

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : MANAGEMENT OF SERVICES

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 12/12/2022

W-18840-2022

Max. Marks : 60

N.B.

- 1) Solve any **THREE** questions from Section – I and any **TWO** questions from Section – II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1** What do you mean by services? State and explain the nature of service marketing? (12)
- Q.2** Discuss the status of the service sector in India with the factors responsible for growth. (12)
- Q.3** What are the factors to be considered while determining the prices in service sector? (12)
- Q.4** What are 7P's of Marketing? How should it be used for effective marketing operations. (12)
- Q.5** Write short notes on **ANY THREE:** (12)
- a) Types of Consultancy Services
 - b) Service Life Cycle
 - c) Process in Services
 - d) Role of IT in Quality of Services
 - e) HRM in Banking Services

SECTION – II

- Q.6** Discuss the issues regarding challenges faced by service sector in India with reference to a service of your choices. (12)
- Q.7** Describe the scope and importance of any type of consultancy of your choice. (12)
- Q.8** Discuss the scope and challenges faced by banking services in India. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : CONSUMER BEHAVIOR

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

W-18841-2022

Max. Marks : 60

N.B.:

- 1) Attempt **Any Three** questions from **Section-I** and attempt **Any Two** Questions from Section - II.
- 2) Answers to both the Sections should be written in **Same** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1 Define consumer behavior. Discuss the role of segmentation and targeting in increasing the marketers understanding of the consumer behavior. [12]
- Q.2 What are the three levels of consumer decision making? Briefly define each. Explain the economic consumer model. Why is this model considered to be unrealistic? [12]
- Q.3 Discuss the role of opinion leaders in consumers' decision making process. How does a marketer profile an opinion leader? [12]
- Q.4 Discuss various models of consumer decision making in pre-purchase, purchase and post-purchase processes. [12]
- Q.5 Write short notes on **Any Three** of the following: [12]
- a) Bottom of pyramid
 - b) Cognitive dissonance
 - c) Product personality
 - d) Organisational buying

SECTION – II

- Q.6 You as a marketer of laptops, how would you use the knowledge of post purchase evaluation by consumer, to ensure that your consumers do not experience any dissonance? Describe the response strategies you will follow. [12]
- Q.7 Explain the steps to be taken by a consumer durable company to develop brand loyalty among the consumers. Make assumptions of your own choice. [12]
- Q.8 You have been asked to advise a women wear fashion apparel manufacturer to help them suitably segment their market and identify the most appropriate target segment. The company manufactures both formal and casual wear, and has a stylish, upmarket range. Explain how the company should segment the market and which segments would be the most appropriate for this manufacturer. [12]

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18842-2022

Max. Marks : 60

N.B.

- 1) Attempt **ANY THREE** questions from section-I and **ANY TWO** questions from sections-II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is meant by sales Organization? Illustrate the types of sales organization structures with suitable examples. **(10)**
- Q. 2** What is meant by Sales Territory? Explain how sales territory helps in ensuring effective coverage of a given market. **(10)**
- Q. 3** What are the different types of sales quotas? Explain in brief the need & importance of sales quotas. **(10)**
- Q. 4** What is meant by channel conflicts? Explain the types of channel conflicts with suitable examples. **(10)**
- Q. 5** Write short note on **ANY TWO** of the following: **(10)**
- a) Types of compensation plans
 - b) Recent trends in Sales Management
 - c) Types of intermediaries
 - d) Sales forecasting

SECTION-II

- Q. 6** As a corporate trainer of an automobile company facing fierce competition needs to develop sales training programme for the experienced salespersons so as to enable them to counter the competitors effectively. **(15)**
- Q. 7** As a Sales Manager of a leading air conditioner brand, you are facing following problems: **(15)**
- a) Salespersons are not spending adequate time to develop new customers.
 - b) They are focusing more on easy to sell products than the profitable one to achieve their target.
- Suggest a suitable compensation cum motivation plan to address this problem effectively.
- Q. 8** As a sales representative of a leading consumer durable firm, how will you deal with the following objections: **(15)**
- a) Your products are too expensive
 - b) I don't have time. Come afterwards.
 - c) The quality of your product is not good.
- Suggest suitable strategy.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : ELEMENTS OF FINANCIAL SERVICES

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

W-18843-2022

Max. Marks : 60

N.B.:

