

Total No. of Questions : 3]

SEAT No. :

P2070

[Total No. of Pages : 3

**[5802] - 301**

**S.Y. B.B.A. (Semester - III)**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

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

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

- i) Which of the managerial function given below is the function of HR manager?
  - a) Procurement
  - b) Development
  - c) Organizing
  - d) Performance Appraisal
- ii) Brining together various tasks to build a job is called \_\_\_\_\_.
  - a) Job evaluation
  - b) Job design
  - c) Job classification
  - d) Jobe description
- iii) The systematic & deliberate advancement made by an individual in his career in the entire work life is known as \_\_\_\_\_.
  - a) Career Anchoring
  - b) Career path
  - c) Career guidance
  - d) Mentoring
- iv) Which of the following is not a dimenssion of work force diversity?
  - a) Affirmative Action
  - b) Religion
  - c) Union status
  - d) Ethnic background
- v) \_\_\_\_\_ is a use of electronic ways & means to execute the functions of HRM.
  - a) E - HRM
  - b) I HRM
  - c) HRIS
  - d) Out sourcing

**P.T.O.**

B) Match the following : [5]

- | (A)  | (B)                  |
|--|----------------------|
| i) Written summary of minimum qualification, skills, knowledge required for particular job                 | a) Job description   |
| ii) Written statement of roles, tasks duties & responsibilities expected to be performed                   | b) Human Relations   |
| iii) Procedure of integrating people through interaction at workplace                                      | c) Job Specification |
| iv) Telling employees to perform Specific task & make sure that the work done is as per given instructions | d) Controlling       |
| v) Examining & verifying if every-thing is as per the set plan standard.                                   | e) Direction         |

C) Answer in one sentence. [5]

- i) Define the term job specification.
- ii) What do you mean by workforce diversity?
- iii) Write the stages of career planning?
- iv) State any five functions of HRM.
- v) State any four roles of HR manager.

D) Fill in the blanks. [5]

- i) \_\_\_\_\_ is a process of analyzing an organization's human resource needs under changing conditions & developing the activities necessary to satisfy those needs.
- ii) \_\_\_\_\_ means having wide range of individuals in the organisation.
- iii) A employee \_\_\_\_\_ is defined as the attitude, satisfaction & overall outlook of employees during their association with an organisation.
- iv) A \_\_\_\_\_ is defined as a sequence of separate but related work activities that provides continuity, order & meaning in person's life.
- v) HRIS stands for\_\_\_\_\_.

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

- a) Define the term HRM. Explain in detail the scope of HRM.
- b) Explain the process of Human Resource Planning.
- c) Explain job satisfaction along with the measures to increase job satisfaction.
- d) Define the term E - HRM. Explain E - HRM activities. Also state types of EHRM.
- e) Explain the term Job evaluation along with its objectives & advantages.

**Q3) Short Notes (Attempt Any 4) (5 marks each) [20]**

- a) Challenges before HRM.
- b) Differentiate between HRM & Personnel management.
- c) Employee morale.
- d) Job description.
- e) Models of HR System.
- f) Outsourcing.



Total No. of Questions : 3]

SEAT No. :

P2071

[Total No. of Pages :3

**[5802] - 302**

**S.Y. B.B.A.**

**302 : SUPPLY CHAIN MANAGEMENT**

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

*Time :2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

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

**Q1) Objective type questions.**

**[20]**

A) Multiple Choice Questions :

**[5]**

- i) The purpose of supply chain management is to \_\_\_\_\_.
  - a) Increase the production level
  - b) Manage & integrate supply & demand management
  - c) Enhance the quality of a product
  - d) Provide satisfaction to the customer
- ii) Supply chain management is the management of the \_\_\_\_\_.
  - a) Storage of raw materials
  - b) Flow of goods & services
  - c) Fulfillment of orders
  - d) Satisfaction of customer
- iii) \_\_\_\_\_ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.
  - a) Production line
  - b) Supply chain
  - c) Marketing channel
  - d) Ware house
- iv) Which of the following are not key attributes of supply chain Management.
  - a) Inventory control
  - b) Leveraging technology
  - c) Customer power
  - d) All of the above

**P.T.O.**

- v) The bullwhip effect \_\_\_\_\_.  
 a) Is an ineffective way to motivate warehouse employees  
 b) Applies to rodeos & has nothing to do with supply chain management  
 c) Refers to the 'swaying' motion associated with triple trailers  
 d) Refers to variability in demand orders among supply chain participants.

B) Match the following : [5]

Group - A

Group - B

- |                      |  |
|----------------------|--|
| i) Outbond logistics | a) Training                                      |
| ii) Installation     | b) Initial stage of supply chain                 |
| iii) Human Resource  | c) Finished goods                                |
| iv) Planning         | d) Service                                       |
| v) Purpose of SCM    | e) Manage & integrate supply & demand management |

C) Answer in one sentence. [5]

- i) What is Warehousing?
- ii) Define logistics planning.
- iii) Define Inventory.
- iv) Define supply chain management.
- v) Define supply chain Network Design

D) Fill in the blanks. [5]

- i) \_\_\_\_\_, production control and physical distribution are the three major operations of logistics.
- ii) \_\_\_\_\_ refers to supply chain management practices that strive to reduce energy and environmental foot prints in terms of freight distribution.
- iii) Break - Bulk warehouse performs \_\_\_\_\_ functions.
- iv) The concept of SCM originated in \_\_\_\_\_ discipline.
- v) Positive long - term relationships between supply chain participants refers to \_\_\_\_\_.

**Q2)** Long Answer type questions. **[30]**

- a) Explain the objectives & importance of supply chain management.
- b) Explain the functions of ware housing.
- c) Explain the issues in workforce management.
- d) State the importance of Logistics management.
- e) Explain the objectives of Green supply chain management.

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

- a) Role of IT in supply chain management.
- b) Global supply chain management.
- c) Factors influencing channel design.
- d) Bull - whip effect.
- e) Types of Inventory.
- f) Types of warehouse.



Total No. of Questions : 3]

SEAT No. :

**P6480**

[Total No. of Pages : 3

**[5802]-303**

**S.Y.B.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

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

**[5]**

- i) What is full form of MBTI
  - a) Myers-Briggs Type Indicator
  - b) McGregor's-Briggs Type Indicator
  - c) Mylan-Briggs Type Indicator
  - d) McDonald-Briggs Type Indicator
- ii) Big Five Model does not include:
  - a) Openness to Experience
  - b) Conscientiousness
  - c) Extraordinary
  - d) Agreeableness
- iii) Which of the following SWOT elements are external to the organization
  - a) Strengths and weaknesses
  - b) Opportunities and threats
  - c) Strengths and opportunities
  - d) Weaknesses and threats

**P.T.O.**

- iv) What is full form of PD
  - a) Personal deviation
  - b) Parental development
  - c) Personality development
  - d) Parental deviation
  
- v) What does S in SMART means
  - a) Special
  - b) Specific
  - c) Secret
  - d) Silent
  
- vi) Style of communication is
  - a) Appreciative
  - b) Assertive
  - c) Secretive
  - d) Positive

B) Match the following. [5]

- |                     |                                     |
|---------------------|-------------------------------------|
| 1) Dedication       | a) Understanding other emotions     |
| 2) Mirror image     | b) Technique to handle conflicts    |
| 3) Social Empathy   | c) Group of people work together    |
| 4) Problem Solving  | d) Way of improving public speaking |
| 5) Team composition | e) Type of work ethic               |

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

- a) Full form of TEAM is Together Everyone Achieves Minimum.
- b) Grooming is the process of making yourself look neat and attractive.
- c) Self-Image is what you think and want the society to think about you, or of you, that is your image.
- d) Leadership is the process of influencing others to achieve the organizational goals.
- e) Goal setting is the process of deciding what you want to accomplish and devising a plan to achieve the result you desire.



**Q2) Short Answers (any 3)**

**[24]**

- a) Write down the tips for preparation for self-Introduction.
- b) What is Aggressive communication style?
- c) What are the qualities of good team?
- d) What is body language? What are its advantages and disadvantages?

**Q3) Long Answers (Any 2)**

**[32]**

- a) Explain the Determinants of personality Development in detail?
- b) What is Global Competence? Explain the Characteristics of globally competent individual?
- c) What is SWOC Analysis? Elaborate.
- d) Define Workplace Ethics? What are the benefits of ethics at workplace?



