P2095

[5802] - 502

[Total No. of Pages : 2

Third year B.B.A

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

- i) _____ level is the lowest level of abstraction.
 - a) Logical
 - b) File
 - c) Concept
 - d) Physical
- ii) I in ACID properties of database stands for _____.
 - a) Integrity
 - b) Independent
 - c) Isolation
 - d) Interdependent
- iii) Recovery is the responsibility of _____ function.
 - a) Database
 - b) Durability
 - c) Compiler
 - d) File
- iv) When a transaction completes its final statement it enters in _____ state.
 - a) Terminated
 - b) Active
 - c) Partially committed state
 - d) Committed state
- v) A transaction always starts with a _____ state.
 - a) Start
 - b) Active
 - c) Begin
 - d) None of the above
- vi) The _____ step is responsible for removing noise and inconsistent data.
 - a) Data mining
 - b) Data transformation
 - c) Data selection
 - d) Data cleaning

P.T.O.

B) Match the parts. [4]

- | | |
|----------------|---|
| a) Atomicity | 1) Enables transactions to operate independently of and transparent to each other |
| b) Consistency | 2) Ensures that the database properly changes states up on a successfully committed trasaction. |
| c) Isolation | 3) Ensures that the resolt or effect of a committed transaction persists in case of a system failure. |
| d) Durability | 4) Ensures that all operations with in the work unit are completed successfully |

C) True or False. [5]

- i) Single lager architecture is a basic structure of data warehouse.
- ii) “All or None” Property is referred as atomicity
- iii) “Compensated” is a state of transaction.
- iv) Logical level of data abstraction describes how the data is actually stored.
- v) Physical level is the highest level of abstraction.

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

- a) What is cloud computing?
- b) Explain OLAP
- c) Explain Read and Write operation with 2 examples each.
- d) Explain Data Security.

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

- a) Explain abstraction levels of DBMS
- b) Explain the role and responsibilities of DBA
- c) Explain ETL Process of data warehouse
- d) Write advantages and disadvantages of cloud computing



Total No. of Questions : 3]

SEAT No. :

P2096

[5802] - 503

[Total No. of Pages : 2

Third Year B.B.A

**GC503 : BUSINESS ETHICS
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 70

Q1) A) Multiple choice questions. [5]

- i) CSR stands for_____.
 - a) Corporate social responsibility
 - b) Company social regularity
 - c) Company society responsibility
 - d) Collegial society responsibility
- ii) Companies reinforce business ethics through
 - a) Vision
 - b) Mission
 - c) Code of conduct
 - d) All the above
- iii) Business ethics desires participation from the following
 - a) employers
 - b) employees
 - c) customers
 - d) all the above
- iv) _____are those individuals who raise ethical concerns to others inside or outside the organisation.
 - a) entrepreneur
 - b) whistle blower
 - c) Intrapreneur
 - d) homepreneur
- v) Anthropology is the study of_____.
 - a) Mankind
 - b) History
 - c) Society
 - d) Rules & regulations

B) Match the following. [5]

- i) Helmets & gloves - voilation of animal rights
- ii) Animals in advertisements - employee safety
- iii) Green packaging Practices - 1986
- iv) Corruption - Sustainable development
- v) Consumer Protecion act - Red tapism

P.T.O.

- C) Answer in one sentence. [5]
- i) Define business ethics
 - ii) Mention 2 measures of green marketing
 - iii) What is meant by collective bargaining
 - iv) What is meant by corporate citizenship
 - v) What are 2 types of pollution

- D) Fill in the blanks. [5]
- i) Conveying true and factual information in ads is a part of _____ ethics.
 - ii) _____ pollution is due to release of pollutants in air.
 - iii) Child labour is a violation of human _____.
 - iv) _____ can be imparted to employees to avoid accidents.
 - v) CSR is responsibility of business towards _____.

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

- a) Explain the importance of business ethics in detail.
- b) Explain ethical practices in relation to protection of 'employee rights'.
- c) Explain the importance of CSR in detail.
- d) What is meant by sustainable development? Explain its obstacles & impact in detail.
- e) Explain reasons why ethical problems occur in business.

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

- a) Environment ethics
- b) Measures to avoid accidents
- c) Ethical practices in media
- d) Customer & consumerism- differentiate
- e) Leadership ethics
- f) Protection of consumer privacy online



Total No. of Questions : 3]

SEAT No. :

P2097

[5802] - 504

[Total No. of Pages :3

T.Y. B.B.A

**504 : MANAGEMENT OF CORPORATE SOCIAL
RESPONSIBILITY**

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) As per Carroll model, the four level of corporate social responsibility are:-
 - i) Physical, economic, social and legal
 - ii) Physical, economic, legal and ethical
 - iii) Philanthropic, economic, legal and ethical
 - iv) Philanthropic, economic, social and ethical
- b) Which of the following is a disadvantage of social responsibility?
 - i) Possession of resources
 - ii) Ethical obligation
 - iii) Public image
 - iv) Violation of profit maximization.
- c) The primary stakeholders are:-
 - i) Customers
 - ii) Suppliers
 - iii) Shareholders
 - iv) Creditors
- d) PSE's are organisations owned by:-
 - i) Joint Hindu family
 - ii) Government
 - iii) Foreign companies
 - iv) Private entrepreneurs
- e) Every company should have atleast one director who has stayed in India for a total period of not less than _____ days in the previous calendar year.
 - i) 180
 - ii) 181
 - iii) 182
 - iv) None of the above

P.T.O.

B) Match the Pairs :- [5]

- | | |
|---|-------------------------|
| 1) A director other than a management director or a whole time director or a nominee director | a) MDG2 |
| 2) It promote CR are non regulatory interventions | b) Philanthropy |
| 3) It is much more long term, more strategic focused on rebuilding | c) Independent Director |
| 4) Corporate Social Responsibility | d) Soft Law |
| 5) Achieve Universal Primary Education | e) Affirmative concept |

C) Answer in one sentence:- [5]

- a) What do you mean by corporate Governance?
- b) Explain the term sustainability.
- c) Explain settlement of Industrial Dispute.
- d) Who is Independent Director?
- e) Explain the concept of Strategic CSR?

D) Fill in the blanks [5]

- a) _____ instruments lie at the heart of the CR Public Policy agenda.
- b) Philanthropic model is also known as _____ model of CSR.
- c) _____ devising corporate strategies and building a business with the society's needs in mind.
- d) _____ expects companies to perform according to the "triple bottom line" approach.
- e) Minimum paid up share capital in case of a private company is _____.

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

- a) Explain corporate sustainability. State the importance of sustainability.
- b) Explain CSR Practices in India. Throw lights on current trends in CSR.
- c) What are the roles played by the public sector in implementing CSR?
- d) What are the 9 principles of CSR?
- e) What do you mean by CSR Policy?

Q3) Short Answer (Any 4 out of 6) [20]

- a) CSR Committee
- b) Types of Corporate Philanthropy.
- c) Importance of charity in society.
- d) Stakeholder model of CSR.
- e) International Framework of CSR.
- f) CSR in Central Public Sector Enterprises.



Total No. of Questions : 4]

SEAT No. :

P2098

[5802] - 505

[Total No. of Pages : 2

T.Y. B.B.A.

**505 - A : MARKETING ENVIRONMENT ANALYSIS
AND STRATEGIES**

(2019 CBCS Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Q1) Fill in the Blanks.

[5]

- a) _____ is something that surrounds an enterprise.
- b) According to _____ 'A company's marketing environment consists of the external factors and forces.
- c) _____ analysis is developed with a purpose to help organizations identify forces.
- d) _____ refers to collection of data that already exists within the company.
- e) _____ refers to the phase of product development which is placed in the hands of the customer for their evaluation.

Select Answers

- a) Test Marketing
- b) Internal data
- c) Porter five forces
- d) Philip kotler
- e) Environment

Q2) Match the following.

[5]

- | | |
|------------------------------|-----------------------|
| 1) Macro Environment | a) Product Life Cycle |
| 2) Task Specific Environment | b) Marketing Mix |
| 3) Internal Environment | c) Technological |
| 4) Decaying Maturity | d) Competitors |
| 5) Price | e) Work Ethos |

P.T.O.

Q3) Write Short Notes (Attempt any 4)

[20]

- a) Explain Marketing Environment and its factors affecting marketing environment
- b) Types of Business Cycles
- c) BCG Matrix
- d) Sampling in Marketing Research
- e) Product Planning

Q4) Write Long Answers (Attempt any 2)

[20]

- a) Explain the need and importance of Pricing.
- b) Describe the Marketing Research process in detail.
- c) Explain the various business analysis parameters.
- d) Explain the impact of marketing environment on marketing decisions.



Total No. of Questions : 4]

SEAT No. :

P2099

[5802] - 506

[Total No. of Pages :4

T.Y. B.B.A.

505 -B : ANALYSIS OF FINANCIAL STATEMENT

**Financial Specialization
(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) *Use of simple calculator is allowed.*

Q1) Fill in the blanks.

[5]

- a) Financial statement analysis is an information processing system designed to provide data for _____
- b) The analytical study of business trend over a period of time is termed as _____.
- c) Ratio is a _____ relationship between two items expressed in a quantitative form.
- d) Any Business transaction that increases the amount of _____ is a source of fund.
- e) Cash flow statement is generally based on _____.

Q2) Write short notes.

[5×3=15]

- a) Objectives of Ratio Analysis.
- b) Advantages of funds flow statement.
- c) Cash flow activities.
- d) Trend analysis.
- e) Profitability Ratio

OR

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

[15]

P.T.O.