- 1) Attempt any **THREE** questions from **Section-I** and any **TWO** from **Section-II**
- 2) Answers to both Section should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Describe in Detail Indian Financial System and elaborate its structure. (10)
- Q.2** Distinguish between Factoring and Forfaiting with examples. (10)
- Q.3** What are Mutual Funds? Explain various parameters for selection of Mutual Fund Schemes. (10)
- Q.4** Elaborate the various services rendered by Merchant Bankers in Capital Markets. (10)
- Q.5** Write Short Notes (**Any Two**) (10)
- a) Hire Purchase
 - b) Investment Banking
 - c) Bill Discounting

SECTION – II

- Q.6** What is Credit Rating? Describe in detail the role played by various Credit Rating Agencies in India. (15)
- Q.7** Explain the Importance of Venture Capital Financing and Elaborate in detail various types of Venture Capitalist with suitable examples. (15)
- Q.8** Elaborate the concept of Insurance and describe the various types of Insurances available in Market. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : INTRODUCTION TO MANAGEMENT CONTROL SYSTEMS

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18844-2022

Max. Marks : 60

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Explain the concept and objectives of Transfer Pricing. (10)
- Q.2** Discuss the merits of establishment of Management by Objectives (MBO) in Organization. (10)
- Q.3** Elaborate the areas and process of Control with suitable examples. (10)
- Q.4** Explain in detail concept and importance of Standard Costing. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Cost Audit
 - b) Budgetary Control
 - c) Characteristics of Management Control System
 - d) Investment Centre

SECTION-II

- Q.6** What do you mean by Management Audit? Explain the objectives and advantages of Management Audit. (15)
- Q.7** Explain how Zero Base Budgeting works and its advantages with suitable examples. (15)
- Q.8** The expenses for the production of 8,000 units in a company are as follows: (15)

Particulars	Amount Per unit (Rs)
Materials	50
Labour	15
Variable Overheads	20
Fixed Overheads (Rs. 80,000)	10
Administrative Expenses (10% variable)	10
Selling Expenses (20% fixed)	10
Distribution Expenses (10% fixed)	8
Total Cost of Sales per unit	Rs. 123

Prepare a Flexible Budget for the production of 9,000 and 10,000 units.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : PERFORMANCE & COMPENSATION MANAGEMENT

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

W-18845-2022

Max. Marks : 60

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the concept of performance appraisal with its objectives. **[12]**
- Q.2** Explain in detail the process of Performance Appraisal. **[12]**
- Q.3** Differentiate traditional and modern methods of performance appraisal. **[12]**
- Q.4** What are the various components of wages and salary? **[12]**
- Q.5** Write short notes on **ANY TWO** of the following: **[12]**
- a) Types of compensation
 - b) Perquisites
 - c) Feedback and counseling

SECTION – II

- Q.6** As a HR head of a manufacturing company, suggest to your top management an effective performance appraisal method suitable for your organization for improving employee performance. **[12]**
- Q.7** State the importance of compensation as a retention strategy. **[12]**
- Q.8** You are working with multinational organization and your company intends to implement ESOP's employee stock options scheme. Explain its advantages and disadvantages to your organization. **[12]**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : TRAINING & DEVELOPMENT

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18846-2022

Max. Marks : 60

N.B.:

- 1) Attempt **ANY THREE** questions from **SECTION-I**
 - 2) Attempt **ANY TWO** questions from **SECTION-II**
 - 3) Figures to the **RIGHT** indicate **FULL** marks.
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SECTION-I

- Q.1** What do you mean by training and development? Why it is essential to spend on employee training? (10)
- Q.2** Outline the steps involved in conducting training needs analysis. (10)
- Q.3** Why is vestibule training used? How does it differ than on-the-job training? What are its benefits? (10)
- Q.4** Explain the process of designing training programme using ADDIE model. (10)
- Q.5** Write Short notes on ANY TWO of the following: (10)
- a) Learning reinforcement
 - b) Selection of trainer
 - c) Characteristics of case study method

SECTION-II

- Q.6** Explain the evaluation criteria you will use for judging the outcome of training programme? Why? (15)
- Q.7** You are asked to develop a training programme to improve customer sales skills of your sales personnel. What training methods would you use? Why? (15)
- Q.8** "E-Learning has many advantages over traditional methods of learning"- Critically appraise. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : INTERNATIONAL MARKETING