Total No. of Questions : 3]

SEAT No. :

P2072

[Total No. of Pages : 3

[5802]-304

**S.Y. B.B.A. (Semester - III)**

**304 : FUNDAMENTALS OF RURAL DEVELOPMENT**

**(2019 Pattern (CBCS))**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

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

- i) \_\_\_\_\_ in general is used to denote the actions and initiatives taken to improve the standard of living in non-urban neighborhoods, countryside and remote villages. (Rural Infrastructure, Rural Development).
- ii) The \_\_\_\_\_ are to be drawn from the BPL list approved by the Gram Sabha wherein about ten persons are selected, one each from a family and focus on the skill development training based on the local requirement. (Self Help Groups, HUDCO, NABARD).
- iii) Applying the phenomenon of entrepreneurship into agriculture sector is termed as '\_\_\_\_\_'. (Entrepreneur, Agri-Preneurship, Intrapreneurship).
- iv) \_\_\_\_\_ is an application of information and communication technology for exchange information for government to our citizens. (E - Governance, E-Nam, Kisan call center).
- v) \_\_\_\_\_ refers to the range of activities and disciplines encompassed by modern food production. (Entrepreneur, Agri-Preneurship, Agribusiness).
- vi) The term Agribusiness is coined by \_\_\_\_\_. (Michael Peter / John Davis / Ewell Roy).

**P.T.O.**

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

Column A	Column B
1. ARYA means	a. Information and Communication Technologies
2. ICT means	b. Attracting and retaining Youth in Agriculture
3. Big electronic Market Platform about agricultural products	c. June 2000
4. Farmers Toll Free No. 1800-180-1551 related agricultural activities.	d. E-Nam
5. E-Choupal Launched	e. Kisan Call Centre

c) **True or False (Any 4) :** [4]

- i) The development of ICTs has largely contributed to the decrease of social interaction taking place between individual to individual, individual to group.
- ii) E-banking and M-banking applications can revolutionize the provision of formal services of the banking sector, offering new cost-effective ways of delivering traditional services, with huge benefits for users.
- iii) Meaningful development would take place in the absence of peace and stability.
- iv) The objective of Swarnjayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families.
- v) Silk is not produced in Karnataka, West Bengal, Assam, Jammu & Kashmir and Himachal Pradesh.

**Q2) Write a short answer (Any 3) :**

**[24]**

- a) Write a note on Agro-based industries.
- b) Write a note on NGO's and Rural Development.
- c) What are the challenges of Rural Development.
- d) Importance of Rural Development.

**Q3) Long Answers (Any 2) :**

**[32]**

- a) Define Rural development and discuss the objectives and need of Rural Development.
- b) What is organizational structure of DRDAs? Explain the functions of DRDAs.
- c) What are the channels of distribution for agricultural products?
- d) Discuss all the applications of ICTs in rural development in detail.



Total No. of Questions : 5]

SEAT No. :

P2073

[Total No. of Pages : 3

[5802]-305

**S.Y. B.B.A. (Semester - III)**

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

**(2019 Pattern) (CBCS)**

*Time : 2 ½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Fill in the blanks :**

**[5]**

- a) A \_\_\_\_\_ is someone who buys books for himself.
  - i) Customer
  - ii) Consumer
  - iii) Wholesaler
  - iv) Salesman
- b) Movement for protection of interests is \_\_\_\_\_?
  - i) Telemarketing
  - ii) Targeting
  - iii) Consumerism
  - iv) Advertising
- c) Discouraging customers is known as \_\_\_\_\_?
  - i) Marketing
  - ii) De-Marketing
  - iii) Negotiating
  - iv) Bartering
- d) Which of the following is a type of mass promotion?
  - i) Advertisements
  - ii) Store environments
  - iii) Sales pitches
  - iv) Salesmanship
- e) Marketing strategy begins with \_\_\_\_\_.
  - i) Market segmentation
  - ii) Targeting
  - iii) Outcomes assessment
  - iv) Objective setting
  - v) Conducting a market analysis

**P.T.O.**

**Q2) True or False :**

**[5]**

- a) To understand a buyer needs and convert them into customers is the main purpose of the consumer behaviour study.
- b) Self-image is an individual's own perceived image.
- c) Psychographics is the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
- d) Tracking consumer's online activity and delivering specific banner ads based on that activity is known as behavioral targeting.
- e) The buying process can be triggered by an internal stimulus, when one of the person's normal needs - hunger, thirst, sex-rises to a level high enough to become a drive.

**Q3) Match the following :**

**[5]**

1) Maggi	a) Self-Fulfilment
2) Advertising	b) Need for love
3) Self Actualization	c) Protection against Exploitation
4) Belonging	d) Product
5) Consumerism	e) Promotion

**Q4) Short Answer Questions (Attempt any 3) :**

**[15]**

- a) What are the types of Buying Motives?
- b) What are the types of Consumer Decisions?
- c) Explain the concept of Sales Research.
- d) Explain the importance of Value added Selling.

**Q5) Write Long Answer Questions (Attempt any 2) :**

**[20]**

- a) Elaborate types of Sales Organization structure.
- b) What is attitude? What are the characteristics of attitude?
- c) What are the objectives of Sales management?
- d) Explain the characteristics of culture and subculture in detail.



Total No. of Questions : 4]

SEAT No. :

**P2074**

[Total No. of Pages : 4

**[5802]-306**

**S.Y. B.B.A.**

**305 B : MANAGEMENT ACCOUNTING**

**(2019 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Fill in the blanks :**

**[5]**

- i) Management Accounting begins where \_\_\_\_\_ ends.
- ii) Quick Ratio is used to analyze the \_\_\_\_\_ of a firm.
- iii) Flexible Budget is also known as \_\_\_\_\_ Budget.
- iv) Contribution minus \_\_\_\_\_ Costs = Profit.
- v) A Funds Flow Statement is a test of effective use of \_\_\_\_\_ by the management.

**b) Write Short Notes on (Any 2) :**

**[10]**

- i) Trend Ratio.
- ii) Functions of Budget.
- iii) Break Even Point.

**P.T.O.**



**Q2)** Define Management Accounting & distinguish between Management & Financial Accounting. **[15]**

OR

Following are particulars to Balance Sheet of a Company. **[15]**

Liabilities	Amount Rs.	Assets	Amount Rs.
Share Capital	2,00,000	Land & Building	1,40,000
P & L A/C	30,000	Plants & Machinery	3,50,000
General Reserve	40,000	Stock in Trade	2,00,000
12% Debentures	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills Receivable	10,000
Bills Payable	50,000	Cash at Bank	40,000
	8,40,000		8,40,000

Calculate :

- a) Debt - Equity Ratio.
- b) Current Ratio.
- c) Quick Ratio.
- d) Inventory to Working Capital.
- e) Current Assets to Fixed Assets.

**Q3)** Following information is obtained from Godrej Ltd. as on 31<sup>st</sup> March 2021.  
[10]

Sales (1,00,000) units                      Rs. 1,00,000

Marginal Cost                                      Rs. 60,000

Fixed Cost    Rs. 30,000

Calculate :

- a) P/V Ratio.
- b) BEP (Sales).
- c) Sales to earn profit of Rs. 15,000.
- d) Profit when sales amounted to Rs. 1,40,000.

**Q4)** Hypothetical Ltd's income and expense forecast from March to August 2021 shows the following :  
[10]

Month	Credit Sales	Credit Purchases	Wages	Manufacturing Expenses	Office Expenses	Selling Expenses
March	60,000	36,000	9,000	4,000	2,000	4,000
April	62,000	38,000	8,000	3,000	1,500	5,000
May	64,000	33,000	10,000	4,500	2,500	4,500
June	58,000	35,000	8,500	3,500	2,000	3,500
July	56,000	39,000	9,000	4,000	1,000	4,500
August	60,000	34,000	8,000	3,000	1,500	4,500

Additional Information :

- a) Plant Costing Rs. 16,000 is delivered in July 2021, 10% payable on delivery rest after 3 months.
- b) Advance Tax of Rs. 8,000 each is payable in March & June 2021.
- c) Period of Credit allowed.
  - i) by suppliers - 2 months.
  - ii) to customers - 1 month.
- d) Lag in payment of manufacturing expenses is 1/2 month.
- e) Lag in payment of all other expenses - 1 month.

Prepare Cash Budget for May, June & July when opening balance for May 2021 is Rs. 8,000.

OR

Define Budget & Explain the types of Budget.