Q3) The following are the summarised profit and Loss account and Balance sheet of ABC Ltd. Pune. **[15]**

For the year ended 31st March 2021.

from the information, compute:

- a) Current Ratio
- b) Operating Ratio
- c) Gross Profit Ratio
- d) Return on Capital Employed.
- e) Operating Profit Ratio.
- f) Stock turnover Ration.
- g) Sales to fixed Assets.

Profit & Loss A/C for the year ended 31st March 2021

Dr.		Cr.	
Particulars	Amount	Particulars	Amount
To Opening stock	65,000	By Sales	6,02,000
To Purchases	5,40,000	By Closing Stock	2,60,500
To Carriage Inward	12,500		
To Gross Profit c/d	2,45,000		
	8,62,500		8,62,500
To Operating Expenses	95,000	By Gross Profit b/d	2,45,000
To Non-Operating Expenses	75,000	By Non-Operating income	75,000
To Net Profit c/d	1,50,000		
	3,20,000		3,20,000

Balance - Sheet as on 31st March 2021

Liabilities	Amount	Assets	Amount
Equity Share Capital	1,50,000	Plant & Machinery	70,000
General Reserve	25,000	Land & Building	1,20,000
Profit & Loss A/c	45,000	Marketable Securities	5,000
Sundry Creditors	40,000	Sundry Debtors	85,000
Bills Payable	35,000	Cash at Bank	12,500
Out Standing Expenses	5,000	Prepaid Expenses	7,500
	3,00,000		3,00,000

Q4) From the following Balance Sheets and adjoining information relating to Jindal Ltd. Jodhpur, Prepare a schedule of changes in working capital and funds flow statement for the year ended 31st March 2021. **[15]**

Particulars	2020 (₹)	2021 (₹)
Properties and Assets		
. Land and Buildings	12,00,000	19,90,000
. Plant and Machinery	20,00,000	18,00,000
. Furniture	1,50,000	2,00,000
. Loose Tools	50,000	50,000
. Investment in Shares of KSB Ltd.	1,00,000	50,000
. Stock	1,50,000	2,50,000
. Sundry Debtors	50,000	1,60,000
. Bills receivable	20,000	56,000
. Prepaid Expenses	5,000	4,000
. Cash at Bank	15,000	29,000
. Cash in Hand	5,000	10,000
	37,45,000	37,45,000
Capitals and Liabilities		
. Share Capital	20,00,000	30,00,000
. General Reserve	2,50,000	2,60,000
. Share Premium	2,00,000	2,00,000
. Profit & Loss Appropriation	1,50,000	1,75,000
. Loan	10,00,000	8,00,000
. Sundry Creditors	75,000	90,000
. Bills Payable	25,000	20,000
. Out Standing Expenses	5,000	4,000
. Tax Payable	40,000	50,000
	37,45,000	37,45,000

Additional information

- Depreciation charged on Land and Buildings amounted to (₹) 1,20,000.
- Depreciation on plant and machinery was (₹) 2,00,000.

- c) Furniture damaged and written off during the year were ₹ 10,000.
- d) Investment costing ₹ 25,000 was sold for ₹ 35,000 and some shares costing ₹ 25,000 were disposed off at cost value.
- e) Tax paid during the year amounted to ₹ 60,000

OR

The Balance Sheet of Anand Ltd. as on 31st March 2020 and 31st March 2021 were as follows. [15]

Liabilities	31/3/2020 Amount (₹)	31/3/2021 Amount (₹)	Assets	31/3/2020 Amount (₹)	31/3/2021 Amount (₹)
Share capital	5,00,000	7,00,000	Land & Building	80,000	1,20,000
Profit & Loss A/c	1,00,000	1,60,000	Plant & Machinery	5,00,000	8,00,000
General Reserve	50,000	70,000	Stock	1,00,000	75,000
Creditors	1,53,000	1,90,000	Debtors	1,50,000	1,60,000
Bills Payable	40,000	50,000	Cash	20,000	20,000
Expenses Outstanding	7,000	50,000			
Total	8,50,000	11,75,000	Total	8,50,000	11,75,000

Additional information.

- a) Depreciation of ₹50,000 have been provided during the year.
- b) A piece of machinery was sold for ₹ 8,000 during the year 2020-2021. The cost of the machinery was ₹12,000 and depreciation of ₹7,000 was provided on the same.
- c) Income tax paid during the year was ₹60,000.
- d) Dividend paid during the year was ₹50,000 prepare cash flow statement.



Total No. of Questions : 4]

SEAT No. :

P2100

[5802] - 507

[Total No. of Pages :2

T.Y. B.B.A.

**C 505 : CROSS CULTURAL HR & INDUSTRIAL RELATIONS
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Compulsory Question.

A) Select the correct option. **[5]**

- a) The following definitions accurately match their dimension of culture except:
 - i) People as members of a group, organization or society share culture
 - ii) Culture has structure and is integrated
 - iii) Culture is based on the human capacity to change or adapt
 - iv) Culture is cumulative, passed down from one generation to another
- b) According to section 51 of Factories Act, no adult worker shall be allowed to work in factory for more than _____ in a week.
 - i) 40 hours
 - ii) 52 hours
 - iii) 54 hours
 - iv) 48 hours
- c) Which Act provides for the appointment of conciliation officers and adjudication authorities?
 - i) The Factories Act
 - ii) The Industrial Dispute Act
 - iii) The Trade Union Act
 - iv) None of the above
- d) Peaceful Industrial relation helps to _____
 - i) Reduce Industrial disputes
 - ii) Improve morale
 - iii) Reduce wastage
 - iv) All of above
- e) Which are the different rewards across cultures?
 - i) Learning cultural aspects
 - ii) Cultural stereotypes
 - iii) Communication
 - iv) All of the above

P.T.O.

B) Match the following pairs [5]

- | | |
|--|-------------------------------|
| a) Lighting | i) Backbone of the society |
| b) Artificial Humidification | ii) 5 th year plan |
| c) Culture | iii) Section 17 |
| d) Generating opportunities
in Rural & Urban areas
of Nation | iv) 2017 |
| e) Maternity Benefit Act | v) Section 15 |

Q2) State and explain different factors affecting IR. [10]

OR

Explain Grievance Redressal machinery under Industrial Disputes Act, 1947. [10]

Q3) What is culture? Explain important socio-cultural factors impacting the operation of MNC. [10]

OR

Explain in detail Leadership and Decision making across culture. [10]

Q4) Write short notes on (Any 4) [20]

- a) High - context vs Low - context.
- b) Uncertainty Avoidance.
- c) Lockout
- d) Participants of IR.
- e) Elements of system Approach.
- f) Skills for a Global Manager.



Total No. of Questions : 4]

SEAT No. :

P2101

[5802] - 508

[Total No. of Pages :2

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions. [5]

- a) Healthcare management is also referred to as _____
- | | |
|------------------------|-------------------------------|
| i) efficient services | ii) healthcare administration |
| iii) logic development | iv) civic planning |
- b) _____ is very important for good health
- | | |
|--------------|-------------|
| i) Stress | ii) Tension |
| iii) Cooling | iv) Fitness |
- c) _____ is the process where health care providers effectively and efficiently administer everything
- | | |
|------------------------|-------------------|
| i) Hospital Management | ii) Yoga experts |
| iii) Planning | iv) Communication |
- d) _____ advises and assists management in developing effective workplace policies
- | | |
|---------------------|-------------------|
| i) HR manager | ii) Sales manager |
| iii) Retail manager | iv) Stores keeper |
- e) The HR manager is also tasked with the responsibility of developing a _____ and a better organised health care system
- | | |
|----------------|------------|
| i) weak | ii) loose |
| iii) character | iv) strong |

P.T.O.

B) Match the following. [5]

- | | | |
|-----------------------------|---|----------------------------|
| 1) Good Hospital Management | - | Emotional wellness |
| 2) HMS | - | Electronic Medical Record |
| 3) Home Health care | - | anytime accessibility |
| 4) Illness Prevention | - | Hospital Management System |
| 5) EMR | - | Home health aid services |

Q2) Write long answers (Any 1 out of 2). [10]

- a) What is health care management? Explain the importance and objective of health care management?
- b) Explain the importance of HR management in the health care sector.

Q3) Write long answers (Any 1 out of 2). [10]

- a) What is Information System? Explain IT applications in healthcare management.
- b) Explain in detail the opportunities and challenges faced in the health care management.

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

- a) Need of hospital administration.
- b) Wellness and fitness.
- c) Digital Marketing of healthcare services.
- d) Financial Management in healthcare.
- e) Changing scenario of the health industry.
- f) Structure of MIS specific to the hospital.



Total No. of Questions : 4]

SEAT No. :

P2102

[5802] - 509

[Total No. of Pages :2

T.Y. B.B.A.

**505 - E : WAREHOUSE MANAGEMENT
(2019 CBCS Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions. [5]

- a) _____ is the process of storing goods which are to be distributed later
- i) Warehousing
 - ii) Dock
 - iii) Building
 - iv) Consolidation
- b) _____ is the handling of the entire production flow of goods or services
- i) Development
 - ii) Supply Chain Management
 - iii) Retail management
 - iv) Logistics
- c) A barcode reader is an optical scanner that can read printed _____
- i) text
 - ii) pictures
 - iii) images
 - iv) barcodes
- d) _____ management helps companies identify which and how much stock to order at what time
- i) Project
 - ii) Development
 - iii) Inventory
 - iv) Personality
- e) Which of the following are functions of warehouse
- i) Location of inventory storage
 - ii) Consolidation
 - iii) Product sorting center
 - iv) All of the above

P.T.O.

B) Match the following. [5]

- | | | |
|---------------------|---|-----------------------------------|
| 1) Storage | - | Concept of continuous improvement |
| 2) Public warehouse | - | Primary function of a warehouse |
| 3) WMS | - | Total Quality Management |
| 4) LEAN management | - | Government Licensing |
| 5) TQM | - | Warehouse Management System |

Q2) Solve the following long answer (Any 1 out of 2). [10]

- a) Explain in detail the characteristics of an ideal warehouse.
- b) Explain in detail various types of warehouses.

