

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

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 1/12/2023

**W-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** Define the concept of Strategic Management. Describe the elements in strategic management process. (12)
- Q. 2** Briefly discuss the GE9 matrix with suitable diagram. (12)
- Q. 3** Discuss Porter's Five Force model used in external environment analysis. (12)
- Q. 4** What is strategic control? Elaborate various types of strategic control. (12)
- Q. 5** Write short notes on **Any TWO** : (12)
- a) Diversification strategy
  - b) 7's Mc Kinsey frame work
  - c) Leadership in strategic management

**SECTION - II**

- Q. 6** What is External Environment? Explain the factors in external environment for strategic management. Discuss the merits and demerits of Idea-Vodafone merger for each of these companies. (12)
- Q. 7** "A star product is the one which can make or mark the future of company". With reference to this statement what are the various categories of products as described by BCG matrix? (12)
- Q. 8** Highlight various global issues in strategic management. (12)

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

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 6/12/2023

**W-18863-2023**

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) 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** Describe Integrated Marketing Communication and explain the components of IMC. (12)
- Q.2** Define Ad Agency. Draw a suitable diagram showing structure of Ad Agency and also write role and services offered by an Ad Agency. (12)
- Q.3** Why does marketer conduct IMC Evaluation and Control? Justify the need and significance of IMC Evaluation and Control. (12)
- Q.4** What is Media Mix in advertising? Elaborate the process of media planning in detail. (12)
- Q.5** Write short notes on following (**ANY THREE**) (12)
- a) Product placement on television
  - b) Methods for measurement of advertising effectiveness
  - c) Types of PR
  - d) Functions of Advertising

**SECTION-II**

- Q.6** What might be the Public Relations strategies adopted by marketers of each of the following: (12)
- i) Myntra
  - ii) Amazon
- Q.7** Suggest an effective sales promotion program for each of the following : (12)
- i) Resort at tourism destinations
  - ii) Retail Mall
- Q.8** Design a Copy Illustration for a print media for an apparel brand of your choice. State your assumptions clearly. (12)

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**

**B.B.A. Sem-VI :**

**SUBJECT : DIGITAL MARKETING**

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 8/12/2023

**W-18864-2023**

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) Figures to the right indicate **FULL** marks.
  - 3) Answers to both the sections should be written in the **SAME** the answer book
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**Section-I**

- Q.1** Explain how the digital revolution in India has benefited the companies and the customers. (10)
- Q.2** Write an illustrative note on recent trends in digital marketing. (10)
- Q.3** What is meant by Digital Marketing? List the benefits of it for the commercial organization. (10)
- Q.4** Elaborate on the marketing in a virtual world. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Introduction to digital marketing.
  - b) CRM in digital world.
  - c) E-products.
  - d) The online value

**Section-II**

- Q.6** Critically comment on the CRM practices followed by Zomato. (15)
- Q.7** What is meant by marketing mix? Describe the online marketing mix of an app based learning service of your choice. (15)
- Q.8** Over the Top (OTT) platform has emerged as one of the most preferred option for leisurely activities, considering this trend a regional median and entertainment company is planning to start its OTT platform in a regional language. As a Digital Marketing professional, what would be your advice to them on segmentation, targeting and positioning of the same? Justify. (15)

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

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 04-12-2023

**W-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** Elaborate the concept and importance of Financial Forecasting with suitable examples. (10)
- Q.2** Explain in detail about Funds Flow Statement. (10)
- Q.3** What do you mean by Financial planning? Explain the steps involved in Financial Planning. (10)
- Q.4** Describe the concept of Equity Share Capital and Debentures. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Significance of Capital Budgeting
  - b) Retained Earnings
  - c) Capital Structure
  - d) Annual Report

**SECTION – II**

- Q.6** Describe the concept of Dividend. Discuss the factors affecting dividends decisions. (15)
- Q.7** What do you mean by Foreign Direct Investment (FDI)? Distinguish between American Depository Receipts (ADR) and Global Depository Receipts (GDR) with suitable examples. (15)
- Q.8** Zeha Ltd company whose cost of capital is 10 % considering two projects 'U' and 'V'. The following data are available. (15)

	Project U (₹)	Project V (₹)
<b>Initial Investment</b>	<b>1,80,000</b>	<b>1,80,000</b>
	<b>Cash Inflows</b>	<b>Cash Inflows</b>
<b>Year 1</b>	40,000	50,000
<b>Year 2</b>	50,000	60,000
<b>Year 3</b>	70,000	75,000
<b>Year 4</b>	90,000	80,000
<b>Year 5</b>	1,00,000	90,000

Select the most suitable project by using the following methods:

- a) Pay Back Period
- b) Net Present Value at 10 % rate of discount
- c) Profitability Index at 10 % rate of discount

