

# End Semester Examination, Dec. 2023

BBA (G) International Business — First Semester

## ACCOUNTING PRINCIPLES (2.101)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Define the following:
- Cash flows.
  - Depreciation.
  - Receipts and payments.
  - Trial balance.
  - Errors of principle.
  - Revenue recognition concept.
  - Outstanding expense.
  - Contingent liability.
  - Users of accounting information.
  - Operating expenses.

**2×10**

### **PART-B**

- Q.2 a) Calculate total capital- Current assets of Mr. Ram on 31<sup>st</sup> Dec 2021 were Rs. 50000 and fixed assets were Rs. 50000. Liabilities were bills payable Rs. 8000. Outstanding expenses 5000, creditors Rs. 4000 [CO-1][L-3] **10**  
b) Explain in detail various accounting concepts and conventions in detail. [CO-1][L-3] **10**

- Q.3 Journalize the following transactions and post them into ledger and trial balance:
- May 1, 2021 Seema commenced business with Rs. 100000 in cash.
  - June 3, 2021 Bought machinery for Rs. 150000 on credit from Mr. Narain.
  - July 5, 2021 Sold goods on credit to Rajesh Rs. 7000
  - August 8, 2021 Rent paid Rs. 4000
  - September 10, 2021 Rajesh to whom goods were sold on 5 April became bad debts Rs. 6000

[CO-2][L-4] **20**

- Q.4 Explain the errors which are not disclosed by trial balance. Define trial balance and explain the methods of preparing trial balance. [CO-2][L-2] **20**

### **PART-B**

- Q.5 Prepare Store Ledger Card (SLC) forms the following information on 2021:

Jan 1	Opening Stock	600 units @ Rs. 10
Jan 4	Purchased	800 units @ Rs. 11
Jan 25	Issued	800 units
Feb 2	Issued	400 units
Feb 27	Purchased	400 units @ Rs. 12

[CO-3][L-5] **20**

- Q.6 From the following transactions of a concern, prepare the machinery account for ended 31<sup>st</sup> March, 2020:
- 1<sup>st</sup> April, 2019: Purchased machinery for Rs. 40,000.  
1<sup>st</sup> April, 2019: Spent Rs. 10,000 on repairs for making it serviceable.  
30<sup>th</sup> September, 2019: Purchased additional new machinery for 20,000.  
30<sup>th</sup> September, 2019: Repairs and renewals of machinery Rs. 3,000.  
1<sup>st</sup> October, 2019: Sold machinery purchased on 1<sup>st</sup> April for Rs. 10000.  
Depreciate the machinery at 10% p.a. using written down value method. [CO-3][L-6] **20**

- Q.7 Explain different activities of cash flow with the help of proper format and imaginary figures. [CO-4][L-2] **20**

# End Semester Examination, Dec. 2023

BBA (G) International Business — First Semester

## MANAGEMENT PRINCIPLES (2.102)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) "The term management and administration are interchangeable and are often used as synonymous". State the reason. [CO-2][L-1]
- b) Describe any four important roles of a manager. [CO-3][L-5]
- c) What is business environment? [CO-4][L-4]
- d) Describe in brief the role of organizing in management. [CO-6][L-2]
- e) What do you understand by Structure of an organization? [CO-1][L-6]
- f) Graphically represent the horizontal, vertical and grapevine communication. [CO-6][L-3]
- g) What do you understand by change management? [CO-2][L-2]
- h) Discuss the ant two important techniques of controlling. [CO-1][L-4]
- i) What do you understand by directing? [CO-3][L-5]
- j) Can leadership change the culture of an organization? Discuss with an example. [CO-4][L-6] **2×10**

### **PART-A**

- Q.2 a) "Management is the art of getting things done, and a science of decision making". Discuss in detail. [CO-1,4,6][L-4,6] **10**  
b) Discuss the role of planning in management. [CO-1,4,6][L-4,6] **10**
- Q.3 a) What do you understand by corporate social responsibility? Explain the concept using live examples from the industry. [CO-2,3][L-4,6] **10**  
b) Discuss the meaning, methods and importance of departmentalization. [CO-4,5][L-2,5] **10**
- Q.4 Write short notes on **any two** of the following in about 200 words each:  
a) Situational theory of leadership. [CO-1,4][L-1,6]  
b) Levels of management. [CO-5,3][L-2,4]  
c) ERG theory of motivation. [CO-6,5][L-3,4,5] **10×2**

### **PART-B**

- Q.5 Is it possible to manage conflicts in management? Discuss some of the techniques to manage conflicts. [CO-1,4][L-2,5] **20**
- Q.6 Differentiate between the following:  
a) Micro-environment and Macro-environment. [CO-1,3][L-1,3] **10**  
b) Groups and Teams. [CO-2][L-2,4] **10**
- Q.7 How morale is related with motivation and productivity? What measures would you take as a manager on leader to build the morale of your team members? [CO-6,5][L-3,4,5] **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business — First Semester  
**BUSINESS COMMUNICATION (2.111)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) What is encoding and decoding in a communication process?
- b) "Communication a dynamic process". How?
- c) Explain "Agenda".
- d) What do CC and BCC mean?
- e) What are the three advantages of E-mail?
- f) What are the 7Cs of communication?
- g) Explain clarity in business letters.
- h) How should one plan the introduction of your presentation?
- i) Explain "Complaint letter".
- j) Define sender in a communication process.