[10]



Total No. of Questions : 3]

SEAT No. :

P2075

[Total No. of Pages : 2

[5802] - 307

S.Y. B.B.A. (Semester - III)

C - 305 : ORGANIZATIONAL BEHAVIOUR

(2019 Pattern)

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)** Choose the correct option (Any 4) : **[4]**

- i) Which personality dimension is measured in both the MBTI and Big five model
  - a) emotional stability
  - b) conscientiousness
  - c) agreeableness
  - d) extroversion
- ii) According to Retch, \_\_\_\_\_ values refer to desirable end-states of existence.
  - a) Instrumental
  - b) Aesthetic
  - c) Theoretical
  - d) Terminal
- iii) Find the odd one out in relation to O.B.
  - a) Psychology
  - b) Sociology
  - c) Anthropology
  - d) Philosophy
- iv) In Maslow's hierarchy of needs, \_\_\_\_\_ needs include security and protection from physical and emotional norm.
  - a) esteem
  - b) physiological
  - c) safety
  - d) self actualization
- v) Which of the following is NOT a characteristic of an organizations culture:
  - a) Outcome orientation
  - b) Assertiveness
  - c) Innovation and risk taking
  - d) Attention to detail

P.T.O.

B) Match the following match the phases of group development into sequence. [4]

- |            |               |
|------------|---------------|
| i) First   | a) Norming    |
| ii) Second | b) Storming   |
| iii) Third | c) Performing |
| iv) Fourth | d) Forming    |

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

- i) OB focuses on three levels - individual, group and organization.
- ii) Change agent describes a person who acts as a catalyst and assumes the responsibility for overseeing the change process.
- iii) Metamorphosis is a dimension of the Big Five model.
- iv) Physiological and safety needs are higher order needs.
- v) Self actualization is a drive to become what one is capable of becoming.

**Q2) Short Answer (Attempt Any 2 out of 4)** [14]

- a) Leadership styles
- b) Group cohesiveness
- c) Individual resistance to change
- d) Frustration model of conflict

**Q3) Long Answer (Attempt Any 2 out of 4)** [24]

- a) Explain the models of OB?
- b) Explain the Need Hierarchy Theory of Motivation.
- c) Define Leadership. Explain in detail different leadership styles.
- d) Explain the sources of individual and organizational resistance to change.



Total No. of Questions : 4

SEAT No. :

P4031

[Total No. of Pages : 3]

[5802]-308

S.Y. B.B.A.

(D 305) FUNDAMENTALS OF SERVICES MANAGEMENT

Paper-II: Advertising

(2019 Pattern) (Semester - III)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** A) Multiple choice questions : **[5]**

- a) Appropriate communication during introduction stage of product life cycle is \_\_\_\_\_.
  - i) Informational
  - ii) Informational & Persuasive
  - iii) Persuasive
  - iv) None of the above
- b) Tangible clues are important when services are
  - i) Highly perishable
  - ii) Tangible dominant
  - iii) Intangible dominant
  - iv) Heterogeneous

**P.T.O.**

- c) Branding of services becomes difficult because they are \_\_\_\_\_.  
 i) Intangible  
 ii) Heterogenous  
 iii) Perishable  
 iv) Inseparable
- d) E marketing communications are \_\_\_\_\_.  
 i) far reaching  
 ii) cost effective  
 iii) long term  
 iv) all of these
- e) A disadvantage of e-marketing is \_\_\_\_\_.  
 i) High cost  
 ii) Low reach  
 iii) Loss of personal contact  
 iv) Less satisfaction

B) Match the pairs : [5]

- |                          |                                       |
|--------------------------|---------------------------------------|
| a) Interactive marketing | 1) Customer & employee feedback       |
| b) USA                   | 2) Physical evidence                  |
| c) Facility design       | 3) Technological environment          |
| d) Teaching              | 4) Highest GDP attributed to services |
| e) Macro environment     | 5) Pure service                       |

**Q2)** Answer any one of 2 long answer questions : [10]

- a) Write a detailed note on classification of services.
- b) Explain in detail factors affecting choice of distribution channels.

**Q3)** Answer any one of 2 long answer questions : **[10]**

- a) Write in detail about types of market segmentations.
- b) Write a note about new economic policy & its impact on service sector.

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

- a) Challenges of Service Sector.
- b) Sales Promotion - Objectives & importance.
- c) Service Blueprint.
- d) Service Boom.
- e) Service Sector in India.
- f) Service Marketing Mix.





Total No. of Questions : 3]

SEAT No. :

P2076

[Total No. of Pages : 2

[5802] - 309

S.Y. B.B.A. (Semester - III)

E - 305 : AGRICULTURE AND INDIAN ECONOMY

(2019 Pattern)

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) Bhoodan – Gramdan movement was initiated by
  - a) Mahatma Gandhi
  - b) Jawaharlal Nehru
  - c) Vinoba Bhave
  - d) Bal Gangadhar Tilak
- ii) 'Slash and burn' agriculture is a
  - a) Shifting agriculture
  - b) Intensive agriculture
  - c) Commercial agriculture
  - d) None of these
- iii) Grouping of Small land holdings into a bigger one is called
  - a) Ceiling of land holdings
  - b) Collectivisation
  - c) Cooperative farming
  - d) Consolidation of Land holdings
- iv) Intensive subsistence farming is practised in area of \_\_\_\_\_.
  - a) High Population
  - b) Low Population
  - c) Deserts
  - d) Forests
- v) The largest tea Producing state of India is
  - a) Rajasthan
  - b) Assam
  - c) Gujrat
  - d) Andhra Pradesh

P.T.O.

- B) True and False : [5]
- i) In commercial farming farmers use heavy doses of modern inputs and crops are grown for sale.
  - ii) Punjab and Haryana grow the largest rice in India.
  - iii) Plantation agriculture is a type of commercial farming.
  - iv) Rabi crops are sown during rainy season and harvested in winter.
  - v) India is the largest producer and consumer of pulses in the world.
- C) Match the following : [5]
- |  |  |
|--|--|
| i) ARYA Means  | a) Cotton  |
| ii) The crop grown in black soil   | b) Attracting and retaining youth in agriculture |
| iii) _____ is the big electronic market platform about agricultural products | c) Agriculture                                   |
| iv) _____ is the largest Producer of rubber in India                         | d) E-Nam   |
| v) Green Revolution is related to –  | e) Kerala  |

**Q2) Short Answers (Attempt Any 3 out of 4) [15]**

- a) Strategies of Agricultural Credit
- b) Any two recent trends in agricultural growth in India
- c) Green Revolution
- d) Functions of NABARD

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

- a) Explain Importance and role of agriculture in Indian economy.
- b) Explain the role of Commercial bank's in agricultural credit.
- c) Explain the problems and prospects of Indian agriculture.



Total No. of Questions : 4]

SEAT No. :

P2077

[Total No. of Pages : 2

**[5802] - 310**  
**S.Y. B.B.A. (Semester - III)**  
**MARKETING MANAGEMENT**  
**A306 : Retail Management**  
**(2019 Pattern) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1) Compulsory Questions :**

**[10]**

A) Multiple choice questions :

**[5]**

- i) All are the forms of non-store retailing except :
  - a) Electronic retailing
  - b) Vending machines
  - c) Mail order retailing
  - d) Membership club
- ii) \_\_\_\_\_ is a place where a retail organisation decides to start its business operations.
  - a) Store Layout
  - b) Store Location
  - c) Store Image
  - d) Store Design
- iii) \_\_\_\_\_ is an official document which describes the duties, skills and abilities, minimum qualification and knowledge required to Perform a Job.
  - a) Job analysis
  - b) Job specification
  - c) Job description
  - d) Job selection
- iv) \_\_\_\_\_ is the interior design of commercial premises where goods are sold to the public.
  - a) Retail store design
  - b) Retail store layout
  - c) Merchandise
  - d) Retail plan
- v) All are the advantages of Private Label brand except :
  - a) Increase Margins
  - b) Minimum Orders
  - c) Brand Builder
  - d) Customer Loyalty

**P.T.O.**

B) Fill in the blanks – (Any 5) : [5]

- i) The combination of superstore and discount store can be seen as a \_\_\_\_\_.
- ii) The larger space in retail store which is rented to an outside vendor is known as \_\_\_\_\_.
- iii) An identification mark or symbol used to represent the retail store to the general public is called \_\_\_\_\_.
- iv) Power centres or freestanding locations are mainly preferred by the \_\_\_\_\_.
- v) \_\_\_\_\_ is the application of marketing techniques to a specific product, product line, or brand.
- vi) \_\_\_\_\_ are products sold by a retailer with its own packing, but manufactured by a third party.
- vii) \_\_\_\_\_ is the inevitable meeting point of social media and commerce.

**Q2)** a) Describe in detail the different types of Retailers. [10]

OR

- b) Explain the various elements of store design. What are the factors affecting store design?

**Q3)** a) What are the various marketing decisions in retailing? Explain the role of retail marketing in stores. [10]

OR

- b) State the advantages and disadvantages of private label brands.