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

W-18847-2022

Max. Marks : 60

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** Describe various reasons for a firm to enter international markets. (10)
- Q.2** Give importance of environmental analysis in International Marketing. (10)
- Q.3** Discuss various types of branding decisions for domestic and international markets. (10)
- Q.4** Discuss quality issues for Indian products in International Markets. Give suitable examples. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) International Marketing Channels
 - b) Importance of marketing research for International Marketing
 - c) Global quality standards

SECTION-II

- Q.6** Post COVID the geopolitical situation is creating major threat to the international trade. Critically evaluate the current global situation and comment on its trade impact on various sectors of Indian Economy. (15)
- Q.7** A leading electric Vehicle Giant in India wants to enter into international market. As a consultant suggest international marketing strategy. (15)
- Q.8** A Mobile manufacturing company is planning to enter international market. You are required to prepare hypothetical research plan for designing international entry strategy. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : EXPORT IMPORT PROCEDURE & DOCUMENTATION

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18848-2022

Max. Marks : 60

N.B :

- 1) Attempt **Any THREE** questions from **Section – I** and **Any TWO** questions from **Section - II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SAME** answer book.

SECTION - I

- Q.1** What is International Trade? Explain the importance of International Trade. **(10)**
- Q.2** Write a detailed note on Foreign Exchange Management Act (FEMA). **(10)**
- Q.3** Explain the meaning and elements of Export Import Contract. **(10)**
- Q.4** Explain the different methods of Quality Control and Pre-shipment Inspection? **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Exchange Control Manual
 - b) FOB and CIF
 - c) Objectives of International Trade and Logistics

SECTION - II

- Q.6** What are the different steps for obtaining an IEC number? **(15)**
- Q.7** Explain the meaning of Marine Insurance and the various kinds of losses under Marine Insurance. **(15)**
- Q.8** What is bill of Lading? Describe the different types of Bill of Lading. **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : ENTREPRENEURSHIP & NEW VENTURES CREATION

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

W-18851-2022

Max. Marks : 60

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N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written on the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Define the term entrepreneur. Explain the life cycle of an enterprise. [12]
- Q.2** State and explain the business opportunities in various sectors in today's economy. [12]
- Q.3** Discuss the concept of business model and write the functions of business model. [12]
- Q.4** What steps entrepreneurs have to take for managing and growing of an entrepreneurial firm? [12]
- Q.5** Write short notes on **ANY THREE** of the following: [12]
- a) Types of entrepreneurs
 - b) Industry and Competitor analysis
 - c) Cash flow
 - d) Format of start-ups
 - e) Unique marketing issues

SECTION – II

- Q.6** State the importance of small scale industries and explain the government grants and subsidies allotted to this sector. [12]
- Q.7** Elaborate the role of incubators in supporting start-up firms. [12]
- Q.8** Write a brief business plan for a product of your choice. Make necessary assumptions. [12]

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : CORPORATE ENTREPRENEURSHIP

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18852-2022

Max. Marks : 60

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N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** questions from Section-II.
 - 2) Answer to both sections should be written in **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION-I

- Q.1** Explain the forms and antecedents of corporate entrepreneurship. (12)
- Q.2** Discuss how 'Top management support and 'Leadership for innovativeness' (12)
are important for promotion of intrapreneurial culture.
- Q.3** Elaborate the concept of entrepreneurial ecosystem and entrepreneurial (12)
mobility.
- Q.4** Differentiate between intrapreneurship and entrepreneurship. (12)
- Q.5** Write short notes on (ANY TWO): (12)
- a) Advantages corporate entrepreneurship
 - b) Risks involved in corporate entrepreneurship
 - c) Corporate entrepreneurship at TATA group of Industries
 - d) Concept of corporate entrepreneurship ecosystem

SECTION-II

- Q.6** What are the major changes involved in corporate entrepreneurship? (12)
- Q.7** What are the practices followed for building supportive organizational culture? (12)
- Q.8** Explain the importance of entrepreneurial mindset for the growth of an (12)
organization.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : INTRODUCTION TO FINANCIAL MARKETS & FINANCIAL
INSTITUTIONS

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 16-12-2022

W-18853-2022

Max. Marks : 60

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Explain the Securities and Exchange Board of India (SEBI) guidelines for New Issue Market. (10)
- Q.2** Elaborate the Concept and Functions of Derivatives. (10)
- Q.3** Explain the methods of Trading in Stock Exchange. (10)
- Q.4** Discuss the role of Financial Institutions and Financial Markets. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Institutional Finance
 - b) Importance of Mutual Fund
 - c) Functions of Stock Exchange
 - d) Futures