**2×10**

**PART-A**

Q.2 Differentiate between a complaint and a claim letter with relevant examples. [CO-2][L-4] **20**

Q.3 Explain the principles of communication. [CO-1][L-2] **20**

Q.4 Distinguish between notice and a memo. Give examples. [CO-1][L-2] **20**

**PART-B**

Q.5 Explain the elements that make a short business report. [CO-3][L-3] **20**

Q.6 What is the pre presentation preparation? Explain the importance of preparing beforehand. [CO-1][L-2] **20**

Q.7 You are the executive manager at Vodafone and you recently got a complaint from a loyal customer about his SIM card not working. Write an email apologizing for the issue and providing him a solution within 2 days. Sign yourself as Kim. [CO-3][L-4] **20**

# End Semester Examination, Dec. 2023

BBA (G) International Business – First Semester

## BUSINESS ECONOMICS (2.113)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Define "Scarcity".
- b) What is primary money supply and secondary money supply?
- c) Define "Public enterprises"
- d) Who is an entrepreneur?
- e) State any two factors affecting demand.
- f) State two functions of money.
- g) Name any two non-banking financial institutions.
- h) Define "Average variable cost". How it is calculated?
- i) Define "National income".
- j) What do you mean by voluntary unemployment?

**2×10**

### **PART-A**

Q.2 a) What is law of demand? Explain the same with the help of demand schedule and demand curve? [CO-1][L-2] **10**

b) What is production function? State features of any two factors of production? [CO-1][L-2] **10**

Q.3 a) What do you mean by monopolistic competition market? Explain its features and pricing strategy? [CO-3][L-2] **10**

b) Explain the income method of calculating national income? Also state the precautions to be taken while estimating national income by income method? [CO-4][L-3] **10**

Q.4 a) Explain the production method of calculating national income and also state precautions to be taken while estimating national income by production method. [CO-4][L-3] **10**

b) Explain how equilibrium price is determined. How changes in demand and supply situations affect equilibrium price and quantity? [CO-2][L-2] **10**

### **PART-B**

Q.5 a) What do you mean by central bank? What are the functions of central bank? [CO-4][L-2] **10**  
b) Explain "Quantity theory of money" in detail. [CO-4][L-2] **10**

Q.6 a) Explain the problem of Unemployment with its causes and consequential effects. [CO-4][L-3] **10**

b) "Infrastructure development and economic development are two sides of same coin". Elaborate. [CO-4][L-3] **10**

Q.7 a) What is money? Explain functions performed by money in an economy. [CO-4][L-2] **10**

b) Write a note on public private partnership model adopted now days to achieve economic growth. [CO-4][L-2] **10**

**End Semester Examination, Dec. 2023**  
**BBA (G) International Business — First Semester**  
**BUSINESS MATHEMATICS AND STATISTICS (2.115)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) What is the difference between frequency and mode?
- b) Calculate median for the following series:  
211, 219, 300, 344, 292, 282, 317, 290
- c) If  $a = 8$  and  $d = 3$ . Find fifth term of the A.P.
- d) Find S.I. on Rs.10000/- at 10% p.a. for 2 years.
- e) Find degree of the equation:  $x^2y^2 + 2x^3y + 2xy^3 + 4x^2y + 18x - 15 = 0$ .
- f) If  $a = 5$  and  $r = 2$ . Find  $T_5$ .
- g) If  $2^{x+4} = 32$ . Find  $X$ .
- h) Write any two rules of exponents.
- i) Write the relation between the roots of a quadratic equation.
- j) Give an example of individual and continues series. [CO-1,3][L-2] **2×10**

**PART-A**

- Q.2 a) If one root of  $3x^2 - 2px - 1$  is  $1=0$ ; find the other root and also find value of  $p$ . [CO-1][L-3] **10**
- $\frac{xy}{x+y}$
- b) If  $3^x = 5^y = 15^z$ , prove that  $Z = \frac{xy}{x+y}$ . [CO-1][L-3] **10**
- Q.3 a) Sum the series:  $3+33+333+\dots$  to  $n$  terms. [CO-1][L-3] **10**
- b) If the 5<sup>th</sup> term of an A.P. is 10 and 10<sup>th</sup> term is 5, find the sum of its 15 terms. [CO-2][L-3] **10**
- Q.4 a) The difference between simple interest and compound interest for a certain sum of money is Rs. 80 at 10% p.a. for 2 years. Find the principal. [CO-1][L-3] **10**
- b) Find the difference between compound interest and simple interest on Rs. 15,000 at 12% p.a. for 3 years. [CO-1][L-3] **10**

**PART-B**

- Q.5 a) What do you mean by statistics? Write down the scopes and functions of statistics. [CO-2][L-2] **10**
- b) What do you mean by tabulation? Explain the different parts of a table with the help of examples. [CO-2][L-2] **10**
- Q.6 a) Find median, mode,  $Q_3$  and  $D_7$  from the following data:

Marks :	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No of students	8	11	13	19	7	6	4	1

[CO-3][L-3] **10**

- b) Calculate Mean and Standard deviation for the data given below:

C.I.	0-4	4-8	8-12	12-16	16-20	20-24	24-28	28-32
Frequency	6	10	15	17	8	7	2	1

[CO-3][L-3] **10**

- Q.7 a) Why correlation is said to be non-sense? Write the properties of regression coefficients and also differentiate between correlation regressions. [CO-4][L-3] **10**
- b) Find Rank correlation coefficient for the data given below:

X:	12	13	14	20	18	19	17	16	20	18
Y:	35	38	40	36	37	42	44	43	41	40

[CO-4][L-3] **10**

# End Semester Examination, December 2023

BBA (G) International Business – Fifth Semester

## STRATEGIC MANAGEMENT (2.222)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Define the term corporate governance and explain its relevance in strategic management. [CO-1][L-2]
- b) What is SWOT analysis and how does it help organizations in strategic decision-making? [CO-1][L-2]
- c) Briefly describe the concept of business ethics and its significance in strategic management. [CO-1][L-2]
- d) Explain the difference between corporate-level strategy and business-level strategy. [CO-1][L-2]
- e) What is the primary purpose of environmental scanning in the strategic management process? [CO-1][L-2]
- f) Provide an example of a functional-level strategy and its role in achieving organizational objectives. [CO-1][L-2]
- g) Discuss the importance of strategic control in the implementation of organizational strategies. [CO-1][L-2]
- h) Define Competitive Environment (CE) scanning and list three factors that organizations typically consider during CE scanning. [CO-1][L-2]
- i) How can leadership contribute to the successful activation of organizational strategies? [CO-1][L-2]
- j) Briefly explain the steps involved in the strategic management process. [CO-1][L-2]

**10×2**

### **PART-A**

Q.2 Explain the strategic management process comprehensively. Provide a detailed description of each stage in the process, highlighting its significance and the key activities involved. Use examples to illustrate your points. [CO-2][L-2] **20**

Q.3 You are the manager of a company in a highly competitive industry. Discuss how you would conduct an industry analysis and a Competitive Environment (CE) scanning to gain a competitive advantage. Provide a step-by-step approach and explain the importance of each step. Use a real or hypothetical industry as a reference for your answer. [CO-3][L-3] **20**

Q.4 Select a well-known multinational corporation and analyze its corporate-level strategy, business-level strategy, and functional-level strategy. Explain how these strategies align with the organization's overall mission and goals. Provide specific examples to support your analysis. [CO-4][L-5] **20**

### **PART-B**

Q.5 Discuss the challenges and opportunities associated with implementing a new corporate strategy in a large organization. Identify and explain the key factors that can influence the success or failure of strategy implementation, including structural and behavioral aspects. Use relevant examples or case studies to support your discussion. [CO4][L4] **20**

**P.T.O.**

- Q.6 Imagine you are a consultant hired by a company to evaluate the effectiveness of its current strategy. Describe the techniques and tools you would use for strategic evaluation and control. Discuss the specific metrics and measures you would consider, and explain how they can help the company assess its strategic performance. Provide recommendations based on your evaluation. [CO-2][L-5] **20**
- Q.7 Analyze the relationship between business ethics and corporate social responsibility (CSR). Discuss how a company's ethical practices and CSR initiatives can impact its reputation and long-term success. Provide real-world examples of companies that have effectively integrated ethics and CSR into their strategic decisions and the positive outcomes they have achieved. [CO-3][L-6] **20**



# End Semester Examination, Dec. 2023

BBA (G) International Business – Third Semester

## MARKETING MANAGEMENT (2.224)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following question:

- a) What is marketing plan? Explain with example. [CO-1][L-2]
- b) What do you understand of production concept? Explain with relevant examples. [CO-1][L-2]
- c) Differentiate between consumer and business markets. [CO-2][L-1]
- d) "Apple" enjoys better brand equity than "MI". Comment on it. [CO-2][L-4]
- e) What do you understand by market skimming pricing strategy? Sight example where a company successfully implemented it. [CO-2][L-3]
- f) What are hybrid channels of distribution? Sight examples. [CO-3][L-4]
- g) Comment on the role of social media on brand communication. [CO-3][L-3]
- h) Write a short note on sustainable marketing. [CO-4][L-6]
- i) What do you understand integrated marketing communication? Explain. [CO-4][L-5]
- j) Explain importance of relationship marketing in ensuring brand loyalty. [CO-4][L-3]

**2×10**

### **PART-A**

- Q.2 What is the marketing environment and its components? Explain the importance of scanning the marketing environment before making business decisions. [CO-1][L-1] **20**
- Q.3 List and explain the bases for segmenting consumer markets in detail. [CO-2][L-3] **20**
- Q.4 Explain pricing and its objectives. Also explain the process of setting initial price for a product along with the factors to be considered while setting price. [CO-2][L-3,4] **20**

### **PART-B**

- Q.5 Discuss different levels of distribution channel with suitable examples. Also discuss the functions of a distribution channel. [CO-3][L-4,5] **20**
- Q.6 What do you understand by promotion mix? Explain the components of promotion mix with relevant examples [CO-3][L-5] **20**
- Q.7 What is corporate social responsibility (CSR)? Describe CSR of a business towards its various stake holders. [CO-4][L-6] **20**

# End Semester Examination, Dec. 2023

BBA (G) International Business – Third Semester

## OPERATIONS MANAGEMENT (2.225)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- Mention the 5 P's of production management function.
  - What are operation research models?
  - What is supra-layout?
  - What is the centre of gravity model?
  - What is the capacity lag strategy?
  - What is total quality management?
  - Define 'Six Sigma'.
  - What does kaizen mean?
  - What is lean production?
  - What is the use of CPM?