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

- a) Retail Life Cycle
- b) Store Layout
- c) Role of a store manager
- d) Omni Channel Retailing
- e) Retail Marketing Mix
- f) Store Design



Total No. of Questions : 4]

SEAT No. :

P2078

[Total No. of Pages : 2

[5802] - 311

S.Y. B.B.A.

(B 306) BANKING & FINANCE (FM)

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Multiple Choice Questions :

[5]

- a) Internet Banking is also known as \_\_\_\_\_ Banking.
  - i) Wholesale
  - ii) Virtual
  - iii) Universal
  - iv) Core
- b) A bank which is called as the lender of last resort.
  - i) Reserve Bank of India
  - ii) Commercial Bank
  - iii) Agricultural Bank
  - iv) Industrial Bank
- c) The use of credit card helps the holder to
  - i) Open a bank account
  - ii) Open a fixed deposit account
  - iii) Avail credit
  - iv) File the income tax return
- d) Identify the non-supervisory function of RBI.
  - i) custodian of foreign reserves
  - ii) periodical inspection of books
  - iii) giving sanctions for opening a new branch
  - iv) issuing licences to banks for carrying on business
- e) \_\_\_\_\_ is the primary agency which regulates, guides and formulates policies for insurance products.
  - i) SEBI
  - ii) RBI
  - iii) SWIFT
  - iv) IRDAI

P.T.O.

B) Match the following : [5]

- |                |                              |
|----------------|------------------------------|
| i) Credit Card | a) Agricultural Finance      |
| ii) NEFT       | b) Protect Investor Interest |
| iii) RRB       | c) Batches                   |
| iv) SEBI       | d) Controller of Credit      |
| v) RBI         | e) Three Parties             |

**Q2)** Solve the following long answer questions (any 1 out of 2) : [10]

- a) Describe the structure of the banking system in India.
- b) Explain the functions of IRDA.

**Q3)** Solve the following long answer questions (any 1 out of 2) : [10]

- a) What are the various secondary functions of Banks? Explain.
- b) Distinguish between Credit Card and Debit Card.

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

- a) Origin and Development of Banking in India
- b) Primary Functions of Banks
- c) Credit Control Measures of RBI
- d) Functions of SEBI
- e) Technology in Banking
- f) E-banking



Total No. of Questions : 4]

SEAT No. :

P6846

[Total No. of Pages : 2

[5802]-312

S.Y. B.B.A.

**C 306 : LEGAL ASPECTS IN HRM  
(2019 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions :**

**[5]**

- i) When did Workmens Compensation Act 1923 come into force?
  - a) 1 April 1955
  - b) 1 March 1955
  - c) 1 May 1955
  - d) 1 July 1924
- ii) Labour laws project the principle of
  - a) Social equality
  - b) Social Justice
  - c) Social welfare
  - d) All of these
- iii) Gratuity is payable to employees after \_\_\_\_\_ years of continuous service.
  - a) 1 year
  - b) 3 years
  - c) 5 years
  - d) 7 years
- iv) The \_\_\_\_\_ committee has been established under 'The Sexual Harassment of women at workplace (Prevention, Prohibition & Redressal act)
  - a) Vishakha
  - b) Nirbhaya
  - c) Ashwini
  - d) Priyadarshini
- v) Wages can be paid \_\_\_\_\_.
  - a) Daily
  - b) Weekly
  - c) Biweekry
  - d) All of these

**P.T.O.**

B) Match the following : [5]

- |                                    |                                  |
|------------------------------------|----------------------------------|
| i) Gratuity                        | a) Protection of Employee Rights |
| ii) Wages                          | b) Social Welfare                |
| iii) Internal complaints committee | c) Leave Policy                  |
| iv) Labour Laws                    | d) Sexual Harassment             |
| v) HR Policy                       | e) Compensation                  |

**Q2)** Answer any one of the following long answer questions : [10]

- a) Explain in detail the importance of HR Policy in an organisation.
- b) Explain in detail the provisions regarding the payment of gratuity.

**Q3)** Answer any one of the following long answer questions : [10]

- a) Explain the distribution of compensation under the Workmens Compensation Act 1923.
- b) Explain objectives & scope of 'The Sexual Harassment of Women at workplace; (Prevention, Prohibition & Redressal Act 2013).

**Q4)** Short notes (any 4) : [20]

- a) Employee rights.
- b) Types of HR policies.
- c) Difference between wage & salary.
- d) Gratuity definition under 'Payment of Gratuity act'.
- e) Define Sexual Harassment under 'The Sexual Harassment of women at workplace (Prevention, Prohibition & Redressal Act 2013).
- f) Vishakha Committee.





Total No. of Questions : 3]

SEAT No. :

P2079

[Total No. of Pages : 2

[5802] - 313

S.Y. B.B.A. (Semester - III)

**PRINCIPLES & FUNCTIONS OF SERVICE MANAGEMENT**  
**(2019 Pattern) (CBCS) (D.306SM)**

*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) Which of the following is not a tangible dominant?
  - a) Detergents
  - b) Automobiles
  - c) Investment Management
  - d) Soft drinks
- ii) \_\_\_\_\_ is not an element of physical evidence.
  - a) Employee dress
  - b) Employee training
  - c) Equipment
  - d) Facility design
- iii) Every business is a service business \_\_\_\_\_ who quoted this sentence?
  - a) Philip Kotler
  - b) Gary Hamel
  - c) Ravi Shankar
  - d) Ramaswamy & Namakumari
- iv) What are the factors which have an impact when deciding on a BPO destination?
  - a) Reliable tele communications infrastructure
  - b) Cost of labour
  - c) Strong regulatory framework
  - d) All of the above
- v) Services that occur without interruption, confusion or hassle to the customer is called \_\_\_\_\_.
  - a) Seamless Service
  - b) Service Audit
  - c) Functional Service
  - d) Departmental Service

*P.T.O.*

B) Match the Pairs : [5]

Group A

Group B

- |  |   |
|--|---|
| i) Customer retention                    | a) first step in analysis of customer value     |
| ii) Identify customer's value attributes | b) interaction between customer & service firm  |
| iii) Critical incidents                  | c) Marketing efforts towards existing customers |
| iv) Customer complaints                  | d) do not meet customer expectations            |
| v) Service failure                       | e) non-instrumental & ostensive                 |

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

- a) What do you mean by services? Explain its functions & characteristics.
- b) Explain the customer service pre & cost transaction elements.
- c) Discuss the types of outsourcing.
- d) Explain the benefits of creating service value.

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

- a) Hospital and Health Care Services
- b) TQM in Service Sector
- c) Future of KPO
- d) Skills to manage outsourcing
- e) Managing demand & supply of services
- f) Service mix



Total No. of Questions : 3]

SEAT No. :

P2080

[Total No. of Pages : 2

[5802] - 314

S.Y. B.B.A. (Semester - III)

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

*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) CDD stands for \_\_\_\_\_.
  - a) Community helper
  - b) Community Driven Development
  - c) Community Day Development
  - d) Cross Drive Day
- ii) Basic needs approach proposed the \_\_\_\_\_ of basic human needs.
  - a) Success
  - b) Unsatisfactory
  - c) Satisfaction
  - d) None of these
- iii) Economic activities can lead to \_\_\_\_\_ of rural population there by aiding consumption.
  - a) Decreasing Income
  - b) Increasing Loss
  - c) Increasing Income
  - d) Decreasing Consumption
- iv) Rural Development is a \_\_\_\_\_ in nature.
  - a) Multi challenge
  - b) Multi Disciplinary
  - c) Multi acceptance
  - d) None of these
- v) In \_\_\_\_\_ areas agriculture and allied activities are predominant.
  - a) Urban
  - b) Education
  - c) Rural
  - d) None of these

**P.T.O.**

- B) True and False. [5]
- i) Poverty is related to only rural areas.
  - ii) to improve wages, education, health facilities etc. are the objectives of Rural Development.
  - iii) NABARD, SHG's are the sources of Rural credit and finance.
  - iv) SHG's (Self Help Groups) were introduced in 1982.
  - v) BPL is stands for "Below Poverty Line".
- C) Match the following : [5]
- i) Apex funding agency in India    a) Self Help Groups  
for providing rural credit is \_\_
  - ii) \_\_ is a financial inter mediary    b) NABARD  
committee in villages with  
10 - 20 peoples
  - iii) Per Capita Income    c) Information and communication  
technologies
  - iv) E Choupal Launched    d) Poverty Indicator
  - v) ICT stands for    e) June - 2000

- Q2)** Short answers (Attempt any 3 out of 4) : [15]
- a) Describe the goals of Rural Development Policy.
  - b) Explain the advantages of Globalization.
  - c) Elaborate equality orientation Programme.
  - d) Explain the features of Rural Economy.

