

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : INTRODUCTION TO STRATEGIC MANAGEMENT

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 3/5/2023

S-18862-2023

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 sections should be written in same answer book.

SECTION - I

- Q. 1** What is Strategic Management? Explain in detail strategic management process. **(12)**
- Q. 2** Differentiate between backward integration and forward integration strategy. **(12)**
- Q. 3** Briefly discuss the GE9 matrix with suitable diagram. **(12)**
- Q. 4** Discuss 7's Mc Kinney Frame work with appropriate diagram. **(12)**
- Q. 5** Write short notes on **Any TWO** : **(12)**
- a) Levels of strategy
 - b) SWOT Analysis
 - c) Porter's Five Force model

SECTION - II

- Q. 6** What is Environmental Analysis? Explain the factors in environmental analysis for strategic management. **(12)**
- Q. 7** Suggest a suitable strategy for Pharmaceutical company who wants expand their business in India. Justify your answer with appropriate illustration. **(12)**
- Q. 8** Prepare a vision and mission statement for any organization of your choice and justify the same with its characteristics. **(12)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : INTEGRATED MARKETING COMMUNICATION

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 6/5/2023

S-18863-2023

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 sections should be written in the **SAME** answer book.
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SECTION –I

- Q.1** Define IMC. Outline ATL, BTL, and TTL with relevant examples. (12)
- Q.2** What is meant by an Ad Agency? Explain the role, Structure and services of an ad agency. (12)
- Q.3** Explain Sales Promotion. Discuss its types and tools. (12)
- Q.4** What are the different methods for measuring Ad Effectiveness ? Elaborate their merits, limitations and applicability. (12)
- Q.5** Write short notes on following (**ANY THREE**) (12)
- a) 5 Ms of Advertising
 - b) Types of Advertising
 - c) Advertising Budget
 - d) Product Placement in films

SECTION-II

- Q.6** Discuss the PR strategies adopted by marketers of each of the following: (12)
- i) Mobile Phones
 - ii) Jewellery brand
- Q.7** Design a copy illustration for a print media for any Ayurvedic product of your choice. State your assumptions clearly. (12)
- Q.8** You have been appointed as a 'Placement officer' of a well-known management education institute of a city. Prepare a media plan as you have to arrange a 'Placement Drive' in your institute involving maximum colleges from your area. (12)



BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : DIGITAL MARKETING

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 9/5/2023

S-18864-2023

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 the sections should be written in the **SAME** the answer book.

Section-I

- Q.1** Explain how digital marketing strategies will help in increasing the customer base. Give example. (10)
- Q.2** What are the different social media platforms used by marketers for promoting their products/ services? Describe the advantages and disadvantages of any two such platforms. (10)
- Q.3** What are the different pricing strategies used in digital marketing? Explain by citing examples. (10)
- Q.4** Explain the ways in which the customers trust is established in a digital business. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Role of social media in digital marketing.
 - b) The online marketing mix.
 - c) Customer expectations and perceptions.
 - d) Segmentation, targeting and positioning in digital marketing.

Section-II

- Q.6** Explain how the social media platforms helps in lead generation, promotion of the products etc. Give examples. (15)
- Q.7** Recently an app based delivery service has started its operations in the Indian market. As an In-charge of Digital Marketing operations, formulate digital marketing strategies for increasing its customer base. (15)
- Q.8** Critically comment on the segmentation, targeting and positioning of Disney and Hotstar. (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : ELEMENTS OF CORPORATE FINANCE

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 6/5/2023

S-18865-2023

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 the sections should be written in the **SAME** answer book.
- 4) Use of non-programmable **CALCULATOR** is allowed.

SECTION – I

- Q.1** Explain any two International Sources of Finance. (10)
- Q.2** What do you mean by Capital Structure? Discuss the factors affecting Capital Structure. (10)
- Q.3** Explain the concept and significance of Capital Budgeting with appropriate examples. (10)
- Q.4** Describe the concept of Debentures and Public Deposits. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Factors affecting Dividends Decisions
 - b) Short Range Financial Planning
 - c) Importance of Financial Forecasting
 - d) Annual Report

SECTION – II

- Q.6** What do you mean by Strategic Financial Planning? Elaborate the steps involved in Financial Planning. (15)
- Q.7** Distinguish between Cash Flow Statement and Funds Flow Statement with suitable examples. (15)
- Q.8** Blue Diamond Ltd. is considering the purchase of a new machine. Two alternatives are available having a cost price ₹2,00,000 (Two Lakhs) each. The following inflows are expected during the five years. Life of both the machines are 5 years. (15)