[CO-1,3][L-1] **2×10**

### **PART-A**

- Q.2 Determine the best facility location using the factor rating method and weighted factor rating methods:

S. No.	Factor	Gwalior	Shimla	Kochi
1	Availability of raw material	5	2	3
2	Local regulations	5	1	1
3	Employee preference	4	5	4
4	Land costs	1	5	3
5	Political support	2	5	3

[CO-3][L-5] **20**

- Q.3 Potential Locations A, B, and C have the cost structures below for manufacturing a product expected to sell for Rs 2700-per-unit. Find the most economical location for an expected volume of 2,000 units per year:

Site	Fixed Cost/Year	Variable Cost/Unit
A	60,00,000	1500
B	70,00,000	500
C	50,00,000	4000

[CO-4][L-4] **20**

- Q.4 A company XYZ Ltd Offers variety and thus has flexibility for customizations in the product. Design a layout that is suitable for low production volume and such that the breakdown of one machine does not lead to an overall stoppage.

[CO-4][L-4] **20**

### **PART-B**

- Q.5 A manufacturing plant has to produce 360 parts in 10 hours/shift in a day. There are 8 processes, which are listed below. Balance the assembly line problem and answer the following:
- Draw the precedence diagram.
  - What is the efficiency of the plant?
  - What is the balance delay in the plant?
  - What is the smoothing index?

**P.T.O.**

Process	Precedence	Time
A	-	90
B	-	30
C	A	70
D	A, B	10
E	C, D	30
F	D	60
G	E	50
H	E, F, G	50

[CO-5][L-3] **20**

- Q.6 The MRF makes a variety of tyres. Its tyres exhibit a highly seasonal demand pattern, with peaks during the winter months. Given the following costs and quarterly sales forecasts, determine whether level production or chase demand would more economically meet the demand for tyres:

Quarter	Sales Forecast	Cost
Spring	80,000	Hiring cost=Rs. 100 per worker
Summer	50,000	Firing cost=Rs. 500 per worker
Fall	1,20,000	Inventory cost=Rs. 0.50/tyre/quarter
Winter	1,50,000	Regular Prod. Cost=Rs. 2.00
		Prod. Per emp=1000 tyres/quarter

Beginning workforce=100 workers.

[CO-2][L-5] **20**

- Q.7 Infosys has 4 software development projects to complete and 4 engineers with varying degrees of expertise in software development. Estimates of development times (in hours) for each project by each worker are shown below. Development time costs an average of Rs. 100 an hour. Assign each engineer to a project so that the cost is minimized:

	Project 1	Project 2	Project 3	Project 4
Bipin	10	5	6	10
Kishan	6	2	4	6
Nishant	7	6	5	6
Chhaya	9	5	4	10

[CO-2][L-4] **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business – First Semester  
**INTRODUCTION TO INTERNATIONAL BUSINESS (2.231)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following:

- a) Two functions of IMF.
- b) Define Political ideologies.
- c) Define Portfolio investment.
- d) Any two objectives of export import policy.
- e) Benefits of privatization.
- f) Trends in India foreign Trade.
- g) Define Globalization.
- h) Two advantages of studying international business environment.
- i) Define Multinational corporations.
- j) Define Ethnocentric approach.

**2×10**

**PART-A**

Q.2 Define "International Business Environment". Also explain the factors affecting the functioning of a business while operating internationally. **20**

Q.3 What do you understand by culture? Describe the characteristics of culture and its relevance in relation to foreign trade. **20**

Q.4 Discuss the theory of absolute cost advantage with an example. What are its assumptions and implications? **20**

**PART-B**

Q.5 How do you determine exchange rates? What are the advantages and disadvantages of fixed exchange rate system? **20**

Q.6 Discuss in detail the various types of export procedures. Explain it with the help of suitable examples. **20**

Q.7 What is human resource management? Explain important functions of international human resource management what is organizational culture? **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business – Third Semester  
**BUSINESS AND SOCIAL ETHICS (2.350)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Business ethics.
- b) Green mail.
- c) Corporate governance.
- d) Code of ethics.
- e) E-governance.
- f) Ethics in HRM.
- g) Employee welfare ethics.
- h) Qualities of chairman.
- i) Ethics and standards in career planning.
- j) Voluntary retirement scheme.

[CO-1,2,3][L-2,3,4] **2×10**

**PART-A**

Q.2 Explain the term business ethics. Discuss the concepts and significance of business ethics. [CO-1,2][L-2,3] **20**

Q.3 What are international codes of business conduct in business organization? Why it is necessary? Discuss the various steps involved in it? [CO-1,2][L-3,4] **20**

Q.4 Write short notes on the following:

- a) Ethical value system.
- b) Role of CFO.

[CO-2,3][L-3,4] **10×2**

**PART-B**

Q.5 Distinguish between the following:

- a) Green governance and E-governance.
- b) Ethics in marketing and ethics in advertising.