- Q3)** Long Answers (Attempt any 2 out of 3) : [20]
- a) Explain in brief "Gandhian Model of Rural Development".
  - b) Describe the impact of Globalization on Rural Development.
  - c) Explain the structure of Indian Rural Economy.



Total No. of Questions : 3]

SEAT No. :

P2081

[Total No. of Pages : 2

[5802] - 401

S.Y. B.B.A. (Semester - IV)

**401 : ENTREPRENEURSHIP & SMALL BUSINESS  
MANAGEMENT  
(2019 Pattern) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

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

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

- i) \_\_\_\_\_ is a type of entrepreneur who have no desire for innovations.
  - a) Innovative Entrepreneur
  - b) Adoptive Entrepreneur
  - c) Fabian Entrepreneur
  - d) Drone Entrepreneur
- ii) The industries which are involved in manufacturing & processing of items which are produced by primary industry are known as \_\_\_\_\_ industries.
  - a) Primary
  - b) Quaternary
  - c) Tertiary
  - d) Secondary
- iii) In PMEGP 'E' stands for
  - a) Employment
  - b) Entrepreneurship
  - c) Existing
  - d) Equipment
- iv) \_\_\_\_\_ is an Indian entrepreneur, who co-founded Yatra Online, Private Ltd.
  - a) Upasana Taku
  - b) Anisha Singh
  - c) Sabina Chopra
  - d) Ratan Tata
- v) 'Fruit Picking' industries are most likely to have \_\_\_\_\_ unemployment.
  - a) Seasonal
  - b) Frictional
  - c) Structural
  - d) Cyclical

**P.T.O.**

- B) Match the following : [5]
- | Group A              | Group B                              |
|----------------------|--------------------------------------|
| i) Metaphor          | a) Essence of Entrepreneurship       |
| ii) Risk bearing     | b) Mobikwik                          |
| iii) Upasana Taku    | c) Divergent thinking tool           |
| iv) Sabina Chopra    | d) Turnover does not exceed 5 crores |
| v) Micro Enterprises | e) Yatra. com.                       |
- C) Answer in one sentence. [5]
- i) Explain Intrapreneur.
  - ii) What is long form of 'PEST'?
  - iii) What is full form of SIDBI?
  - iv) List any 2 problems for women entrepreneurs.
  - v) Define Sick Industry.
- D) Fill in the blanks. [5]
- i) \_\_\_\_\_ funding invests in Young, early stage, aggressive growth companies.
  - ii) The head office of KVIB is situated at \_\_\_\_\_.
  - iii) \_\_\_\_\_ involves buying & selling of goods.
  - iv) \_\_\_\_\_ unemployment is normally found in agricultural sector.
  - v) \_\_\_\_\_ type of thinking is critical thinking.

**Q2)** Solve any 3 out of 5 - Long Answer question. [3 × 10 = 30]

- a) Explain 'Entrepreneur' term & also explain the different types of Entrepreneurs.
- b) Explain Tools of Divergent thinking.
- c) Explain objectives of MSME's.
- d) Discuss the entrepreneurial Biography of Sabina Chopra.
- e) Explain the term market survey & also explain methods of market survey.

**Q3)** Solve any 4 out of 6 short notes. [4 × 5 = 20]

- a) Qualities of Entrepreneur.
- b) SWOT Analysis.
- c) Angel funding.
- d) Entrepreneurial sketch of Upasana Taku.
- e) PMEGP.
- f) Objectives of KVIB.



Total No. of Questions : 6]

SEAT No. :

P2082

[Total No. of Pages : 2

**[5802] - 402**

**S.Y. B.B.A. (Semester - IV)**

**402 - GE : PRODUCTION AND OPERATIONS MANAGEMENT  
(2019 Pattern) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

- 1) Q. No.1 and Q. No.6 are compulsory.*
- 2) Solve any three questions from Q.2 to Q.5*
- 3) Figures to right indicate full marks.*

**Q1) A) Fill in the blanks (Attempt any 5 out of 6) :**

**[5]**

- i) Operations Management involves planning the \_\_\_\_\_ that transform resources into finished goods.
- ii) \_\_\_\_\_ is defined as "the translation of intellectual wisdom, requirements of the entrepreneurs or needs of consumers, etc. into a specific product".
- iii) \_\_\_\_\_ is the study of the 'Fit' between the physical demands of the workplace and the employees who perform the work.
- iv) \_\_\_\_\_ is defined as a set of procedures and machinery that make it possible to perform traditional human activities automatically.
- v) \_\_\_\_\_ can be defined as an association involved in the trading of goods and services to customers with the intention of earning profits.
- vi) The \_\_\_\_\_ stage of product life cycle normally keeps on lasting for a longer period than other stages and sales level falls flat due to market saturation.

**P.T.O.**

B) Match the Pairs : [5]

Group A

- i) Total Factor Productivity
- ii) Total Productivity
- iii) TQM
- iv) Ergonomics
- v) Quality circle

Group B

- a)  $\frac{\text{Total Tangible Output}}{\text{Total Tangible Input}}$
- b)  $\frac{\text{Net Output}}{(\text{Labour} + \text{Capital}) \text{ Inputs}}$
- c) Study of human abilities
- d) Customer-Driven Quality Management
- e) Steering Committee

Options :

- 1. 1 - b, 2 - a, 3 - e, 4 - d, 5 - c
- 2. 1 - a, 2 - b, 3 - d, 4 - e, 5 - c
- 3. 1 - b, 2 - a, 3 - d, 4 - c, 5 - e
- 4. 1 - c, 2 - a, 3 - b, 4 - e, 5 - d

**Q2)** Explain in detail various qualities and responsibilities of production manager.[15]

**Q3)** Explain in detail various stages of product development. [15]

**Q4)** Define the term TQM. State and explain various features and principles of TQM. [15]

**Q5)** What do you mean by automation? Discuss in detail need, benefits and limitations of automation. [15]

**Q6)** Write Short Notes on (Any 3) : [15]

- a) Corrective Maintenance
- b) Objectives of Quality Control
- c) Factors affecting scheduling
- d) Fixed position layout
- e) Continuous production system - Advantages and disadvantages
- f) Elements of product design





Total No. of Questions : 6]

SEAT No. :

P2083

[Total No. of Pages : 2

[5802] - 403

S.Y. B.B.A.

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

- 1) *Q. No. 1 and Q. No. 6 are compulsory.*
- 2) *Solve any 3 (Three) questions from remaining question Nos. 2, 3, 4 and 5.*
- 3) *Figures to the right side indicate full marks.*

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

- a) \_\_\_\_\_ refers to the presentation of realistic proofs and reasonable arguments to exhibit that an appeal is rational.
- b) \_\_\_\_\_ exhibit the actual goal of a person.
- c) During \_\_\_\_\_ stage, the team members come to know about the problem.
- d) Risk Management can be defined as an art and a science of \_\_\_\_\_ risk factors throughout the life cycle of a project.
- e) \_\_\_\_\_ refers to a class of systems, which support the process of making decisions.
- f) According to Alderfer, Human Needs can be classified into \_\_\_\_\_.

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

Group A

Group B

- |                           |   |
|---------------------------|---|
| a) Socialised Charismatic | 1) Inborn                                       |
| b) Instrumental Values    | 2) Rules of thumb                               |
| c) IQ                     | 3) Restrains the use of power                   |
| d) Risk Retention         | 4) Values adopted to attain the terminal values |
| e) Heuristics             | 5) Risk Assumption                              |

*P.T.O.*

**Q2) Attempt any 3 questions. [15]**

- a) Define and explain characteristics of Decision-Making.
- b) Define the term problem solving and explain strategies of problem solving.
- c) Describe the creative Decision-Making Process.
- d) Explain the types of Risk Management.

**Q3) Attempt any 2 questions. [15]**

- a) Elaborate the various decision-making tools.
- b) Describe intuition in detail. Also highlight pros and cons of intuition.
- c) Discuss some common and effective methods for dealing with resistance to change.

**Q4) Attempt any 2 questions. [15]**

- a) What do you mean by Jerk? Explain various types of jerks at workplace.
- b) Elaborate different types of leadership styles.
- c) Elaborate the use and misuse of power. Differentiate between 'influence and power'.

**Q5) Attempt any 3 questions. [15]**

- a) Define the term vision. Explain significance of vision.
- b) Describe process of strategic planning.
- c) According to you what needs to change for avoiding risks?
- d) Explain importance of Teams.