Q3) Solve the following long answer (Any 1 out of 2). [10]

- a) Explain the concept of SCM? Explain in detail significance and functions of operations and SCM.
- b) Explain in detail the various technologies used in warehouse management.

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

- a) Need for warehousing management.
- b) Supply Chain Management.
- c) Concept and importance of TQM.
- d) LEAN management.
- e) Warehouse safety management.
- f) Warehouse layout.



Total No. of Questions : 4]

SEAT No. :

P2103

[5802] - 510

[Total No. of Pages : 2

T.Y. B.B.A.

**A506 : LEGALASPECTS IN MARKETING MANAGEMENT
(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) Compulsory Questions. [10]

A) Multiple Choice Questions. [5]

- i) Doorstep selling involves:
 - a) Telesales
 - b) Order Cancellation
 - c) Pitching
 - d) Protect the Consumers
- ii) Advertising makes the _____ job easier.
 - a) Consumer's
 - b) Customer's
 - c) Salesman's
 - d) Viewer's
- iii) Under the _____ complaints against the advertisements can be made by any person who considers them to be false, misleading offensive or unfair
 - a) ASCI Code
 - b) Consumer Protection Act, 1986
 - c) Cable Television Network Rules 1994
 - d) CCPA
- iv) IT is not the type of 'Customer Relationship Management'.
 - a) Operational CRM
 - b) Organisational CRM
 - c) Analytical CRM
 - d) Collaborative CRM
- v) _____ is a social legislation intended to protect consumers from exploitation.
 - a) Drug (Price) Control Order 1995
 - b) Consumer Protection Act 1986
 - c) Competition Act 2002
 - d) The Essential Commodities Act 1955

P.T.O.

B) Match the following. [5]

- | | |
|------------------------------|---|
| a) Non Schedule drugs | i) Charges Payable by a distribution company |
| b) Late Payment Surcharge | ii) Restrict Data Access |
| c) Session Cookie | iii) CDSCO |
| d) Online Marketing Security | iv) Transient Cookie |
| e) Medical Devices | v) Priced freely subject to certain Restrictions. |

Q2) a) Explain the stages of Doorstep Selling. Also explain the obligations of Direct or Doorstep Selling. [10]

OR

b) Explain the objectives and importance of Advetising. [10]

Q3) a) Explain in detail the harms and offence in advertising related to - children and Medicine and Health. [10]

OR

b) What is online Marketing? How to protect the vital data of their clients while Online Marketing. [10]

Q4) Write Short Notes (any 4). [20]

- a) Customer Relationship Management.
- b) Types of Cookies.
- c) Claims for misleading Advertisement.
- d) Telesales.
- e) Legal Aspects of Marketing.
- f) Surcharge Payment Regulations.



Total No. of Questions : 4]

SEAT No. :

P2104

[5802] - 511

[Total No. of Pages : 2

T.Y.B.B.A.

**B 506 : LEGAL ASPECTS OF FINANCE & SECURITY LAWS
(CBCS 2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

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

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

- i) _____body was set up with an aim to promote, regulate and develop the Pension sector in the country.
 - a) IRDA
 - b) PFRDA
 - c) SEBI
 - d) RBI
- ii) RBI, SEBI, IRDA, AMC are_____.
 - a) Regulatory bodies
 - b) Intermediaries
 - c) Non- intermediaries
 - d) Organised markets
- iii) IPO Stands for_____.
 - a) Initial Preference Offering
 - b) Initial Private Offering
 - c) Initial Price Organisation
 - d) Initial Public Offering
- iv) In India, GST became effective from:
 - a) 1st April, 2017
 - b) 1st January, 2017
 - c) 1st July, 2017
 - d) 1st March, 2017
- v) What is known as charter of a company?
 - a) Memorandum of Association
 - b) Bye - laws
 - c) Articles of Association
 - d) Prospectus

P.T.O.

B) Match the pairs. [5]

Group (A)	Group (B)
a) Right Issues	i) Goods are sold within a state
b) Money Market	ii) Financial Position
c) Balance sheet	iii) Doctrine of Constrictive Notice
d) Article of Association	iv) Securities issued Privately to investors
e) SGST	v) RBI

Q2) Solve any one: [10]

- What is Indian Financial System? Discuss the structure of Indian financial system.
- Explain in detail “Procedure for Issue of various Types of shares and Debentures”.

Q3) Solve any one: [10]

- Define a company. Explain in detail characteristics of a company.
- What is IEPF? Discuss the IEPF under SEBI regulations.

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

- Functions of IRDA.
- Employee stock option scheme.
- Format of Income statement of a company.
- Procedure of GST Registration.
- Difference between Primary Market and Secondary Market.
- Types of Derivatives.



Total No. of Questions : 4]

SEAT No. :

P2105

[5802] - 512

[Total No. of Pages :6

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Case:

[15]

Sarita had been working in finance department of the Lakshmi Sporting Goods Manufacturing company for the four years since she graduated. From high school, she was bright, attractive and popular and had done well in the company as her recent promotion to the designation of senior accountant proved.

One of her new job responsibilities required Sarita to go to the warehouse once a week to check on and verify various inventory and shipment information. This meant that she often worked for three to four hours at a time in the shipping office. In order to reduce the noise from the operations around the office was completely walled in. On these trips to shipping, Sarita began to work closely with the shipping clerk, Aditya. Aditya, was an expert employee of 10 years with Lakshmi sporting, but was divorced. Aditya maintained all the shipping and inventory information as it was processed.

Since Sarita had never before worked in an actual manufacturing and warehouse operation, she was nervous at first. However, she was very relieved to find that Aditya was very nice and helpful. Sarita found Aditya easy to talk to because he seemed so interested in what Sarita was thinking and doing.

During her 4th visit to the warehouse, Sarita and Aditya were talking as usual about the weeks shipping activity. As they were talking, Aditya casually walked to Sarita's side of the desk and sat on the edge of the desk right next to Sarita.

Sarita tried not to feel uncomfortable with Aditya so close. At a break in the discussion, Aditya looked at Sarita very seriously and asked her "Do you like to go dancing?"

Sarita, a little surprised by the question, replied evenly: "Well, I like to, but I have a difficult time getting my boyfriend to go with me. Aditya interrupted: "I wasn't talking about your boyfriend. Would you like to go dancing with me?"

P.T.O.

Sarita, not sure what Aditya was getting at, so she -laughed and said “Well, sure, maybe some other time”. Her voice trailed off. She was trying to be polite but did not really want to commit herself. She quickly picked up a file and brought that discussion back to shipping information. She finished her work, then returned to her department. She was uneasy about Aditya’s behavior and invitation.

When she returned to her desk, her supervisor Ramesh noticed that she seemed to be distracted, and asked if everything was OK. Sarita explained what had just occurred and wondered if Aditya had some ulterior motive for asking her to go dancing. Ramesh, not sensing a problem, shrugged off what happened. I wouldn’t give it much thought you are probably misunderstanding Aditya’s comments. He might have just asked very casually. Don’t be concerned”, he advised Sarita.

Next week at her regular time Sarita returned to the warehouse. As she walked into the shipping office and close the door Aditya jumped up from his chair and walked briskly over to Sarita smiling. He was about to put his arms around Sarita, but she quickly moved back. He stared into Sarita’s eyes and told her “Sarita, I really missed you. I am glad you are back.”

Sarita was completely startled, shocked and afraid and began to cry. Dropping the file, she was carrying, she ran from the office back to her department. And decided to go to Ramesh office to describe what just happened.

Case questions:

- 1) Which problem is this a case indicating to?
- 2) Does the company have a responsibility and or liability?
- 3) What should the supervisor do now?

Q2) Case: [15]

Looking across the rows of men suits, Brijesh spots Peter working with one of his employees, a sales associate. They are trying to complete a sales transaction on the new WIZARD information system. Brijesh watches as Peter again fumbles his way through another transaction. Almost instinctively, he rolls his eyes and shakes his head.

Brijesh manages the men’s furnishing Group for the central mall store of the H&M store chain. As one of the younger group managers, Brijesh has charge of over 20 full time and part time sales and service representatives in four units: suits and outerwear, leisure clothes, shoes and accessories. Brijesh has been with central mall since joining their management associates development program after graduating from college. Peter is about 15 years older than Brijesh, with about that many more years experience in the retail trade. Peter began his career in a floor sales position and after years of hard work, was promoted to supervisor leisure clothes unit.

Beginning about six months ago, central store began its system migration in brackets as the data processing staff called it off replacing the somewhat old computer and information processing system with the one that was more streamlined. Under the new, integrated system all the retail functions like inventory, sales and customer tracking, returns and adjustments, accounting and profitability calculations etc would be joined together and operated out of the same database. Further, all stores would be linked together, giving headquarters better ongoing control of the company as a whole and of stores and departments in particular.

As a result of this migration, virtually every job in the company was changed in some way. The jobs of the sales associates changed most: virtually every product, customer or financial transaction was to be done differently. While the complexity of any task might be small, the combined weight of all the changes resulted in major learning stress on employees. They had to learn how to operate the system, access it, complete all transactions through it, and make any needed correction directly on the point-of-sale terminal - all while the customer waited across the counter.

As the kickoff date for the conversion to the new system near, all employees were brought in for a comprehensive 4 day training program. Managers and supervisors were trained first so that they would serve as aids and coaches to the other employees once the Wiz was operational. Brijesh and Peter attended one of the early programs together. Brijesh was impressed by how much the program covered. The trainers went through every conceivable transaction and procedure, demonstrating and explaining them. Each participant in the class was able to practice some of the procedure on the demo terminal. The notebook provided in the program was reasonably thorough, even if it was poorly organized. As was characteristic, Peter approached the training with gusto and enthusiasm. Peter had never worked much with computers before, and his anxiety about learning how to use the system was more than offset by a strong motivation to learn how to use the system. James was particularly pleased with this matter because he was concerned that Peter's strong people orientation might not have a corresponding technical aptitude.