[CO-3,4][L-4,5] **10×2**

Q.6 What do you understand by corporate social responsibility? Explain the factors affecting in favour and in against with suitable examples. [CO-1,3][L-2,3] **20**

Q.7 Write short notes on the following:

- a) Fairness and efficiency in financial markets.
- b) Insider trading and rating agencies.

[CO-2,3][L-4,5] **10×2**

# End Semester Examination, Dec. 2023

BBA (G) International Business – Third Semester

## SERVICE MARKETING (2.355)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Mention the seven-marketing mix of service. [CO-1][L-1]
  - b) What is predicted service? [CO-1][L-2]
  - c) What do you understand by customer perception? [CO-2][L-1]
  - d) What is moment of truth in service encounter? [CO-2][L-2]
  - e) Draw the customer pyramid (Four-tier of customers in terms of profitability). [CO-2][L-2]
  - f) Draw the wheel of loyalty. [CO-2][L-1]
  - g) Name any two facilitating supplementary services in context to booking of ticket for visiting zoo. [CO-3][L-1]
  - h) What is physical evidence? [CO-3][L-1]
  - i) "Can services be standardized?" Comment on it. [CO-4][L-1]
  - j) What is the strategy used by marketer for adjusting capacity (too low) to match demand? [CO-4][L-1] **2×10**

### **PART-A**

- Q.2 Post COVID, Haldiram has stopped offering a few services like free home delivery, extra snack items, the quantity of meal has become less, the drinking water is also chargeable now and the like. Due to this there is lot of discontent among its loyal customers as well. It has embarked upon new challenges and it's finding difficulty in building brand image.

If you were the manager of this organization and wanted to apply the gaps model to improve service, how would you proceed with (in which order)? Also, in short discuss, the characteristics associated with this service. [CO-1][L-3] **20**

- Q.3 In India, INOX cinemas, have started issuing m-tickets for theatre entry, and a trend is picking up in the other sectors too. The m-ticketing services allows users to utilize the voice-based booking services to choose a movie, make payment via credit cards, and conform the booking. The tickets can then be collected after showing the SMS and the credit card used while making the booking. This can further be used to send regular updates on movies and inform customers about forthcoming movies and offers. The potential of this sector is huge and soon cinema may become an impulse purchase. You are the manager of INOX cinemas in India; give your insight in detail about customer expectation of such a service and apply the consumer buying behavior three-stage model in Indian context. [CO-2][L-3] **20**

- Q.4 What is customer loyalty important to a firm's profitability? What are the different types of relationships bonds customers can have with their service providers? What are the recovery strategies for handling customer complaints? [CO-3][L-2] **20**

### **PART-B**

- Q.5 Consider the university or school you currently attend. Create the service product for it. What are examples of hard standards and soft standards that would address student

**P.T.O.**

requirements? In short, discuss what steps you would suggest for development of customer-defined service standards. [CO-4][L-4,5] **20**

Q.6 Starbucks, the international coffee mega-success story, is venturing into music in a big way in effort to strategically reinvent its brand. Its new Hear Coffee Houses allow customers to create a total experience around coffee, socializing and music. "Consultant, researchers, and strategies are urging companies to think about their customers in a new way. Instead of viewing customers as end recipients of predesigned goods and services, they encourage a view of customers as active co-creators of value". Do you agree to this statement? In context to Starbucks, can you design essential strategies for enhancing customer participation and employee role in delivering services? [CO-3][L-6] **20**

Q.7 Which elements of the marketing communications mix would you use for each of the following scenario? Give reasons to you answer.  
a) A newly established gym center in an urban shopping center.  
b) An established insurance service provider facing declining patronage because of new competitors. [CO-3][L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business – Fifth Semester  
**APPLIED MARKETING MANAGEMENT (2.361)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define **any five** of the following:

- a) Meaning of coding.
- b) Secondary data.
- c) Concept of social marketing.
- d) Primary scales of measurement.
- e) Descriptive.
- f) Casual research.
- g) Probability.
- h) Non-Probability sampling.

**4×5**

**PART-A**

Q.2 Define 'research'. Discuss in detail the characteristics of research in marketing. Also elaborate the process of research. [CO-1,2 ][L-2,3] **20**

Q.3 Define 'marketing research'. Describe in detail step by step process of marketing research process. [CO-2,4][L-4] **20**

Q.4 What do you understand by marketing information system? Explain in detail the significance of marketing information system. [CO-2,3][L-1,3] **20**

**PART-B**

Q.5 What is the concept of hypothesis? Describe the process of hypothesis testing with suitable examples. [CO-2,3][L-3,4] **20**

Q.6 a) Elaborate the difference between data entry and coding. [CO-3][L-4,5] **10**  
b) How to write a standard research report? [CO-3][L-4,5] **10**

Q.7 Write short notes on the following:

- a) Data interpretation and data analysis.
- b) Process of writing research paper.