**Q6) Write Short Notes (Attempt any Three) : [15]**

- a) Significance of Emotional Intelligence
- b) OODA Loop Model
- c) Vroom's Expectancy Theory
- d) Followership
- e) Types of Organisational Values



Total No. of Questions : 3]

SEAT No. :

P2084

[Total No. of Pages : 3

**[5802] - 404**

**S.Y. B.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

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

**Q1) A) Multiple Choice Questions :**

**[5 × 1 = 5]**

- i) Which of the following is not a classical theory of International Trade?
  - a) Theory of Absolute Cost Advantage
  - b) Theory of Comparative Cost Advantage
  - c) Heckscher - Ohlin Theory
  - d) Porter's National Competitive Advantage
- ii) Leontif Paradox is an empirical testing of which theory?
  - a) Theory of Absolute Cost Advantage
  - b) Theory of Comparative Cost Advantage
  - c) Heckscher - Ohlin Theory
  - d) Michael Porters Diamond Model
- iii) Which of the following is not a part of Foreign Direct Investment Modes.
  - a) Green Field Investment    b) Brown Field Investment
  - c) Mergers and Acquisition    d) Sole Proprietor
- iv) World Bank formerly known as "\_\_\_\_\_ " whose primarily aims to Finance Economic Development.
  - a) International Bank for Reconstruction and Development
  - b) International Bank for Development
  - c) International Bank for Service
  - d) International Bank for Foreign Investment
- v) NAFTA is an agreement between all of the following countries except.
  - a) United State                      b) Mexico
  - c) Great Britain                      d) Canada

**P.T.O.**

- B) Match the following : [5 × 1 = 5]
- |                     |                                      |
|---------------------|--------------------------------------|
| i) Adam Smith       | a) Diamond Model                     |
| ii) Michael Porter  | b) Maastricht Treaty                 |
| iii) European Union | c) Theory of Absolute Cost Advantage |
| iv) SAARC           | d) Maldives                          |
| v) Globalization    | e) Foreign Market                    |
- C) Answer in one sentence. [5 × 1 = 5]
- i) What is Globalization?
  - ii) Write the name of the Researcher who written theory of Comparative Cost Advantage.
  - iii) What is Foreign Direct Investment?
  - iv) What is Certificate of Origin?
  - v) Who provides bill of lading?
- D) Fill in the blanks. [5 × 1 = 5]
- i) Rapid integration or inter - connection between countries is known as \_\_\_\_\_.
  - ii) On 1<sup>st</sup> Jan. 1995 "\_\_\_\_\_" Organisation Comes in the picture.
  - iii) \_\_\_\_\_ company produces, Market, Invests and operates across the world.
  - iv) IBRD stands for "\_\_\_\_\_"
  - v) A country has an \_\_\_\_\_ in the production of a product when it is more efficient than any other country at exporting it.
- Q2) Write long answers (Solve any 3 out of 5) :** [3 × 10 = 30]
- a) Explain in details "David Ricardo's Theory of Comparative Cost Advantage".
  - b) Explain in details Determination of Exchange rate - fixed, Flexible and Managed.
  - c) Explain in details Components of "Balance of Payment".
  - d) What is export promotion schemes? Explain all schemes in details.
  - e) Contribution of WTO in Indian Economic Development Explain in details.

**Q3)** Write short answers (Solve any 4 out of 6) :

**[4 × 5 = 20]**

- a) Explain porters Diamond Model in details.
- b) What is Culture? Explain Components of Culture.
- c) What is Foreign Exchange Market? Explain players of the Foreign Exchange Market.
- d) Write WTO Functions.
- e) What is the European Union.
- f) Components of Globalization.



Total No. of Questions : 4]

SEAT No. :

P2085

[Total No. of Pages : 2

[5802]-405

S.Y. B.B.A.

MARKETING MANAGEMENT

A - 405 : Advertising & Promotion Management  
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

**Q1) Compulsory Questions :**

A) Multiple choice questions :

[5]

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

P.T.O.

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

A

B

- |                        |                                     |
|------------------------|-------------------------------------|
| a) Advertising         | i) Displays                         |
| b) Portfolio Tests     | ii) Benefit of Internet Advertising |
| c) POP                 | iii) Paid form                      |
| d) Brand Awareness     | iv) Type of Internet Advertising    |
| e) Keyword Advertising | v) Recall                           |

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

OR

b) State the various factors affecting sales promotion Growth [10]

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

OR

b) State the objectives of measuring Advertising Effectiveness. [10]

**Q4) Short notes (any 4)** [20]

- a) AIDA formula.
- b) Bait & Switch Advertising Issues
- c) Advertising Media.
- d) Advertising Agency.
- e) Cross Promotion.
- f) Social Media Advertising.



Total No. of Questions : 4]

SEAT No. :

P2086

[Total No. of Pages : 5

[5802]-406

Second Year B.B.A.

**B405 : BUSINESS TAXATION**

**(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A)** From the following choose the correct answer (Any 5) **[5]**

- i) The term previous year means \_\_\_\_\_.
  - a) Current year
  - b) Calender Year
  - c) Accounting year
  - d) Financial year before the Assessment year
- ii) Permanent Account Number (PAN) is a \_\_\_\_\_ digit unique alphanumeric number issued by the Income Tax Department.
  - a) Twenty
  - b) Fifteen
  - c) Ten
  - d) Five
- iii) Deduction from salary is allowed under \_\_\_\_\_.
  - a) Section 14
  - b) Section 15
  - c) Section 16
  - d) Section 17
- iv) In case of rental house property only such municipal tax is deducted which is \_\_\_\_\_.
  - a) Paid by tenant
  - b) Actual payable amount
  - c) Paid by owner
  - d) All of the above

**P.T.O.**



- v) The full form of STT is \_\_\_\_\_.
- Security Transaction Tax
  - State Toll Tax
  - Share Transfer Tax
  - Security Transmission Tax
- vi) Which of the following is not a capital asset.
- Goodwill of a business
  - Stock-in-Trade
  - Jewellery
  - Agricultural land in Delhi
- vii) The maximum amount of deduction under section 80 D in the case of a senior citizen is \_\_\_\_\_.
- ₹ 10, 000
  - ₹ 15,000
  - ₹ 20,000
  - ₹ 30,000

**B) Write short notes (any two) [10]**

- Assessment year & Previous year
- Gross Total Income
- Advance Payment of Tax
- Short term and long term capital gain

**Q2) Write a detail note on exemptions and deductions of section 80. [10]**

- 80 C
- 80 D
- 80 G
- 80 DD

OR

**Explain Income Exempted u/s 10. [10]**

**Q3)** From the particulars of Mr. Pranit an employee of SRK company Ltd. Pune. Find out his taxable income from salary for the assessment year 2022-23.

**[15]**

- a) Basic salary Rs. 30, 000 p.m.
- b) Dearness Allowance Rs. 6,000 p.m. (Part of the salary)
- c) Bonus @20% p.a. of salary.
- d) Entertainment allowance Rs. 9,000 p.m.
- e) Employer's contribution to R.P.F. @13%
- f) Interest credited on R.P.F. balance @12% Rs. 24,000.
- g) Free furnished room was allotted to him by the employer at Pune. Fair Rent Rs. 5000 p.m. and the cost of furniture Rs.3,00,000.
- h) Gas, Electricity & water charges Rs. 5000 p.a. paid by employer.
- i) Reimbursement of medical expenses Rs. 12,000 p.a.
- j) His contribution to R.P.F Rs. 4000.
- k) A motor Car (cc of the engine is 1-8 liters) is provided to Mr. Pranit. The motor Car used for both office & personal purpose. Expenses on maintenance of private use are borne by Mr. Pranit.
- l) Insurance premium on his own policy Rs. 4200 p.a. and on his wives policy Rs.3600 p.a. are paid by the employer.
- m) His son is studying in I.I.T. Pune. His fees for Rs. 50,000 was paid by employer direct to the institute.

**OR**

Mr. Prajyot a computer engineer working in KPT Ltd. Pune has provided you the following information in respect of the year 2022-23.

**[15]**

- a) Basic Salary Rs. 45,000 P.M.
- b) Bonus Rs. 40,000

- c) Dearness Allowance Rs. 6,000 P.M.
- d) Project Allowance Rs. 2,500 P.M.
- e) Transport Allowance Rs. 1,500 P.M.
- f) Education Allowance Rs. 250 P.M. for one son and Rs. 150. P.M. for a daughter.
- g) He owns a flat at kolhapur for which he had borrowed Rs. 7,00,000 on 31<sup>st</sup> March 2005. During the year he had paid interest Rs. 70,000 and repaid the principal amount Rs. 50,000 of this loan.
- h) He received :
  - i) Interest from Bank Deposit Rs. 20,000.
  - ii) Dividend from Domestic Company Rs. 10,000.
  - iii) Interest on Govt. Securities Rs. 15,000
  - iv) Income from units of UTI Rs. 12,000
- i) His savings and investments were as under :
  - i) Contribution to R.P.F. 35,000 p.a.
  - ii) Payment of Life Insurance Premium Rs. 30,000
  - iii) Donation to National Defence Fund Rs. 15,000
  - iv) Medical Insurance Premium on the health of dependent mother, aged 66 years Rs. 26,000.
- j) Employee paid professional tax Rs. 200 P.M.
- k) The company has deducted tax at source Rs. 40,000.
- l) Income from business Rs. 2,10,000.