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**B.B.A. Sem-VI :**  
**SUBJECT : INTERNATIONAL FINANCE & FINANCIAL RISK MANAGEMENT**

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 8/12/2023

**W-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** Write a note on Pre and Post shipment Finance for the exporters. (10)
- Q.2** Describe the features of Foreign Exchange Market. (10)
- Q.3** Explain the Concept and Types of Risk. (10)
- Q.4** What are the challenges involved in International Financial Management? (10)
- Q.5** Write short notes on (**ANY TWO**): (10)
- a) Arbitrage
  - b) Factoring contract
  - c) External Commercial Borrowings (ECB)

**SECTION-II**

- Q.6** Distinguish between Domestic and International Finance with examples. (15)
- Q.7** What is the difference between 'Forward' and 'Future' contracts? (15)
- Q.8** Explain Documentary Credit and steps involved in its process. (15)

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

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 6/12/2023

**W-18867-2023**

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) Figures to the right indicate **FULL** marks.
  - 3) Answers to both the sections should be written in **SAME** answer book.
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**SECTION-I**

- Q.1** Explain objectives and scope of Industrial relations. (10)
- Q.2** Discuss the formation of Trade Union in India. (10)
- Q.3** Define lockouts? How does lockouts impact the organization? (10)
- Q.4** State the meaning and importance of disciplinary action? (10)
- Q.5** What is work committee? Explain the functions of work committee in large scale organization. (10)
- Q.6** Write short notes on **ANY TWO** of the following: (10)
- a) Strike
  - b) Grievance redressal
  - c) Arbitration

**SECTION-II**

- Q.7** Elucidate the strength and weakness of voluntary and compulsory conciliation. (15)
- Q.8** Discuss the machinery for prevention and settlement of industrial disputes in India. (15)
- Q.9** What is a misconduct? How will you proceed with disciplinary action? (15)

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**

**B.B.A. Sem-VI :**

**SUBJECT : CROSS CULTURAL HRM**

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 08-12-2023

**W-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** Elaborate on the cultural dimensions proposed by Hofstede in detail. **(10)**
- Q.2** Discuss the concept of cultural intelligence with suitable example. **(10)**
- Q.3** Define International HRM and its Approaches. **(10)**
- Q.4** Explain the process of international recruitment for an organization. **(10)**
- Q.5** Write short note on **ANY TWO** of the following: **(10)**
- a) Repatriation
  - b) Cross Cultural Ethics
  - c) Significance of Shift in Culture

**SECTION – II**

- Q.6** Write a note to your team members, explaining about the significance of cross culture leadership for organizational development. **(15)**
- Q.7** As a senior HR manager, what steps will you take to handle issues related to cross cultural communication? **(15)**
- Q.8** “International Human Resource Management has a major role to play in expansion strategies of an organization”. Justify the statement. **(15)**

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

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 6/12/2023

**W-18873-2023**

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. Figures to the **RIGHT** indicate **FULL** marks.
  3. Answers to both the sections should be written in **SAME** answer book.
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**SECTION – I**

- Q.1** What are the technologies requirements for an organization to run an electronic business regarding hardware and software? (12)
- Q.2** How E-commerce differ from E-business? Explain with proper example. (12)
- Q.3** What is Electronic Data Interchange? Explain its advantages and disadvantages. (12)
- Q.4** Explain in detail G2G and B2B model giving proper examples. (12)
- Q.5** Write short note on **ANY TWO** of the following : (12)
- a) Market Places
  - b) Solicited targeted
  - c) Sponsorships and Online Coupons

**SECTION – II**

- Q.6** What is meant by E-marketing? Explain how it is playing a vital role in the success of electronic Business. (12)
- Q.7** Explain with proper example pre-paid and post-paid payment systems available in E-commerce. (12)
- Q.8** What are the various security measures in E-commerce? Explain with proper example. (12)

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**

**B.B.A. Sem-VI :**

**SUBJECT : MANAGING FAMILY BUSINESS**

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 8/12/2023

**W-18874-2023**

Max. Marks : 60

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**N.B.**

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

- Q.1** Explain the individual roles and functions in family business. **(10)**
- Q.2** Elaborate on the nature, importance and uniqueness of family business. **(10)**
- Q.3** What steps should be taken to groom a successor in the family business? **(10)**
- Q.4** Describe the concept of family office and state its importance in the family owned business. **(10)**
- Q.5** What is the role of communication in family business? **(10)**
- Q.6** How can be conflicts resolved in family owned enterprises? **(10)**

**SECTION – II**

- Q.7** Write two examples of successful family business houses that have business more than two generations. **(15)**
- Q.8** Elaborate the process of succession planning. **(15)**
- Q.9** What is the impact of family values and family tradition in family owned businesses? **(15)**

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