[CO-3,4][L-6] **10×2**



**End Semester Examination, Dec. 2023**  
BBA (G) International Business — First Semester  
**ACCOUNTING SYSTEM AND PROCESSES (THEORY) (ACCT-510)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- |   |                         |
|---|-------------------------|
| a) What do you mean by double entry system? | [CO-1][L-2]             |
| b) Define 'accounting cycle'.               | [CO-1][L-2]             |
| c) What is double entry system?             | [CO-1][L-1]             |
| d) Define 'depreciation'.                   | [CO-3][L-1]             |
| e) What do you mean by bad-debts?           | [CO-2][L-2]             |
| f) Why income statement is made?            | [CO-2][L-3]             |
| g) Show the format of operating activities. | [CO-4][L-6]             |
| h) What is LIFO?                            | [CO-3][L-2]             |
| i) Define 'periodic inventory'.             | [CO-4][L-2]             |
| j) Define 'accounting standards'.           | [CO-1][L-2] <b>2×10</b> |

**PART-A**

- Q.2 a) Explain the process of accounting and any four advantages and disadvantage of accounting. [CO-1][L-2] **10**
- b) Post the following in accounting equation along with nature of accounts:
- Commenced business with capital Rs. 115,000/-
  - Bought plant for Rs. 19,000/-
  - Purchased goods for cash Rs. 20,000/- and on credit from Ms. Heer for Rs. 1500/-.
  - Sold goods to Neeta on credit Rs. 10,000/-
  - Salary paid 15,000/- [CO-1][L-2] **10**

- Q.3 Journalise the following and post them into ledger and trial balance:
- |   |             |
|---|-------------|
| Jan 9 cash deposited in bank                | Rs. 10000/- |
| Feb 20 purchased new machinery              | Rs. 1700/-  |
| March 18 commission received from Mr. Sunil | Rs. 500/-   |
| April 28 sold goods to Ms. Nina             | Rs. 2000/-  |
| May 9 depreciation on machinery             | Rs. 800/-   |
- [CO-2][L-5] **20**

- Q.4 What do you mean by cash flow statements? Draw the detailed format of all three activities under cash flow statements. [CO-3][L-6] **20**

**PART-B**

- Q.5 a) What are the advantages and disadvantages of LIFO and FIFO methods? [CO-3][L-2] **10**
- b) Difference between perpetual and periodic inventory systems. [CO-4][L-4] **10**
- Q.6 Mr. Kishore purchased a machine for Rs. 1,00,000/- on Jan 01, 2022 and installation charges amounted to Rs. 10000/-. Depreciation is written off 10% on written down method.

**P.T.O.**

Draw machine account and depreciation account for first three years given that the book of accounts closes on Dec 31 every year; and the firm charges depreciation to asset account. [CO-4][L-3] **20**

Q.7 From the following data calculate:

- a) Current ratio.
- b) Quick ratio.
- c) Gross profit ratio.
- d) Debt equity ratio.
- e) Proprietary ratio.

Particular	Rs.	Particular	Rs.
Equity share capital	40,000	Plant and machinery	24,000
Capital reserve	8,000	Land and buildings	40,000
8% Loan on mortgage	32,000	Furniture and fixtures	16,000
Creditors	16,000	Stock	12,000
Bank overdraft	4,000	Debtors	12,000
Taxation:		Investments (Short-term)	4,000
Current	4,000	Cash in hand	12,000
Future	4,000		
Profit and Loss A/C	12,000		
	1,20,000		1,20,000

[CO-3][L-5] **20**

## End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets/Digital Marketing) - First Semester  
**BUSINESS ORGANISATION AND MANAGEMENT (BBA-101B)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain the following:

- a) Business system.
- b) Mixed economy.
- c) Difference between commerce and trade.
- d) Management and administration.
- e) Types of leadership style.
- f) Management by objective.
- g) Define 'planning'.
- h) Management information system.
- i) Decision making.
- j) Joint stock company.

**2×10**

### **PART-A**

Q.2 Define 'business'. Describe in detail the nature and functions of business organization.  
[CO-1,2][L-2] **20**

Q.3 Write notes on the following:

- a) Advantages and disadvantages of sole proprietorship.
- b) Partnership deed.

[CO-2,3][L- 1,2] **10×2**

Q.4 a) Describe the role of SEBI.

- b) Discuss the role and significance of entrepreneurship.

[CO-1,3][L-2,3] **20**

### **PART-B**

Q.5 Define 'management'. Discuss the contributions of Henry Fayol towards management.  
[CO-2,3][L-1,2] **20**

Q.6 Write notes on the following:

- a) Delegation of authority.
- b) Centralisation and decentralization.

[CO-1,2][L-3] **10×2**

Q.7 Define controlling and describe the process of control.

[CO-3,4][L-2,3] **20**

**End Semester Examination, Dec. 2023**  
**BBA (General/Banking and Financial Markets) – First Semester**  
**BUSINESS MATHEMATICS (BBA-102/BBA-102A)**

Time: 3 hrs.

Max. Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Write in roster form:  $A = \{x: x \text{ is an integer and } -2 < x < 4\}$ .
- b) If  $2^{y+3} = 32$ . Find Y.
- c) If  $a = 5$  and  $d = -2$ . Find  $T_7$ .
- d) What is square matrix?
- e) Differentiate  $(3X^2+4X+12)$  with respect to X.

f) If  $A = \begin{bmatrix} 3X+5 & 5 \\ 7 & 2 \end{bmatrix}, B = \begin{bmatrix} 2 & 5 \\ 7 & 2 \end{bmatrix}$ , also  $A = B$ , then find the value of X.

g) What do you mean by Equal and Equivalent sets?

h) If  $A = \begin{bmatrix} 2X+8 & 17 \\ 19+Y & 21 \end{bmatrix}, B = \begin{bmatrix} Y+19 & Z \\ 2Y+X & 22+W \end{bmatrix}$ , then find the matrix  $A+B$ .

i) What is symmetric difference of two sets?

j) What is the condition for D, when roots are real and equal?