It has now been more than a month since the new system started up. All the associates in the store completed the system training shortly before the conversion date and by now, most are operating fairly well with it.

Indeed, that's what is so troubling to Bob. British. Brijesh. In spite of the training and the time on the system, Peter just hasn't made satisfactory progress mastering it. Brijesh sees Peter's problem in various ways, like the instance he has just witnessed. There was Peter, working with one of his sales associates, trying to complete a distinct, but not that unusual, procedure. It was clear that the associate actually could complete the procedure better than Peter. Peter was following a trial-and-error process of running through different key combinations to see if any worked. The customer was growing annoyed. Brijesh thought about other instances. For example, Peter had asked Brijesh about how to complete the same procedure on four different occasions in the course of a 10 day. At times, Brijesh would watch Peter refer a customer to another sales station or have the customer wait while he asked another associate to process a complicated transaction. At one point, Brijesh asked Peter to check his manual, but Peter could only say it didn't help him that much and besides, he wasn't sure where he had left it.

On top of it all, Brijesh is now sensing that Peter is becoming more frustrated and stressed by the situation. He now thinks that Peter is trying to hide from Bob his discomfort with the system. In a way, this is Peters method of signaling to Brijesh that Peters knowledge of the new system cannot be discussed. Bob one Brijesh wonders how much longer he can go without taking action. Already, there are some grumblings from the other associates that Peter cannot be counted on to help them with their problems. Bob has noticed how Peter's unease with the process is putting some additional burden on the other employees, as well as the customers. Brijesh knows that Peter is smart enough to learn this material, but cannot understand why it is so difficult. Brijesh wants to help but also feels that Peter needs to show some progress and fairly soon or else Brijesh may be forced to take some actions he would rather not take.

Case questions:

- 1) Is there a training problem?
- 2) What can Brijesh do to assist Peter in completing the learning process?
- 3) What should Brijesh expect of Peter's performance in conducting and completing his own learning?
- 4) How should Brijesh respond to Peter in the next few weeks?

Q3) Case:

[10]

Ravi is VP manufacturing and operations of a medium size pharmaceutical company. Ravi has a Ph.D. in chemistry but has not been directly involved in Research and New product development for 20 years. Through experience and practice he runs the operations well. The company does not have a problem of turnover, but it is obvious to Ravi and their key management personnel that the temporary workers are not working anywhere near their full potential. Ravi is very upset with the situation because with rising costs the only way that the company can continue to prosper is to increase the productivity of its workers.

Ravi called the human resource manager, Rahul and wanted to know-

- What is wrong with our people?
- Our wage surveys show that we are among the best paymasters in the industry.
- The working conditions we provide are excellent.
- The fringe benefits are also good.

Yet these people are not motivated. What in the world do they want?

Rahul replied "I have told you and the president time after time that money, working conditions and benefits are not good enough. Employees also want other things to motivate them. Also, I have been conducting some random confidential interviews with some of our temporary workers, and they tell me that they are very discouraged because, no matter how hard they work they get the same pay and opportunities for advancement as their co-workers who are just scrapping by."

Ravi then replied "okay. you are the motivation expert; what do we do about this? We have to increase their performance."

Case questions:

- 1) Identify various issues in this case.
- 2) How would you respond to Ravi's last question and statement if you were the human resource manager in this company?

Q4) Case:

[10]

Good people- valuable employees- quit their jobs every day. Usually, they leave for better positions elsewhere. Take Kiran, an experienced Insurance manager in a renowned insurance company who wrote the following remarks on his exit interview questionnaire.

“This job isn’t right for me. I like to have more input on decisions that affect me- more of a chance to show what I can do. I don’t get enough feedback to tell if I’m doing a good job or not, and the company keeps people in the dark about where it’s headed. Basically, I feel like an interchangeable part most of the time.”

In answer to the question about whether the company could have done anything to keep him, Kiran replied simply, “probably not.”

Why do so many promising employees leave their jobs? Why do so many others stay on but perform at minimal levels for lack of better alternatives? One of the main reasons- ken’s reason- can be all but individual, because it’s so common in so many organizations: a system wide failure to keep good people.

Corporations should be concerned about employees like Kiran. By investing in human capital, they may actually help reduce turnover, protect training investments, increase productivity, improve quality, and reap the benefits of innovative thinking and teamwork.

Human resource professionals and managers can contribute to corporate success by encouraging employee’s empowerment, security, identity, connectedness and competence.

How? By recognising the essential components of keeping their best people and by understanding what enhances and diminishes those components.

Kiran doubts that his company will ever change, but other organizations are taking positive steps to focus on and enhance employee retention. As a result, they are reducing turnover, improving quality, increasing productivity and protecting their training investments.

Case questions:

- 1) Do you think that Kiran’s self-esteem had anything to do with his leaving the firm?
- 2) What do you think were Kiran’s satisfaction with and commitment to the job and firm he is leaving?
- 3) What lesson can this company learn from the case of Kiran? What can and should it now do?



Total No. of Questions : 3]

SEAT No. :

P2106

[5802] - 513

[Total No. of Pages :2

T.Y. B.B.A.

**506 - D : PERMISSION & LEGAL ASPECTS IN SERVICES
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Question. [5]

- a) When there is little or no personal contact between customer & service provider. This is classified as _____
 - i) Low - contract service
 - ii) Medium - contract service
 - iii) High - contract service
 - iv) Intense - contract service
- b) The services a customer expects are called the _____ service package.
 - i) Augmented
 - ii) Primary
 - iii) Secondary
 - iv) Perceived
- c) Among many services, the demand for medical services tends to be _____.
 - i) Inelastic
 - ii) Elastic
 - iii) Substitute demand
 - iv) Price cross elastic demand
- d) Customers ultimately determine the services by _____.
 - i) The type of competitors
 - ii) The levels of marketing effectiveness
 - iii) The cycle of fluctuation
 - iv) The Price of the competitors
- e) _____ involves identifying the benefits & attributes that customers expect in a service.
 - i) Future expectations
 - ii) Requirements
 - iii) Lost customer
 - iv) Process checkpoint evaluation

P.T.O.

B) Match the following :-

[5]

Group A

Group B

- | | |
|----------------------------|--|
| 1) Service agreement | a) Made under Article 309 of constitution of India |
| 2) Service Rules | b) Defines terms & conditions between contractor & the clients |
| 3) Consumer Protection Act | c) Constitutes Hotel, tourism agencies etc. |
| 4) Contract of Agency | d) Protects rights of consumers |
| 5) Hospitality industry | e) Indian Contract Act. |

Q2) Long answer questions (Solve any 2 out of 4).

[20]

- Define services. Explain its characteristics.
- Explain the effect of Breach of services agreement.
- Explain the Consumer Protection Act with reference to the service industry.
- Discuss the legal responsibilities of Travel & Tourism.

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

[20]

- Overview of service laws.
- Contract of Agency.
- Precautions while delivering service.
- Safety & security issues in the Hospitality Industries.
- Service Prospects.
- Service agreements.



Total No. of Questions : 4]

SEAT No. :

P2107

[5802] - 514

[Total No. of Pages : 2

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions: [5]

i) Which of the following methods of irrigation need less water?

- | | |
|-------------------|------------------|
| a) Drip | b) Sprinkle |
| c) Both (a) & (b) | d) None of these |

ii) _____ is produced in Kharif season.

- | | |
|-----------|-----------------|
| a) Rice | b) Jute |
| c) Rubber | d) All of these |

iii) _____ is famous from Kerala.

- | | |
|-----------|------------------|
| a) Spices | b) Wheat |
| c) Fruits | d) None of these |

iv) Farming of flowers is known as _____

- | | |
|-----------------|----------------|
| a) Apiculture | b) Sericulture |
| c) Floriculture | d) Monoculture |

V) Turmeric is a _____.

- | | |
|-----------|----------|
| a) Fruit | b) Spice |
| c) Flower | d) Seed |

P.T.O.

- B) Match the following. [5]
- | | |
|---|-----------|
| a) New farms act | i) 1985 |
| b) NABARD Act | ii) 1966 |
| c) Seeds Act | iii) 1937 |
| d) Aggricultural Produce
(Grading & marketing act) | iv) 1981 |
| e) Fertilizer control order | v) 2020 |

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

- a) Explain the legal & political system with regards to agriculture.
- b) What is meant by secured transactions. Explain provisions for real estate sales & finance

Q3) Some any one out of 2 long answer questions. [10]

- a) Explain in detail feature of Fertililzes control order.
- b) What are the different environmental liabilities owing to agriculture.

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

- a) Agricultural Labour.
- b) Salient features of farmer produce Trade & Commerce (promotion & facilitation) Act.
- c) Grading of agricultural produce.
- d) NABARD
- e) Climate change & agriculture.



Total No. of Questions : 3]

SEAT No. :

P2108

[5802] - 601

[Total No. of Pages : 2

B.B.A.

601 : ESSENTIALS OF E-COMMERCE

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the condidetes:

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

Q1) Solve the following objective type questions.

[5×4=20]

A) Solve the following multiple choice questions.