Year	Machine A Cash Inflows	Machine B Cash Inflows
1	20,000	60,000
2	60,000	80,000
3	80,000	1,00,000
4	1,20,000	60,000
5	80,000	40,000

The company is expecting 10% returns on its capital.
You are required to appraise the proposals on the basis of:

- a) Payback period
- b) Profitability Index at 10% rate of discount
- c) Net Present Value at 10% rate of discount

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-VI :SUMMER : 2023

SUBJECT : INTERNATIONAL FINANCE & FINANCIAL RISK MANAGEMENT

Day : Tuesday

Time : 10.00 AM-01.00 PM

Date : 9/5/2023

S-18866-2023

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) Attempt both sections in SAME answer book.

SECTION-I

- Q.1 Describe the Importance of International Finance. (10)
- Q.2 What are the features of Buyer's and Suppliers Credit? (10)
- Q.3 Explain various instruments of Derivatives Market. (10)
- Q.4 Elaborate Pre and Post Shipment Finance for exporters. (10)
- Q.5 Write short notes on (ANY TWO): (10)
- a) External Commercial Borrowings
 - b) Forfeiting
 - c) Speculation

SECTION-II

- Q.6 Explain the concept of Risk Management. What is the process of Risk Management? (15)
- Q.7 Write a note on structure and participants of Foreign Exchange Market. (15)
- Q.8 Describe 'Documentary Credit' as a method of International Trade settlement. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : MANAGEMENT OF INDUSTRIAL RELATIONS

Day : Saturday

Date : 6/5/2023

S-18867-2023

Time : 10:00 AM-01:00 PM

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 the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Define a Trade Union. What are its functions? **(10)**
- Q.2** What is layoff? Explain the procedure to be followed for declaration of layoff. **(10)**
- Q.3** Discuss the scope and importance of good industrial relations. **(10)**
- Q.4** Enlist the causes of Industrial Dispute with suitable examples. **(10)**
- Q.5** Outline the procedure followed for grievance redressal. **(10)**
- Q.6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Functions of work committee
 - b) Types of Conciliation
 - c) Adjudication – Meaning and Importance

SECTION-II

- Q.7** Define arbitration and steps involved in arbitration. **(15)**
- Q.8** Prepare a show causes notice for a worker, who isn't following workplace discipline? **(15)**
- Q.9** Critically appraise the problems faced by Trade Unions in India. **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : CROSS CULTURAL HRM

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 9/5/2023

S-18868-2023

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 the sections should be written in **SAME** answer book.

SECTION - I

- Q.1** Discuss the various cultural dimensions described by Hofstede. (10)
- Q.2** Discuss the concept of cultural intelligence with an example. (10)
- Q.3** List out the differences between domestic and international HRM. (10)
- Q.4** Elaborate on international selection process used to select right candidates. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Issues in international assignments
 - b) Cultural Diversity
 - c) Repatriation

SECTION - II

- Q.6** Write a note to your team members explaining about influence of economic factors on shifts in local cultures. (15)
- Q.7** "Role of HRM will be very crucial in case of cross cultural mergers and acquisitions". Justify the statement. (15)
- Q.8** As a senior HR Manager, what strategies will you adopt to achieve and sustain International competitive advantages with the help of your human resources? (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : BASICS OF INTERNATIONAL FINANCE

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 6/5/2023

S-18869-2023

Max. Marks : 60

N.B.:

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

SECTION – I

- Q.1** Discuss in details meaning and scope of International Finance. (12)
- Q.2** Distinguish between International and Domestic Finance. Highlight the importance of both. (12)
- Q.3** Highlight the role of the World Bank and International Monetary Fund (IMF) as International Financial Institutions. (12)
- Q.4** Elaborate on the Concept and Significance of Pre-shipment and Post-shipment Credit. (12)
- Q.5** Write short note (ANY TWO) (12)
- a) MIGA
 - b) Suppliers Credit and Buyers Credit
 - c) Foreign Institutional Investment
 - d) External Commercial Borrowings

SECTION - II

- Q.6** Explain any three methods of International Trade Settlement. (12)
- Q.7** Explain the importance of Cross Border Trade and Financial Reforms in India after Globalization. (12)
- Q.8** Discuss with example the concept and importance of FDI. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : FUNDAMENTALS OF INTERNATIONAL ECONOMICS