**2×10**

**PART A**

Q.2 a) In a college, 200 students are randomly selected. 140 like tea, 120 like coffee and 80 like both tea and coffee. Find, how many students like:

i) Tea only, ii) Coffee only and iii) neither tea nor coffee.

**10**

b) If  $A = \{1,2,3,4,5\}, B = \{2,4,6,8\}, C = \{3,5,7,9\}$  and  $U = \{1,2,3,4,5,6,7,8,9,10\}$  then verify that:

i)  $A-B = B^c - A^c$

ii)  $A-(B-C) = (A-B) \cup (A \cap C)$ .

iii)  $(A \cup B) \cap (A \cup B^c) = A$ .

**10**

Q.3 a) If  $3^x = 4^y = 12^z$ , prove that  $z = \frac{xy}{x+y}$ .

**10**

b) The difference between simple interest and compound interest for a certain sum of money is Rs. 45 at 10% p.a. for 3 years. Find the principal.

**10**

Q.4 a) Sum the series:  $2+22+222+\dots$  to n terms.

**10**

b) The sum of three numbers in A.P. is -3 and their product is 8, find the numbers.

**10**

**PART B**

Q.5 a) If the 3<sup>rd</sup> term of an A.P. is 7 and 7<sup>th</sup> term is 3, find the sum of its 12 terms.

**10**

b) Draw graph of  $y = x^2 - 3x + 2$ . Also find intercept of x.

**10**

**P.T.O.**

Q.6 a) Solve the following system of linear equations: **10**  
 $2x + y + 2z = 0$ ,  $2x - y + z = 10$  and  $x + 3y - z = 5$

b) If  $A = \begin{bmatrix} 2 & -3 \\ 3 & 4 \end{bmatrix}$ , show that  $A^2 - 6A + 17I = 0$ . Hence find  $A^{-1}$ . **10**

Q.7 a) Find  $\frac{dy}{dx}$  ; if  $y = \frac{(2x+9)}{(5x-4)}$  **10**

b) If  $y = (x + \sqrt{x^2 - 1})$ , then prove that  $(y - x) \frac{dy}{dx} - y = 0$ . **10**

## End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets/Digital Marketing) – First Semester  
**MANAGERIAL ECONOMICS (BBA -108)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief: [CO-1-4][L-1,2]
- a) Define term resources and wants. [CO-1][L-2]
  - b) Explain the concept of Opportunity Cost with suitable example. [CO-1][L-1,2]
  - c) Explain the concept of Demand. [CO-2][L-2]
  - d) Define Cross Elasticity of Demand. [CO-3][L-2]
  - e) Define term Utility. [CO-2][L-2]
  - f) Elaborate the concept of budget Line. [CO-2][L-1,2]
  - g) Define Production Function and explain four factors of production. [CO-2][L-2]
  - h) Distinguish between Fixed Costs and Variable Costs. [CO-1,2][L-3]
  - i) Explain the role of Profit in Business Economics. [CO-2][L-2]
  - j) Mention any four key features of Perfect Competition. [CO-2][L-2,3] **2×10**

### **PART-A**

- Q.2 What is production possibility curve (PPC)? Showcase the trade-offs between two different goods or services, Explain the same with suitable graph? [CO-2][L-2,3] **20**
- Q.3 What does the Law of Demand state? What are exceptions to Law of Demand? [CO-3,][L-3, 4] **20**
- Q.4 Differentiate between socialist, capitalist and mixed economy. [CO-3][L-4] **20**

### **PART-B**

- Q.5 What are laws of Production? Explain Law of Variable Proportions with suitable examples and diagrams? [CO-3,4][L-4,5] **20**
- Q.6 What are various types of costs in economics, and how do they differentiate between explicit and implicit costs? Provide examples to illustrate these cost concepts. [CO-4][L-5] **20**
- Q.7 What are the key characteristics of monopolistic competition, and how does price determination occur in this market structure? [CO-4,5][L-6] **20**

**End Semester Examination, Dec. 2023**  
BBA (Gen/Banking/Digital Markets/BIA/RM) – Third Semester  
**COST AND MANAGEMENT ACCOUNTING (BBA-303)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- |  |                         |
|--|-------------------------|
| a) Define 'economic order quantity'.               | [CO-1][L-1]             |
| b) Explain indirect costs.                         | [CO-1][L-1]             |
| c) What do you mean by cost elements?              | [CO-1][L-1]             |
| d) What is overhead?                               | [CO-4][L-2]             |
| e) Define 'maximum level of stock'.                | [CO-2][L-1]             |
| f) Define 'FIFO'.                                  | [CO-2][L-1]             |
| g) What is standard costing?                       | [CO-3][L-1]             |
| h) Explain break-even point with assumption.       | [CO-4][L-2]             |
| i) What is margin of safety? How it is calculated? | [CO-4][L-1]             |
| j) Explain C-V-P analysis.                         | [CO-4][L-3] <b>2×10</b> |