[5×1=5]

- i) All electronically mediated exchanges are know as
 - a) E-Business
 - b) E-commerce
 - c) Digital Business
 - d) None of the above
- ii) It refers to the transaction conducted directly between a companys consumers who are the end users of its products & services
 - a) B2B
 - b) B2C
 - c) C2C
 - d) C2B
- iii) Electronic money is called as____
 - a) E - cash
 - b) E - money
 - c) E - Rupee
 - d) E - cheque
- iv) Which of the following is not a benefit of content marketing?
 - a) Increase sales
 - b) Cost savings
 - c) Less engagement
 - d) None of these
- v) What is the name of the IT law that India is having in the Indian legislature?
 - a) India's Technology (IT) Act 2000
 - b) India's Digital Information Technology (DIT) ACT, 2000
 - c) India's information Technology (IT) Act 2000
 - d) The Technology Act, 2008

P.T.O.

B) Match the Pair.

[5×1=5]

Group A

Group B

- | | |
|---|----------------------------|
| 1) Visual Search | a) Card skimming |
| 2) Cryptocurrency | b) BHIM |
| 3) ATM fraud | c) B2B |
| 4) UPI | d) Use of real world image |
| 5) Exchange of information
goods & services to two
businesses | e) Ethereum |

C) Answer the following questions in one sentence

[5×1=5]

- i) What is the fullform of EDI?
- ii) Answer any one application of Internet
- iii) What is FIAT currency?
- iv) Pound is the example of which currency?
- v) Explain the fullform of B2C bussiness model?

D) Fill in the blanks.

[5×1=5]

- i) _____is a global web in which millions of users are communicating with each other with the help of computers.
- ii) RTGS stands for_____
- iii) Compromissing confidential information comes under_____
- iv) NEFT is_____
- v) SEO stand for_____

Q2) Solve any 3 long answers from the following.

[3×10=30]

- i) What is UPI? How does it work?
- ii) Describe in detail various e-commerce models.
- iii) What is ecommerce and its role in business economy?
- iv) What is IT Act - 2000? Explain with its roles and needs
- v) Describe Artificial Intelligence and Augmented reality

Q3) Solve any 4 short notes from the following.

[4×5=20]

- i) Chatbots
- ii) ATM frauds
- iii) Internet
- iv) EDI
- v) RTGS
- vi) QR code scanner



Total No. of Questions : 3]

SEAT No. :

P2109

[5802]-602

[Total No. of Pages : 3

B.B.A.

**602 : MANAGEMENT INFORMATION SYSTEM
(CBCS 2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Solve the following objective type questions.

[20]

A) Multiple Choice Questions (Any 5)

[5×1=5]

- i) A MIS is compose of _____.
 - a) Data
 - b) Hardware
 - c) Software
 - d) All of these
- ii) Which of the decision model is based on the descriptive approach?
 - a) Administrative Model
 - b) Classical Mode
 - c) Herbert Simon's Model
 - d) None of these
- iii) A system that is part of a larger system is called _____.
 - a) System Unit
 - b) Subsystem
 - c) System Element
 - d) None of these
- iv) _____ expressly designed for the support of individual and collective decision making.
 - a) MIS
 - b) TPS
 - c) DSS
 - d) OIS
- v) Basic concepts of ER Diagram:
 - a) Entities
 - b) Attributes
 - c) Relationships
 - d) All of these

P.T.O.

- vi) Tactical Information is required by _____.
 a) Top management b) Executive managers
 c) Middle managers d) None of these

B) Match the Pairs [5×1=5]

Column - I

Column - II

- | | |
|----------------------------|---|
| i) Types of IS | a) Tactical Information |
| ii) Decision Making Models | b) Graphical Model, Physical Model, Mathematical Model |
| iii) Elements of System | c) ESS, TPS, MIS, KMS |
| iv) Types of DSS Models | d) Inputs and Outputs, Processors, Control, Feedback, Environment, Boundaries |
| v) Types of information | e) Classical Model, Administrative Model, Herbert Simon's Model |

C) Answer in one sentence (Any 5) [5×1=5]

- i) List the objectives of MIS.
- ii) What is decision making?
- iii) Write the name of System Development Model?
- iv) List the components of GDSS.
- v) Write the characteristics of IS?
- vi) What is E - Communication?

D) Fill in the Blanks (Any 5) [5×1=5]

- i) _____ can thus help firms increase revenue while sharing in size (Information System, DSS, Expert System)
- ii) _____ are also known as objects, purposes, aims and outcomes. (Parameters, Targets, Goals)
- iii) _____ of the system from various angles is the basic necessity to build a computerized system. (An Analysis, Shape, Processor)

- iv) _____ involves the collection, storage and processing of financial and accounting data.

(Financial Information System, Manufacturing Management System, Bank Management System)

- v) _____ looks at the problem domain, with the aim of producing a conceptual model of the information that exists in the area being analyzed.

(Object Oriented Program, Object Oriented Analysis, Process Analysis)

- vi) _____ includes any process that a business organisation conducts, business over a computer mediated network.

(E - Development, E - Business, E - Computer Network)

Q2) Write Long Answer (Any 3)

[3×10=30]

- a) Discuss the meaning and basic concept of Information System in detail?
- b) Explain Attributes of Information?
- c) Explain the stages of Structured System Analysis and Design?
- d) Explain component and functions of DSS?
- e) What is E-Commerce? Discuss the different types of E-Commerce?

Q3) Write Short Notes (Any 4)

[4×5=20]

- a) Characteristics of MIS
- b) Explain Type of Information
- c) Waterfall Model
- d) Components of Expert System
- e) ERP
- f) Need of Information



Total No. of Questions : 3]

SEAT No. :

P2110

[5802]-603

[Total No. of Pages : 3

T.Y. B.B.A.

**603 : BUSINESS PROJECT MANAGEMENT
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

[5]

- i) The basic nature of a project is a _____ one.
 - a) Project
 - b) Process
 - c) Project management
 - d) Project cycle
- ii) Project involving an investment level of less than rupees 5 crores are considered as _____.
 - a) Small scale project
 - b) MSME
 - c) Public sector
 - d) Domestic project
- iii) _____ means predicting or forecasting future activities and jobs in advance.
 - a) Planning
 - b) Organising
 - c) Controlling
 - d) Managing
- iv) _____ can be thought of as a meta plan or a plans & is a collection of similar plans and strategies.
 - a) Managing plans
 - b) Project management plan
 - c) Domestic project
 - d) WBS

P.T.O.

v) Work break down structure (WBS) is of the work with increasing detail in each year.

- a) Layered description b) Step change
- c) Ball Park estimate d) Project execution

vi) _____ Method does not take into considered the entice operating life of the project.

- a) ROI b) Payback period
- c) Capital cost d) ARR

B) Match the following [5]

- | | |
|-----------------------------|---|
| i) Project | a) Designed a bar chart for planning and controlling his shipbuilding project |
| ii) Herry Gantt | b) Scope of the project |
| iii) CPM | c) Quality management tool |
| iv) Fishbone diagram | d) Invested task to be executed over a fixed period |
| v) Work breakdown structure | e) Critical Path Method |

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

- i) Full form of SIPOC is Suppliers, inputs, process, outputs, and customers.
- ii) Project management is divided in 5 process groups.
- iii) Training requirement is a HR factor.
- iv) Capacity planning increases cost.
- v) Activity in a network diagram is represented by triangles.

Q2) Short Answer (any 3)

[24]

- a) What is Business Project management? What are its advantages?
- b) State and Explain the steps for Change Management plan?
- c) What is PERT? What are the advantages of PERT Tools.
- d) What are the limitations of the Pay Back Period?

Q3) Long Answer (any 2)

[32]

- a) What is Business Project Management? Explain the Process of Business Project Management.
- b) Explain the steps involved in developing Business Project Management Plan.
- c) State and explain different types of the Organisational Structure.
- d) What is the meaning of Project Life Cycle in Project Management? Explain its Phases.



Total No. of Questions : 3]

SEAT No. :

P2111

[5802] - 604

[Total No. of Pages :3]

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Solve the following objective type questions: **[4×5=20]**

A) Solve the following Multiple Choice questions : **[5×1=5]**

- a) _____ shows the process of creating something new.
 - i) Innovation
 - ii) Business Model
 - iii) Modeling
 - iv) Creative Flexibility
- b) Technical innovator is also referred as _____.
 - i) Perfect scientist
 - ii) All Rounder
 - iii) Mad scientist
 - iv) Expert
- c) The services which are bought by the customer for self - consumption are termed as
 - i) End consumer services
 - ii) Business consumer services
 - iii) Service connected to tangible goods
 - iv) Professional services
- d) Sustainability can also be defined as a _____ characterised by the pursuit of a common ideal.
 - i) Socio - Ecological process
 - ii) Socio - Political process
 - iii) Socio - Economic process
 - iv) Socio - Cultural process
- e) Green organisation also called as _____.
 - i) Green company
 - ii) Green Business
 - iii) Green management
 - iv) All of the above

P.T.O.

B) Match the pair : [5×1=5]

- | Group A | Group B |
|----------------------------|--|
| i) Approach to Innovation | a) Is a form of radical innovation |
| ii) Space for creativity | b) Key feature of innovative organisations |
| iii) Major Innovation | c) Research Driven Ideas |
| iv) Conventional Economics | d) Organizational characteristics that facilitate the innovation process |
| v) Autonomy of Individuals | e) Denoted as 'chrematistics' |

C) Answer in one sentence. [5×1=5]

- a) Define innovation.
- b) What is Product Development?
- c) What is innovation strategy?
- d) Define services.
- e) Define Sustainable Development.

D) Fill in the blanks. [5×1=5]

- a) _____ is a process of receiving and using new ideas to satisfy the stakeholders of an organisation.
- b) The _____ structure which offer less suitable environment for innovation & creativity is effective.
- c) _____ is provided by seller to buyer in exchange of money but it also not provide the ownership of the services provided to the buyer, only values are exchanged.
- d) _____ results due to modest changes in the existing services.
- e) _____ relates with maintenance of carrying capacity of natural resource base & life support system.