SECTION-II

- Q.6** Write detailed note on Banking and Non-Banking Financial Institutions. (15)
- Q.7** Explain the concept and types of Mutual Fund with suitable examples. (15)
- Q.8** Discuss the importance of Capital Market and Money Market. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER- 2022
SUBJECT : CAPITAL MARKET OPERATIONS

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 19-12-2022

W-18854-2022

Max. Marks : 60

N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** questions from Section II.
 - 2) Figures to the Right indicate **FULL** marks.
 - 3) Solve **BOTH** sections in the **SAME** answer book.
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SECTION-I

- Q.1** What is meant by Derivatives Market? Explain the participants of Derivatives Market. (10)
- Q.2** What is meant by Wholesale Debt Market? Explain features of Wholesale Debt Market. (10)
- Q.3** State and Explain various International Securities. (10)
- Q.4** Explain the provisions under the Money Laundering Act 2002. (10)
- Q.5** Write Short Notes (**Any TWO**) (10)
- a) Auction
 - b) Settlement Agencies
 - c) NEAT system

SECTION-II

- Q.6** Explain the various Types of Charts and Technical Indicators used for analysis of securities of an organization. (15)
- Q.7** Explain the provisions of SEBI (Stock Brokers and Sub Brokers) Regulations 1992. (15)
- Q.8** Explain the Primary and Secondary Markets. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : INTRODUCTION TO OPERATIONS RESEARCH

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 14-12-2022

W-18857-2022

Max. Marks : 60

N.B.

- 1) Attempt **ANY THREE** questions from Section – I.
- 2) Attempt **ANY TWO** questions from Section – II.
- 3) Figures to the **RIGHT** indicate **FULL** marks.
- 4) Answers to both the sections should be written in **SAME** answer book.
- 5) Use of Non- Programmable Calculator is allowed.

SECTION – I

Q.1 Define Operations Research. Explain the scope of Operations Research in brief. **(10)**

Q.2 Solve the following L.P.P. by Graphical method. **(10)**

Maximise $z = 3x + 4y$

Subject to :

$$4x + 2y \leq 80$$

$$2x + 5y \leq 180$$

$$x \geq 0, y \geq 0$$

Q.3 Solve the following Assignment Problem for Minimization. **(10)**

Machines	Jobs			
	A	B	C	D
M ₁	3	8	5	9
M ₂	4	2	1	6
M ₃	3	8	5	7
M ₄	4	7	10	8

Q.4 Vitamins A and B are found in foods F₁ and F₂. **(10)**

One unit of food F₁ contains 3 units of Vitamin A and 4 units of Vitamin B.

One unit of food F₂ contains 6 units of Vitamin A and 3 units of Vitamin B.

One unit of F₁ and F₂ cost Rs. 4 and Rs. 5 respectively.

The minimum daily requirement (for a person) of Vitamin A and B is 80 and 100 units respectively.

Assuming that anything is excess of the daily minimum requirement of Vitamins A and B is not harmful, find out the optimum mixture of food F₁ and F₂ at the minimum cost which meets the daily requirement of Vitamins A and B.

Formulate this as a L.P.P.

Q.5 Write short notes on **ANY TWO** of the following : **(10)**

- a) PERT
- b) Applications of LPP
- c) Advantages of Operations Research

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SECTION – II

- Q.6** a) Explain the limitations of LPP. (07)
b) Explain the origin and development of Operations Research. (08)

- Q.7** A company has 3 factories A, B and C which supply to warehouses D, E, F, G. (15)
Monthly factory capacities are 160, 150 and 190 units respectively. Monthly warehouse requirements are 80, 90, 110 and 160 units respectively. The unit shipping costs are as follows :

	D	E	F	G
A	42	38	28	27
B	40	39	42	41
C	39	38	30	44

Determine the optimum distribution for the company to minimize shipping costs.

- Q.8** For the following project schedule : (15)

Activity:	1-2	1-3	1-6	2-7	2-4	4-6	3-5	5-6	7-6	6-8	7-8
Duration in Hr.:	2	4	3	2	1	3	1	2	5	4	5

Draw network diagram and find :

- Earliest time and latest time of each activity
- Critical path
- Duration of project.