Day : Tuesday

Time : 10.00 AM-01.00 PM

Date : 9/5/2023

S-18870-2023

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 the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1** What is International Economics? Discuss the significance of International Economics. (10)
- Q.2** What is Product Life Cycle Theory of International Trade? Explain with a suitable example. (10)
- Q.3** Discuss the Equilibrium and Disequilibrium in Balance of Payments (BOP). (10)
- Q.4** What is Exchange Rate? Explain the Fixed and Flexible Exchange Rates. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Gains from International Trade
 - b) Mercantilism
 - c) G20

SECTION-II

- Q.6** What is Balance of Payment (BOP)? Explain the structure of BOP. (15)
- Q.7** Explain the concept of Regional Trade Block. Write a detailed note on SAARC. (15)
- Q.8** What are the Tariff and Non-tariff Barriers? Why are they imposed by countries? (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : E-COMMERCE

Day : Saturday
Date : 6/5/2023

S-18873-2023

Time : 10:00 AM-01:00 PM
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 **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** What type of hardware and software are required for an organization to run an electronic business? (12)
- Q.2** Differentiate between Traditional Commerce and E-commerce. (12)
- Q.3** Explain with proper example C2B and B2C business models of e-commerce. (12)
- Q.4** What is EDI? Explain in detail its advantages and disadvantages. (12)
- Q.5** Write short notes on **ANY TWO** of the following: (12)
- a) Market places
 - b) Sponsorship and online coupons
 - c) Solicited targeted e-mails

SECTION – II

- Q.6** What is e-marketing? Explain how it is playing a vital role in the success of electronic business. (12)
- Q.7** What are the various security measures in e-commerce? Explain with proper example. (12)
- Q8** Explain various e-payment systems available in e-commerce. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI :SUMMER : 2023
SUBJECT : MANAGING FAMILY BUSINESS

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 9/5/2023

S-18874-2023

Max. Marks : 60

N. B. :

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

SECTION – I

- Q. 1** Explain the concept of family, culture and tradition. (10)
- Q. 2** What are the best practices followed by family businesses to become successful? (10)
- Q. 3** Elaborate the process of succession planning. (10)
- Q. 4** Write various methods for conflict resolution. (10)
- Q. 5** Explain the culture and evolution of family firm. (10)
- Q. 6** Write short notes on **ANY TWO** of the following: (10)
- a) Family council
 - b) Challenges in managing family business
 - c) Women's issues in the family business
 - d) Characteristics of next generation entrepreneur

SECTION – II

- Q. 7** What are the pitfalls in family business? Elaborate the various causes for the same. (15)
- Q. 8** Explain the strategy for encouraging the changes in the family business system. (15)
- Q. 9** Discuss the importance of strategic leadership in running the family business. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-VI :SUMMER : 2023

SUBJECT : COMMODITY MARKETS

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 6/5/2023

S-18875-2023

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) Attempt both sections in **SAME** answer book.

SECTION-I

- Q.1** How Commodity Futures are used in Hedging? (10)
- Q.2** Write a note on 'Participants of Derivative Market'. (10)
- Q.3** Explain the Concept of 'Arbitrage' with example. (10)
- Q.4** Describe the steps involved in Fundamental Analysis of securities. (10)
- Q.5** Write short notes on (**ANY TWO**): (10)
- a) Margins for trading in Futures
 - b) Speculation
 - c) Clearing and settlement

SECTION-II

- Q.6** Write a detailed Note on Role of Derivatives in Risk Management. (15)
- Q.7** Explain the important provisions of Money Laundering Act. (15)
- Q.8** How Technical Analysis is carried out? Explain the usefulness of Technical Analysis in decision making. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-VI : SUMMER : 2023

SUBJECT : INTRODUCTION TO DERIVATIVES : EQUITY & CURRENCY

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 9/5/2023

S-18876-2023

Max. Marks : 60

N.B.:

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

SECTION - I

- Q.1** Discuss the various Elements of Derivative Markets. (12)
- Q.2** Write the objectives and functions NSCCL. (12)
- Q.3** What are the different specifications of Option Contracts? (12)
- Q.4** Explain advantages & disadvantages of Derivative Markets Trading. (12)
- Q.5** Write short note (**ANY TWO**) (12)
- a) Put Options
 - b) Arbitrage
 - c) Currency Futures
 - d) Exchange Rates

SECTION - II

- Q.6** Explain different types of risk in Derivative Markets. Also explain Risk Management Process. (12)
- Q.7** Discuss SEBI guidelines for Trading & Settlement of Derivative Contracts. (12)
- Q.8** List out the factors affecting Currency Markets. (12)

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