Q2) Solve any 3 long answers from the following.

[3×10=30]

- a) Discuss the approaches to innovation. State the differences between invention and innovation.
- b) What are the organisational characteristics that facilitate the innovation process? State the factors enabling the organisational innovation.
- c) Explain different types of services in detail.
- d) Describe the parameters of sustainable development. Mention the reasons for business to embrace sustainability.
- e) Classify the characteristics of service innovation. Also mention several forms of service innovation.

Q3) Solve any 4 short notes from the following.

[4×5=20]

- a) Product Portfolios.
- b) Dynamic Capabilities
- c) Growth in service
- d) Sustainability Innovation
- e) Socio - Political aspects of sustainable development.
- f) Contribution of IT in organisations.



Total No. of Questions : 4]

SEAT No. :

P2112

[5802] - 605

[Total No. of Pages :2

T.Y. B.B.A

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

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 correct alternatives from given. [5]

- a) _____ helps in identifying the product or brand and describe several things about the product
- | | |
|---------------------|---------------|
| i) Labelling | ii) Packaging |
| iii) Store branding | iv) Supplying |
- b) The brand image includes two aspects of a brand one is association and second is _____
- | | |
|---------------|-----------------|
| i) Awareness | ii) Personality |
| ii) Labelling | iv) Packaging |
- c) Brand _____ is the customers personal opinion about & evolution of the brand.
- | | |
|--------------|--------------|
| i) judgement | ii) evaluate |
| iii) imagery | iv) identity |
- d) The offering of all brands and the brand lines by a particular company is considered as _____.
- | | |
|----------------------|--------------------------|
| i) company portfolio | ii) brand line portfolio |
| iii) brand portfolio | iv) corporate portfolio |
- e) A measure of the value and strength of brand, including an assessment of brands wealth is known as _____.
- | | |
|---------------------|--------------------|
| i) brand stretching | ii) brand heritage |
| iii) brand name | iv) brand equity |

P.T.O.

B) Match the pairs.

[5]

Column I	Column - II
1) Brand	a) Qualitative Research
2) Digital Marketing	b) Quantitative Research
3) Projective technique	c) Joint venture
4) Brand awareness	d) Social media
5) Strategic alliance	e) Identifying product

Q2) Define Branding? Explain types of branding?

[10]

OR

Explain qualitative & Quantitative tools for measuring brand image?

[10]

Q3) Explain use of digital platforms for marketing of brand?

[10]

OR

Define strategic alliances? Explain advantages & disadvantages of it?[10]

Q4) Write short notes (Any 4)

[20]

- a) Brand Equity
- b) Brand Loyalty
- c) Brand Portfolio
- d) Email marketing
- e) Brand extension
- f) Advantages of brand management.



Total No. of Questions : 4]

SEAT No. :

P2113

[5802] - 606

[Total No. of Pages :2

T.Y. B.B.A

B 605 : FINANCIAL MANAGEMENT

(Specialization Finance)

(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) Fill in the blanks and Rewrite the sentence

[5]

- a) _____ shares also known as ordinary shares.
- b) The sources that provide funds for a period exceeding 5 years are called _____
- c) Owned source of capital = share capital + _____.
- d) Capital Budgeting deals with _____.
- e) An excess of true asset values over the aggregate of stocks and bonds outstanding is called as _____.

Q2) Write short notes (Any three)

[15]

- a) Hire Purchasing.
- b) Bank overdraft & Bill Discounting.
- c) Over capitalization and under capitalization.
- d) Net present value(NPV).
- e) Types of preference shares.

P.T.O.

Q3) Write long answer.

[15]

- a) What do you mean by sources of finance? Explain in detail long term sources of finance?

OR

- b) What is cost of capital? Explain in details types & measurement of cost of capital with suitable examples?

Q4) a) A firm has sales of ₹20,00,000, variable cost of ₹14,00,000, fixed cost of ₹4,00,000 and debentures of ₹10,00,000, in its capital structure obtained @ 10% interest. What are its financial, operating and combined leverage? **[5]**

- b) Calculate operating leverage, financial leverage and combined leverage from the following information. **[10]**

Particulars	P company Ltd. (₹)	Q Company Ltd. (₹)
Sales	25,00,000	35,00,000
Variable cost	7,00,000	11,00,000
Fixed cost	8,00,000	10,00,000
Interest	3,00,000	4,00,000

Also state change in the above leverage if selling price is increased by 15% of both the companies?



Total No. of Questions : 4]

SEAT No. :

P2114

[5802]-607

[Total No. of Pages : 3

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective questions.

[10]

A) Multiple choice questions

[5]

- i) The non citizens employees of a country in which they are working is classified as _____
 - a) Subordinates
 - b) Expatriates
 - c) Coordinates
 - d) None of the above
- ii) _____ is the widely accepted technique of recruitment through it mostly provides one way communication.
 - a) Advertising
 - b) Communication
 - c) Marketing
 - d) None of the above
- iii) _____ is given to the employees to impact knowledge about cultural difference.
 - a) Global Training
 - b) On-the-job Training
 - c) Off-the-job Training
 - d) None of the above
- iv) _____ means the procurement, allocation, utilization and motivation of human resource in the international area.
 - a) IHRM
 - b) HRM
 - c) KMS
 - d) None of the above

P.T.O.

- v) MNC stands for _____.
- a) Multi-national cooperation
 - b) Multi-national corporation
 - c) Multi-national co-ordination
 - d) Multi-national collaboration

B) Match the pairs:-

[5]

Column A	Column B
i) GHRM	a) Pay practices relating to employees who are working on international assignments in another country.
ii) E-Recruitment	b) Element of Knowledge Management
iii) Global Compensation	c) Procedure of sourcing, assigning & using the human resource in an effective manner in MNCs
iv) Knowledge Creation	d) Local managers who are hired by MNCs
v) Host Country Nationals	e) This recruiting can be extremely effective in generating applicants due to its low cost, speed & ability to target applicants with technical skills.

Q2) Write long answer from the following (any one)

[10]

- a) Explain the features & objectives of Global Human Resource Management.
- b) What is Global Staffing? Explain the process of Global Staffing.

Q3) Write long answer from the following (any one) [10]

- a) Discuss various approaches to global compensation. Also elaborate key components of global compensation.
- b) Explain in detail the evolving role of HRM functions in MNCs and also explain the Performance Appraisal in MNCs.

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

- a) Difference between Global HRM & Domestic HRM
- b) Staffing Policy approaches in International HRM
- c) Importance of Global Training & Development
- d) Importance of Knowledge Management System
- e) Categorization of countries & employees in Global HRM
- f) Global Recruitment & E-Recruitment



Total No. of Questions : 4]

SEAT No. :

P2115

[5802]-608

[Total No. of Pages : 2

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- i) Pull factors in tourism are _____
 - a) Rest and relaxation
 - b) Escape
 - c) Amenities
 - d) None of the above
- ii) _____ is not served by 'Toy Train'.
 - a) Darjeeling
 - b) Coonoor
 - c) Mount Abu
 - d) Matheras
- iii) Which is not a major sea port on eastern coast of India?
 - a) Paradip
 - b) Visakhapatnam
 - c) Ennore
 - d) Puri
- iv) The restaurant service orders are taken by:
 - a) Captain
 - b) Steward
 - c) Busboy
 - d) Waiter
- v) Concept of hospitality includes:
 - a) Swagat
 - b) Suchana
 - c) Suvidha
 - d) All of the above

P.T.O.

B) Match the following: [5]

- | | |
|----------------------------|---|
| i) Educational tourism | a) Low cost accommodation |
| ii) Gambling tourism | b) Destination |
| iii) Dharmashala | c) Legally appointed agent |
| iv) Termination of journey | d) To study culture of a place |
| v) Travel agent | e) Participation in money-winning activity/Game |

Q2) Answer the following questions in long answers (1 out of 2) [10]

- a) Explain in detail different types of tourism.
- b) Explain in detail various opportunities presented by development of tourism.

Q3) Answer the following questions in long answers (1 out of 2) [10]

- a) Write a detailed note on emerging trends in accommodation.
- b) Define the term hotel. Explain how hospitality & travel & tourism industries are linked to each other?

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

- a) Components of tourism
- b) Travel organisation in India.
- c) Bed & breakfast hotels
- d) Travelers at rest
- e) Types of airlines
- f) Poshtel tourism



Total No. of Questions : 3]

SEAT No. :

P2116

[5802]-609

[Total No. of Pages : 2

T.Y. B.B.A.

**E 605 : AGRICULTURAL EXPORTS
(CBCS 2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective type questions.

[10]

A) Multiple Choice Questions

[5×1=5]

- i) White revolution is related to _____.
 - a) Food production
 - b) Milk production
 - c) Beekeeping
 - d) Flower production
- ii) Green revolution was confined to _____.
 - a) Rice in West Bengal
 - b) Cotton in Maharashtra
 - c) Wheat in Punjab & Haryana
 - d) Oil seeds in Punjab
- iii) The Apex Bank for providing Agricultural Refinance in India is _____.
 - a) RBI
 - b) NABARD
 - c) LDB
 - d) SBI
- iv) Which of the following is the international trade?
 - a) Trade between provinces
 - b) Trade between regions
 - c) Trade between countries
 - d) (b) & (c) of above
- v) A tariff is _____.
 - a) A restriction on the number of export firms
 - b) Limit on the amount of imported goods.
 - c) Tax & imports
 - d) (b) & (c) of above

P.T.O.

B) Match the Pairs [5]

Group - A

- i) Food corporation of India
- ii) Agricultural Policy
- iii) Imports & Exports
- iv) Trade
- v) Agriculture sector

Group - B

- a) Laws relating to domestic agriculture
- b) Exchange of products
- c) Run by government of India
- d) Backbone of India Economy
- e) Components of international trade

Q2) Long answer questions (Solve any Q2 out of Q4) [20]

- a) Discuss the need of import & export.
- b) Explain the role of agriculture in Indian Economy.
- c) Role of Technology in agricultural development.
- d) Explain the import export procedure in detail.