You are required to compute the tax liability of Mr. Prajyot for A. Y. 2022-23.

**Q4)** Mr. Sohil owns house property and given on Rent basis for financial year 2021-22. He has submitted the following details in respect of house property.

**[10]**

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

Date of construction completed. Sept. 2016

You are required to compute taxable income from house property for the assessment year 2022-23.

**OR**

Mr. Manik owns two houses which he occupied for his own residence. He submits the following particulars in respect of the houses for the financial year 2022-23.

**[10]**

Particulars	House No.1 ₹	House No.2 ₹
Municipal Valuation	1,00,000	50,000
Fair Rent	1,20,000	65,000
Standard Rent	1,00,000	66,000
Repairs	15,000	16,000
Insurance	9,000	8,000
Municipal Tax	10%	10%
Interest on Loan for construction	1,05,800	5,000
Date of completion of construction	31/8/2016	31/8/2015
Date of borrowing the Loans	01/07/2014	01/11/2013
Interest on Loan for pre-construction period	50,000	-

As a Tax consultant compute the Income from House property of Mr. Manik for the assessment year 2022-23.



Total No. of Questions : 4]

SEAT No. :

P2087

[Total No. of Pages : 2

[5802]-407

S.Y. B.B.A.

**405 C- HUMAN RESOURCE MANAGEMENT  
FUNCTIONS & PRACTICES  
(2019 Pattern) (CBCS) (Semester - IV)  
(HRM - Specialisation)**

*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) Which of the following statement indicates the importance of controlling.
  - i) It is a power to influence people's behaviour.
  - ii) It is a process of regulating the activities.
  - iii) It is an important mental process on the part of manager
  - iv) It ensures that all the activities are co-ordinated as per the plan.
- b) Which of the following is not a part of direct compensation?
  - i) HRA
  - ii) Bonus
  - iii) Medical Assistance
  - iv) All of the above
- c) Worker's participation in Management does not aim to \_\_\_\_\_.
  - i) Raise quality of work life
  - ii) Promote industrial democracy
  - iii) Enhance stress
  - iv) Establish mutual co-operation
- d) Organization Development is \_\_\_\_\_ term effort.
  - i) Short
  - ii) Long
  - iii) Medium
  - iv) Short - medium
- e) \_\_\_\_\_ is considered to be a vertical move in terms of rank & responsibilities.
  - i) Appraisal
  - ii) Promotion
  - iii) Reward
  - iv) Demotion

**P.T.O.**

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

- | A   | B                          |
|---|----------------------------|
| a) It can be formed at all levels, i.e. at plant level, regional level or zonal level.                    | i) Defining the Job        |
| b) A better understanding analysis & improvement in the behaviour of group members can be accomplished by | ii) Joint council          |
| c) First step of performance appraisal is   | iii) Competitive advantage |
| d) It is concerned with pre planning of activities to be done in future                                   | iv) Process consultation   |
| e) SHRM considers people as a strategic resource for attaining  | v) Planning                |

**Q2) Long answer questions (Attempt any 1) :** **[10]**

- a) Explain the managerial functions of HRM.
- b) Explain various determinants of employee compensation.

**Q3) Long answer questions (Attempt any 1) :** **[10]**

- a) Enumerate HRM Practices in Indian organisations.
- b) State objectives & importance of organisation development.

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

- a) Sources of individual power.
- b) Levels of WPM.
- c) Fringe benefits.
- d) Types of promotion.
- e) Transfer & its types.
- f) Prerequisites for successful workers participation.



Total No. of Questions : 5]

SEAT No. :

P2088

[Total No. of Pages : 2

[5802]-408

Second Year B.B.A.

**BANKING AND INSURANCE MANAGEMENT**

**(2019 Pattern) (Semester - IV) (CBCS) (405 D)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Select the correct option

**[5]**

- i) RBI pays interest on CRR balances of banks at\_\_\_\_\_.
  - a) Bank Rate
  - b) Repo Rate
  - c) Zero%
  - d) Bank Rate minus 2%
- ii) RBI is Headquartered at
  - a) Delhi
  - b) Nasik
  - c) Kanpur
  - d) Mumbai
- iii) The prime objective of the SEBI Act, 1992 is to protect the interests of \_\_\_\_\_.
  - a) Creditors
  - b) Directors
  - c) Investors
  - d) Agents
- iv) Who issues currency notes on behalf of the Central Government in India?
  - a) NABARD
  - b) RBI
  - c) World Bank
  - d) IDBI
- v) RBI is the lender of last resort for \_\_\_\_\_.
  - a) Central Government
  - b) State Government
  - c) Stock Market
  - d) Commercial Banks

**P.T.O.**

**Q2) Match the pairs** **[5]**

- |                             |                  |
|-----------------------------|------------------|
| a) Account Balance Enquiry  | i) 1995          |
| b) Credit Card              | ii) Investment   |
| c) PMS                      | iii) 1988        |
| d) SEBI                     | iv) Grace Period |
| e) Banking Ombudsman Scheme | v) Pull          |

**Q3) Solve any one Question.** **[10]**

- a) Explain Health and Education Insurance.
- b) What is NRI Remittance? Explain its role in Indian economy.

**Q4) Solve any one Question.** **[10]**

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

**Q5) Short notes (Attempt any four)** **[20]**

- a) Travel Insurance
- b) Top-up Loans
- c) E-CRM
- d) Unified Payment Services
- e) Aadhar Linking
- f) CRM in Banks





Total No. of Questions : 4]

SEAT No. :

**P2089**

**[5802]-409**

[Total No. of Pages : 2

**S.Y.B.B.A.**

**405 - E : RURAL MARKETING (Concept & Practices)  
(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions**

**[5×1=5]**

- i) Integrated rural development programme (IRDP) was first introduced in \_\_\_\_\_
  - a) 1978 - 79
  - b) 1973 -74
  - c) 1979 - 80
  - d) None of these
- ii) According to Katar Sing “ \_\_\_\_\_ as the overall development of rural areas, which aims at improving quality of life of rural people”.
  - a) National Income
  - b) Rural Development
  - c) Net Capital Income
  - d) None of these
- iii) \_\_\_\_\_ is a system of governance in which gram panchayats are the basic units of administration.
  - a) Gram Sabha
  - b) Panchayati Raj
  - c) Zila Parishad
  - d) None of these
- iv) \_\_\_\_\_ refers to the provision of financial services to poor or low-income clients, including consumers and the self-employed.
  - a) Micro - debit
  - b) Mini finance
  - c) Micro finance
  - d) Bank loan
- v) When was e-Choupal launched?
  - a) June 2000
  - b) July 2000
  - c) June 2001
  - d) June 2020

**P.T.O.**

**B) Match the Pairs [5]**

- |  |                               |
|--|-------------------------------|
| i) Packaging   | a) E-nam                      |
| ii) It is a big electronic market platform about agricultural product                      | b) Bubble Packs               |
| iii) Farmers need to call toll free number 1800-180-1551 to seek expert advice is known as | c) 12 <sup>th</sup> July 1982 |
| iv) NABARD was established on  | d) 2012                       |
| v) Sampoorna Swachhta Abhiyan programme was introduced in                                  | e) Kisan Call Centre          |

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

- a) Explain the factor affecting Rural Marketing.
- b) Explain the structure of Indian Rural Market.

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

- a) Discuss various micro financing tools.
- b) Explain the role of internet in rural marketing.

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

- a) Concept of Digital village
- b) Ayushman Scheme
- c) Role of self Help Groups (SHG)
- d) Role of APEDA
- e) Role of NGOs
- f) Distribution models in rural market.