Q3) Write a short note on (Any four) [20]

- a) Agricultural policy in India.
- b) Marketing plans for reports.
- c) Export assistance
- d) International Trade
- e) World agriculture
- f) Institutional infrastructure for export promotion in India.



Total No. of Questions : 4]

SEAT No. :

P7270

[Total No. of Pages : 6

[5802]-610

T.Y. B.B.A

A606 : CASES IN MARKETING

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Write Short Notes : (In 150 words only) (attempt any 1) : [5]

- a) What are the ideal elements included in a case study?
- b) Why case studies are essential?

Q2) Case Study 1 : [15]

Over a period spanning six and a half decades, the Haldiram's Group (Haldiram's) had emerged as a household name for ready-to-eat snack foods in India. It had come a long way since its relatively humble beginning in 1937 as a small time sweet shop in Bikaner, in the Rajasthan state of India. In 2001, the turnover of the Haldiram's was Rs. 4 billion.

The company offered a wide variety of traditional Indian sweets and snacks at competitive prices that appealed to people belonging to different age groups. Haldiram's had many 'firsts' to its credit. It was the first company in India to brand 'namkeens³'. The group also pioneered new ways of packaging namkeens.

Its packaging techniques increased the shelf life of namkeens from less than a week to more than six months. It was also one of the first companies in India to open a restaurant in New Delhi offering traditional Indian snack food items such as "panipuri," "chatpapri," and so on, which catered to the needs of hygiene conscious non-resident Indians and other foreign customers. Since the very beginning, the brand 'Haldiram's' had been renowned for its quality products.

P.T.O.

The company employed the best available technology in all its manufacturing facilities in India. Given the increasing popularity of Haldiram's products, the group planned to expand its operations. Similarly, Haldiram's launched 'Bhelpuri,' keeping in mind customers residing in western India. The company offered certain products such as 'Nazarana,' 'Panchratan,' and 'Premium' only during the festival season in gift packs. These measures helped Haldiram's compete effectively in a market that was flooded with a variety of snack items in different shapes, sizes and flavors.

Haldiram's offered its products at competitive prices in order to penetrate the huge unorganized market of namkeens and sweets. The company's pricing strategy took into consideration the price conscious nature of consumers in India. Haldiram's launched namkeens in small packets of 30 grams, priced as low as Rs.5. The company also launched namkeens in five different packs with prices varying according to their weights. The prices also varied on the basis of the type of namkeens and the raw materials used to manufacture it. The cost of metallized packing⁷ also had an impact on the price, especially in the case of snack foods. The company revised the prices of its products upwards only when there was a steep increase in the raw material costs or additional taxes were imposed.

Haldiram's developed a strong distribution network to ensure the widest possible reach for its products in India as well as overseas. From the manufacturing unit, the company's finished goods were passed on to carrying and forwarding (C&F) agents. C&F agents passed on the products to distributors, who shipped them to retail outlets. While the Delhi unit of Haldiram's had 25 C&F agents and 700 distributors in India, the Nagpur unit had 25 C&F agents and 375 distributors.

Haldiram's also had 35 sole distributors in the international market. The Delhi and Nagpur units together catered to 0.6 million retail outlets in India. C&F agents received a commission of around 5%, while distributors earned margins ranging from 8% to 10%. The retail outlets earned margins ranging from 14% to 30%. At the retail outlet level, margins varied according to the weight of packs sold.

Retailers earned more margins ranging from 25% to 30% by selling 30 gms pouches (priced at Rs.5) compared to the packs of higher weights. Apart from the exclusive showrooms owned by Haldiram's, the company offered its products through retail outlets such as supermarkets, sweet shops, provision stores, bakeries and ice cream parlors. The products were also available in public places such as railway stations and bus stations that accounted for a sizeable amount of its sales.

- a) What strategies were used by Haldiram to sell their products?
- b) What pricing strategy Haldiram adopted?
- c) What distribution strategy was adopted by Haldiram?

Q3) Case Study 2 :

[15]

In 1997, BIL, whose business seemed to be doing well, instead of concentrating on it, virtually charted a new course by seeking to reinvent itself. It built a new corporate identity and adopted a colourful and identifiable logo with a new base line - 'Eat Healthy, Think better.' From being a manufacturer of baked products, BIL kicked off a diversification exercise to become a comprehensive foods and beverages company making cheese and other dairy products, in addition to its bakery products.

Others felt that BIL's makeover decision may have been influenced, by the threat of potential competition. They also felt that with the organised biscuit market in India being commoditised, and the major chunk being controlled by the unbranded segment, reliance on biscuits alone could be detrimental to its long-term interests.

However, some analysts were of the opinion that the diversification of BIL into relatively new areas was risky, and that it should have concentrated on its core competence, the biscuit business.

As a first step in its makeover plan, BIL hired a Paris based design studio-Shining Strategic design, to craft a new logo and corporate slogan. Its work involved understanding the perceived and potential value of the brand where everything from colours and symbols to the typeface, was evaluated. The work also involved looking at the potential of the market and seeing where BIL could venture in future.

Research³ showed that the brand 'Britannia' was synonymous with trust and quality, and the wide portfolio of products was seen as a source of strength. But, BIL was aiming at faster growth, by expanding its business within the bakery segment and in select synergistic areas.

The fact that the existing brand was too closely associated with the bakery business, could have been a hindrance to BIL's diversification efforts. Therefore, Britannia needed a more dynamic expression. So there was a need to restage the logo, with the twin objectives of communicating modernity and dynamism.

While developing the new logo and brand statement, the existing red and white shield like unit was retained with a modern rendition. The new corporate identity had three colours red (symbolising energy and vitality), green (nutrition and freshness) and white (purity) which collectively represented what consumers looked for in foods and beverage. Research had shown that the brand statement, Eat Healthy, Think Better, captured the essence of the Indian concept of the unity of body and mind.

- a) What potential challenges BIL had to face?
- b) What steps BIL took as its makeover plan?
- c) What ideas were behind designing a new logo?

Q4) Case Study 3 :

[15]

In 2002, Luxor Writing Instruments Private Limited (LWIPL) had emerged as the market leader in the premium pens² segment in India, with a market share of 60%. The company held a 10% share in the writing instruments industry, next only to the market leader, Reynolds that held 12%. LWIPL had been in the pen industry for nearly four decades. The company adopted innovative marketing strategies that had made it one of the most popular pen manufacturers in India.

The 1980s witnessed an increased acceptance of ball point pens and Wilson Jotter was considered to be the market leader in this segment. The pens manufactured by Jotter were popularly called Jotter pens. The market for ball point pens was also dominated by domestic players in the unorganized market. With the increase in demand, existing players started expanding their capacities while many new players began entering the market.

In 1982, Deepak Jain, managing director of Luxor Pen Company (Luxor) entered into an agreement with the Pilot Corporation of Japan to officially launch Pilot pens in India. In 1984, Suraj Mal Jain⁵ started a manufacturing unit for ball point pens and refills in Kolkata and named it as Line Writing Aids Private Limited. The company launched new varieties such as disposable pens into the market.

In 1986, the French pen company, Reynolds entered the Indian market through its subsidiary, GM Pens International Limited by setting up a manufacturing plant at Chennai. It used the latest technology to make pens and refills of better quality and offered them at an affordable price. The Reynolds 045 pens became very popular among the regular pen users; especially among the school and college students.

By early 2002, some of the most popular brands in the Indian pen market comprised of domestic brands such as Reynolds, Luxor, Cello, Rotomac, Kores, Today's, Montex and Add pens and foreign brands such as Mont Blanc, Flair (with Pierre Cardin), Uniball and more. Consumers now had a wider choice, both in terms of different variety and the number of brands available.

Gradually, the competition among different pen brands intensified, which in turn, prompted these companies to increase their spending on promotional activities. According to the 2001-2002 figures, the writing instruments industry in India was worth approximately Rs.15 billion¹⁰. Studies¹¹ on the industry has revealed that there were around fifteen organized players, which included both domestic and international companies and more than 600 unorganized players.

Though, in the past, unorganized players accounted for a sizable share of the industry, their share had decreased significantly from around 90% in 1990 to just 20% in 2002. The huge potential that the industry offered prompted existing companies to expand their manufacturing facilities and encouraged new companies to enter the industry. This had led to intense competition in the industry. The studies also revealed that the companies in the organized sector were putting efforts in offering good quality products at competitive prices. At the same time, impetus was given to increase the visibility of their products in the minds of target customers.

In November 2001, LWIPL launched 'Special Moment', a gift pack consisting of Parker Vector and Parker Beta pens, which had the signature of the brand ambassador, Amitabh Bacchan inscripted on it.

These pens were primarily targeted at pen collectors, who were fond of Parker pens. In February 2002, Parker launched the 'Black and White' range of Parker Vector ball pens which were priced at Rs.145 each.

In mid 2002, the company launched the 'Football Legends World Cup edition' of Parker Vector pens in order to cash in on the popularity that the event enjoyed. The pens had photographs of famous football stars such as Maradona, and Pele inscribed on them. These pens were primarily targeted at avid football fans, who would be interested in collecting pens bearing photographs of their favorite players.

In December 2002, LWIPL launched the "Gajgamini" range of Parker Sonnet fountain pens. The limited edition of pens (only 500 pens were released) was named after the paintings created by noted artist MF Hussain¹⁶ and also had his signature inscripted on them. LWIPL priced these pens at Rs.5000 each.

As the Parker pens were initially targeted at the premium segment and carried a high price tag, they were launched only in the four metros - Delhi, Mumbai, Kolkata and Chennai. The pens were made available in large stationary stores and point of purchase displays were attached a lot of significance.

These pens were put on display in special racks so that people could notice the complete range of pens. As the demand of Parker pens grew, they were made available in other urban areas of the country. In order to increase the reach of Parker pens, the low priced versions were made available in small stationary shops. LWIPL later opened exclusive outlets of Parker Pens in all major cities in India. When LWIPL launched Papermate pens in India, it changed its distribution strategy vis-a-vis that of Parker pens. The pens were targeted at a wider cross - section of people, which included students, executives and elderly.

- a) What strategy Reynolds adopted after entering in India?
- b) What promotional strategies Luxor adopted?
- c) What distribution strategies were adopted by Luxor?



Total No. of Questions : 4]

SEAT No. :

P2117

[5802]-611

[Total No. of Pages : 3

T.Y. B.B.A.

B 606 : CASES IN FINANCE+ PROJECT

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) SKS Pvt. Ltd. company is considering a new project to increase its production capacity of machine. Two alternative projects have been suggested each costing Rs. 1,00,000. Earning after tax is expected to be as follows. **[20]**

Year	Project 1	Project 2
1	30,000	10,000
2	40,000	30,000
3	50,000	40,000
4	30,000	60,000
5	20,000	40,000

Company has target return on capital of 10% and present value of Rs.1 @10% follows.

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

Calculate :-

- a) Payback period
- b) Discounted payback period
- c) NPV
- d) Profitability Index and give your opinion to the management about the option which is financially more preferable.

P.T.O.

- Q2)** The Board of directors of PQL Engineering Co. Pvt. Ltd. requests you to prepare a statement showing the working capital requirement. A level of activity of 1,56,000 units of production. **[15]**

Particular	Per unit (Rs.)
Raw materials	90
Direct labour	40
Overheads	<u>75</u>
Total cost	<u>205</u>
Profit	60
Selling price per unit	<u>265</u>

- Raw materials are in stock on an average for one month.
- Materials are in process 50% complete on an average for two weeks.
- Finished goods are in stock on an average for one month.
- Credit allowed by suppliers for one month.
- Time lag in payment from debtors is two months.
- Lag in payment of wages 1 1/2 weeks.
- Lag in payment of overheads one month.

20% of the output is sold against cash. Cash in hand and bank expected Rs. 60,000. Assume that production is carried on evenly throughout the year, wages and overheads occurred similarly and a time period of 4 weeks is equivalent to a month.

- Q3)** M/S. Riya and Co., has the following capital structure as on 31st December, 2021: **[15]**

Particulars	Amount (Rs.)
10% Debentures	3,00,000
9% Preference Shares	2,00,000
Equity 5,000 Shares of Rs. 100 each	5,00,000
Total	10,00,000

The equity shares of the company are quoted at Rs. 102 and the company is expected to declare a dividend of Rs. 9 per share for 2021. The company has acquired a dividend growth rate of 5% which is expected to be maintained.

- a) Assuming the tax rate applicable to the company is 50%. Calculate the weighted average cost of capital. State your assumptions if any.
- b) Assuming in the above exercise, that the company can raise additional term loan at 12% for Rs. 5,00,000 to finance an expansion. Calculate the revised weighted cost of capital. The company assessment is that it will be in a position to increase the dividend from Rs. 9 per share to Rs.10 per share, but the business risk associated with new financing may bring down the market price from Rs. 102 to Rs. 96 per share.

Q4) Existing Capital structure of XYZ Co. Ltd. is as follows. **[15]**

14% Term Loan from SBI Bank	5,00,000
12% Debentures (1000 each)	3,00,000
Equity Share Capital (20,000 Shares)	2,00,000

The equity shares of the company are at Rs. 225. It is expected that the company will pay a current dividend of Rs. 15 per share. A growth rate of 9% was registered in the past which is expected to be maintained. The tax rate applicable may be assumed at 40%.

Calculate the Weighted Average Cost of Capital (WACC).

What will the effect on weighted average cost of capital after addition of Rs. 5,00,000 debt by issue of 14% Debentures?



Total No. of Questions : 3]

SEAT No. :

P2118

[5802]-612

[Total No. of Pages : 2

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- i) Employee Engagement is an indicator of _____ approach of an employee towards the work. (optional, compulsive, positive, neglect)
- ii) _____ plays a very important role to strategize qualitative employee commitment. (constructive, feedback, work life imbalance, casual employment contract, employer empowerment)
- iii) Team oriented and Selfless approach is an indicator of _____ employee. (Highly engaged, Moderately engaged, Barely engaged, disengaged)
- iv) _____ cost is associated with income or foregone or sacrificed to acquire or replace a resource (opportunity cost, direct cost, outlay cost, original cost)
- v) _____ method relates to real life problem.
(Case study, Experiential method, historical method, Exploratory method)

B) Match the following [4]

- | | |
|----------------------------------|-----------------------------------|
| i) Open door policy | a) Human resource as an asset |
| ii) HRIS | b) Non-Monetary method |
| iii) Human Resource Accounting | c) Measure to Employee Engagement |
| iv) Discounted Net Present value | d) Composite of database |

P.T.O.

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

- i) Engaged employees drag themselves to the office and count down the time to go home. (True / False)
- ii) HRIS is an integrated system to gather, store and analyze information regarding the financial balance sheet of the company (True / False)
- iii) Efficient Job Analysis is one of the essential pre-requisites of Employee engagement (True / False)
- iv) Database in HRIS helps to reduce paper work in the administrative process of Personnel Management. (True / False)
- v) Human Resource Accounting helps in creating goodwill for an organization. (True / False)

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

- a) Hurdles to effective Employee Engagement.
- b) Benefits of Human Resource Information System
- c) Human Resource Audit
- d) Monetary method of Human resource valuation.

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

- a) Define Employee Engagement? Explain the factors affecting the Employee's Engagement?
- b) What are the strategies the companies implement to improve the Employee Engagement?
- c) What is Personnel Research? Explain in detail various approach of personnel Research.
- d) Define human resource Accounting? State the importance of Human resource Accounting with its merits and demerits?



Total No. of Questions : 3]

SEAT No. :

P2119

[5802]-613

[Total No. of Pages : 2

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Objective type questions.

A) Multiple choice type questions (MCQ)

[5]

- i) ITES stands for _____
 - a) Information Technology enabled services
 - b) Information Technology end services
 - c) Information Technology enabled server
 - d) None of the above
- ii) Service processes that are developed to producing knowledge based or advice based services are called _____
 - a) Customer Centric services
 - b) Professional services
 - c) Value services
 - d) Customised services
- iii) Tele-marketing is a part of _____
 - a) Viral marketing
 - b) Social marketing
 - c) Direct marketing
 - d) Relationship marketing
- iv) Banking is the example of _____
 - a) Production services
 - b) Business services
 - c) Consumer services
 - d) Government provided services
- v) Which of the following is not a service?
 - a) Insurance
 - b) Mail Delivery
 - c) Medical checkup
 - d) None of these

P.T.O.

B) Match the Pairs. [5]

Group - A

Group - B

- | | |
|--------------------------------|-----------------------------------|
| i) Intangibility | a) Determinant of service quality |
| ii) Physical evidence | b) Creating new service |
| iii) Responsiveness | c) Meeting customers expectations |
| iv) New service development | d) Characteristics of services |
| v) Customer - Centric Services | e) Employee training |

Q2) Long answer questions (Solve any 2 out of 4) [20]

- a) State and explain the benefits of services.
- b) Explain the disadvantages of franchising
- c) Impact of technology and innovations on service sector, discuss.
- d) Explain the benefits of IT services.

Q3) Write short note on. (Solve any 4 out of 6) [20]

- a) It enabled services
- b) Tourism industry
- c) Globalisation of services
- d) Current trends in Agriculture service
- e) Telecom industry
- f) Characteristics of services



Total No. of Questions : 3]

SEAT No. :

P2120

[5802] - 614

[Total No. of Pages : 2

T.Y. B.B.A.

E 606 : TOURISM DEVELOPMENT IN RURAL INDIA

(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) Objective type questions. [10]

A) Multiple Choice Questions. [5]

- i) The main aim to tourism industry in India is _____.
 - a) To spread word of mouth & create repeat visitors.
 - b) Create repeat visitors
 - c) To spread word of mouth
 - d) None of the above
- ii) A tourism policy includes _____.
 - a) Rules
 - b) Regulations
 - c) Objectives & Strategies
 - d) All of the above
- iii) In the following which is not a basic purpose of travel in ancient times.
 - a) Trade
 - b) Seeking knowledge
 - c) For religious purpose
 - d) Recreation
- iv) Push factors in Tourism are _____.
 - a) Facilities
 - b) Prestige
 - c) Services
 - d) None of the above
- v) Which type of tourism is focused on protection of agriculture?
 - a) Farm
 - b) Social
 - c) Cultural
 - d) Agro-Tourism

P.T.O.

B) Answer in one sentence. [5]

- i) Rural Territory means what?
- ii) What is cost associated with Rural Tourism?
- iii) What is Rural development?
- iv) What is Agro-tourism?
- v) Define sustainable tourism.

Q2) Long answer questions (Solve any 2 out of 4) [20]

- a) Explain the types of Rural Tourism.
- b) Role of technology in Rural development.
- c) The village as a primary tourism product showcase the rural life, art, culture & heritage. Comment.
- d) Role of professional agencies in the development of Rural Tourism.

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

- a) Tourism projects in India.
- b) Inspirational Tourism.
- c) Impact of Rural Tourism on the rural community.
- d) Rural Tourism in Indian context.
- e) Benefits of Rural Tourism.
- f) Financial Assistance required for Rural Tourism.