Total No. of Questions : 3]

SEAT No. :

**P2090**

[Total No. of Pages : 2

**[5802]-410**

**S.Y. B.B.A.**

**DIGITAL MARKETING**

**406 - A - MM : Specialization (Marketing)  
(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Fill in the Blanks (any four) [4]**

- i) \_\_\_\_\_ marketing is also referred to as “interruption” or “push” marketing.
  - a) Inbound
  - b) Outbound
  - c) Creative
  - d) Transmission
- ii) SEO stands for \_\_\_\_\_.
  - a) Search Engine Optimization
  - b) Search enzyme Optimization
  - c) Search Engine Optimization
  - d) Search Engine Organization
- iii) \_\_\_\_\_ is the use of social media platforms and websites to promote a product or service.
  - a) Impulsive marketing
  - b) Conventional marketing
  - c) Social media marketing
  - d) Societal Marketing
- iv) The word Blog is shortened version of \_\_\_\_\_.
  - a) Weblog
  - b) Blog
  - c) Web
  - d) Webliography
- v) The \_\_\_\_\_ translates internet domain and host names to IP address.
  - a) System
  - b) HTML
  - c) WWW
  - d) Domain Name System

***P.T.O.***

B) Match the following. [4]

- |                     |                                |
|---------------------|--------------------------------|
| i) Higher Sales     | a) Impressions                 |
| ii) Hits            | b) Higher Conversion rate      |
| iii) Google AdWords | c) Pay Per Click               |
| iv) PPC             | d) Online advertising Platform |

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

- i) Full form of CRO is Conversion Rate Optimization.
- ii) The focus of Web analytics is to understand users of a site.
- iii) Hashtag is not a feature of Facebook page.
- iv) SEO is a technique used for designing and developing a website to rank low in search engine results.
- v) Digital marketing required physical market.

**Q2) Short Answer (any 2) [14]**

- a) Write a short note on Types of Visibility.
- b) Definition Web Analytics and Explain its process.
- c) What are the Benefits of YouTube Advertising.
- d) What is Conversion Rate?

**Q3) Long Answer (any 2) [24]**

- a) What do mean by Digital Marketing and explain their types.
- b) What is SEO? Explain the types & strategies of SEO.
- c) What is Social Media Marketing? What are the Advantages and Disadvantages of Social Media Marketing?
- d) What is Email Marketing? How is it beneficial for digital marketing?



Total No. of Questions : 6]

SEAT No. :

**P2091**

**[5802] - 411**

[Total No. of Pages : 2

**S.Y. B.B.A.**

**B406 : FINANCIAL SERVICES  
(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Fill in the blanks.**

**[5]**

- i) The \_\_\_\_\_market is also known as securities markets.
  - a) Money
  - b) Forex
  - c) Credit
  - d) Capital
- ii) \_\_\_\_\_is the issue of a new securities to existing share holders at a ratio to those already held.
  - a) Equity shares
  - b) Preference shares
  - c) Right shares
  - d) Bonus shares
- iii) Cost of factoring = Finance cost + \_\_\_\_\_
  - a) Marketing cost
  - b) Fixed cost
  - c) Variable cost
  - d) Operating cost
- iv) CRI SIL has been promoted by\_\_\_\_\_&\_\_\_\_\_.
  - a) ICICI, UTI
  - b) IDBI, SBI
  - c) Axis, UTI
  - d) PNB, SBI
- v) Multi commodity Exchange of India (MCX) was established in the year.
  - a) 2005
  - b) 1991
  - c) 1990
  - d) 2003

**P.T.O.**

B) Match the pairs. [5]

- | Group A                        | Group B                     |
|--------------------------------|-----------------------------|
| i) Cumulative preference share | a) Wholesale Debt market    |
| ii) Swap                       | b) Smaller in value         |
| iii) Options                   | c) Accumulation of Dividend |
| iv) SEBI                       | d) Hedging of Risk          |
| v) Money Market                | e) Protection of Investors  |

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

- a) Define the term Merchant Banking & explain the role/ functions of Merchant Banking in the Capital market?
- b) Explain the concept of Mutual funds? Explain the major advantages of Mutual Funds?

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

- a) What is factoring? Explain the types of Factoring.
- b) What is secondary market & explain the main financial products Instruments in Secondary Market.

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

- a) Exchange Traded Funds.
- b) Financial Instruments.
- c) Commercial papers.
- d) Bombay Stock Exchange (BSE).
- e) Venture capital.
- f) Underwriters.



Total No. of Questions : 3]

SEAT No. :

**P2092**

**[5802] - 412**

[Total No. of Pages : 2

**S.Y.B.B.A.**

**C406:EMPLOYEE RECRUITMENT AND RECORD MANAGEMENT  
(CBCS 2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Fill in the blanks.(Attempt any 4 out of 5) [4]**

- i) Delphi Technique is a \_\_\_\_\_ forecasting technique.
- ii) \_\_\_\_\_ is also known as Manpower planning.
- iii) \_\_\_\_\_ mean searching a potential candidate for vacancies.
- iv) \_\_\_\_\_ refers to the method of studying people process functions, challenges.
- v) \_\_\_\_\_ involves information created, received & maintained as evidence in the business.

**b) Match the following: [4]**

Group A

Group B

- |                        |                                   |
|------------------------|-----------------------------------|
| i) Transfer            | a) Follows recruitment            |
| ii) Selection          | b) Internal source of recruitment |
| iii) Recruitment       | c) Type of employee record        |
| iv) Performance record | d) Positive process               |

**c) True or False (Attempt 4 out of 5) [4]**

- i) Individual service record is not an employee record.
- ii) Selection is considered as a process of rejection.
- iii) Trade unions is an internal source of recruitment.
- iv) Lifecycle of record management starts from creation of record.
- v) Principle of compliance is not a part of record management.

**P.T.O.**

**Q2) Short Answers (Attempt 2 out of 4)**

**[14]**

- a) Explain precautions to be taken while keeping records.
- b) Explain Advantages & disadvantages of Internal source of recruitment.
- c) Explain any 4 demand forecasting technique.
- d) Explain the concept of Block-chain along with definition.

**Q3) Long Answers (Attempt 2 out of 4)**

**[24]**

- a) Explain stages of record management in detail.
- b) Explain all factors influencing estimation of manpower.
- c) Explain the concept of talent acquisition & difference between recruitment & talent acquisition.
- d) Explain HR Analytics process.





Total No. of Questions : 4]

SEAT No. :

P3011

[Total No. of Pages : 2

[5802]-413

S.Y. B.B.A

**406 D : SOCIAL SERVICES & NGO MANAGEMENT  
(CBCS) (2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions :**

**[5]**

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

**P.T.O.**

B) Match the Pair. [5]

Group A	Group B
i) Charity	a) Offering services in a social agency without accepting any pay for it
ii) Volunteerism	b) Act of extending love and kindness to others unconditionally
iii) Welfare	c) Non profit Origination
iv) NGO	d) The art of adjusting personal relationship
v) Social Case Work	e) The state or condition of doing or being well

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

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

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

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

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

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



Total No. of Questions : 3]

SEAT No. :

**P2093**

**[5802] - 414**

[Total No. of Pages : 2

**S.Y. B.B.A.**

**E406 : BANKING OPERATIONS AND FINANCE**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Fill in the blanks. (Attempt any 4 out of 5) [4]**

- i) Money lenders and Zamindars are known as \_\_\_\_\_ sources of agriculture finance.
- ii) The formal sector loans does not consist the \_\_\_\_\_.
- iii) NABARD was established as on\_\_\_\_\_1982.
- iv) The Kisan Credit Card scheme was launched \_\_\_\_\_ year.
- v) \_\_\_\_\_ is known as on marginal cost of capital.

**b) Match the following. [4]**

- |                             |                              |
|-----------------------------|------------------------------|
| i) PACS                     | a) 12 July 1982              |
| ii) Landlord                | b) Non Institutional finance |
| iii) NABARD                 | c) Primary credit            |
| iv) Cooperative society act | d) 1925                      |

**c) True or False (Attempt any 4 out of 5) [4]**

- i) Time value of Money indicates that a unit of money obtained today is worth more than a unit of money obtained in future  
A) True      B) False
- ii) Money lenders and Zamindars are the formal source of agricultural finance  
A) True      B) False

**P.T.O.**

- iii) Inflation does not affect the time value of money.  
A) True                      B) False
- iv) The ratio analysis helps to management in taking several decisions.  
A) True                      B) False
- v) The Shivraman Committee was recommended to establish the NABARD  
A) True                      B) False

**Q2) Short answer questions (attempt any 2 out of 4) [14]**

- a) Land development bank - Explain.
- b) Explain the scope of banking operations and finance in India.
- c) Define cost of capital. Explain in detail weighted average cost of capital with example.
- d) Write a note on traditional source of finance.

**Q3) Long answer questions (attempt any 2 out of 4) [24]**

- a) Explain in detail the importance and scope of agriculture finance.
- b) Describe in detail various types of finance for agriculture.
- c) Explain in detail the role of NABARD in agricultural finance.
- d) Write a detail note on traditional and modern source of finance.