**PART-A**

Q.2 Define 'cost accounting'. What are the objectives of cost accounting? Discuss different types of costs with examples. [CO-1][L-2] **20**

Q.3 What do you understand by overheads? Classify overheads on the basis of functions and elements and explain with suitable examples. [CO-2][L-3] **20**

Q.4 Write notes on:

- |                                    |                        |
|------------------------------------|------------------------|
| a) Average stock level.            |                        |
| b) Periodic inventory system.      |                        |
| c) Material cost variance.         |                        |
| d) Favorable and Adverse Variance. | [CO-2][L-4] <b>5×4</b> |

**PART-B**

Q.5 Define Budget. Discuss budgetary control and its importance to business? Discuss different types of budgets in detail. [CO-4][L-4] **20**

Q.6 The following information at 50% capacity is given. Prepare a flexible budget at 80%, 90% and 100% capacity.

60% capacity (6000 Units.)

Fixed Expenses :	
Salaries	60,000
Rent & taxes	50,000
Depreciation	70,000
Administrative Expenses	80,000
Variable Expenses :	
Material	2,00,000
Labour	2,50,000
Semi-Variable Expenses:	
Repairs (40% fixed, 60% variable)	1,00,000

[CO-3] [L-5] **20**

**P. T. O**

Q.7 Following information is given about The ThreeTee Pvt. Ltd:

Fixed Cost	Rs. 15,000
Selling Price	Rs. 15 per unit
Variable cost	Rs. 11 per unit

You are required to calculate the following:

- Contribution.
- P/V ratio.
- B.E.P sales in Rs and in units.
- Amount of sales in Rs. and in units, if it is desired to earn a profit of Rs. 20,000/-.

[CO-4][L-6] **20**



**End Semester Examination, Dec. 2023**  
BBA (Gen/Banking/Digital Markets/BIA/RM) – Third Semester  
**HUMAN RESOURCE MANAGEMENT (BBA-304)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Differentiate between:

- a) HRM and HRD.
- b) Job analysis and job description.
- c) Time wage rate and piece wage rate.
- d) Layoff and retrenchment.
- e) Career planning and succession planning.

[CO1,2,3,4][L1-4] **4×5**

**PART-A**

Q.2 Explain the term HRM. Describe the managerial and operative functions of HRM.

[CO-1,2] [L-2,3] **20**

Q.3 What is manpower planning? Why it is necessary? Discuss the various steps involved in it.

[CO-1,2] [L-3,4] **20**

Q.4 What are the findings of HR School for the effective management of human relation?

[CO-2,3] [L-3,4] **20**

**PART-B**

Q.5 Distinguish between the following:

- a) Training and development.
- b) On the job and off the job training.

[CO-4] [L-4] **10×2**

Q.6 Discuss the scope of wages and salary administration? What problems arises in wages and salary administration?

[CO-1,3] [L-2,3] **20**

Q.7 Discuss the provisions of factory act 1948 regarding the health of industrial workers.

[CO-2,3] [L-4,5] **20**

## End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — First Semester  
**BUSINESS MATHEMATICS (BBA-DS-101)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following:

- The sum of the first three terms of a G.P. is  $21/2$  and their product is 27. Find the common ratio. [CO-1][L-2]
- Find a geometric progress for which the sum of first two terms is -4 and the fifth term is 4 times the third term. [CO-1][L-3]
- Discuss the concept of factorial. [CO-1][L-2]
- Discuss present and future value of annuity. [CO-1][L-2]
- Relation between simple interest and compound interest. [CO-2][L-5]
- Definition of ratio. [CO-1][L-1]
- Assumptions of LPP. [CO-1][L-1]
- Hunganan assignment method. [CO-1][L-2]
- Degeneracy in transportation model. [CO-1][L-2]
- Traveling salesman problem. [CO-3][L-2] **2×10**

### **PART-A**

- Discuss continued, direct and inverse proportion by taking suitable examples. [CO-1][L-2] **10**
  - Explain the concept of annual interest. [CO-1][L-2] **10**
- Deva took a loan of Rs. 1200 with simple interest for as many years as the rate of interest. If she paid Rs. 432 as interest at the end of the loan period, what was the rate of interest? [CO-2][L-3] **10**
  - On a certain sum of money, after 2 years the simple interest and compound interest obtained arc Rs. 400 and Rs. 600 respectively. What is the sum of money invested? [CO-2][L-3] **10**
- Explain inverse and joint variation by taking suitable examples [CO-1][L-5] **20**

### **PART-B**

- Using the graphical method of LPP, find the maximum value of  $z = 7x_1 + 10x_2$  subject to the constraints:  
 $x_1 + x_2 \leq 30000$   
 $x_2 \leq 12000$   
 $x_1 \geq 6000$   
 $x_1 \geq x_2$   
 $x_1, x_2 \geq 0$  [CO-3][L-4] **20**
- A company is spending Rs. 1000 on transportation of its units from three plants to four distribution centres. It has calculated cost to different plants to distribution centre, given below in Rs. The supply and demand of units is given below. Will the company save by optimal scheduling?

	Distribution Centres				
Plant	D1	D2	D3	D4	Availability
P1	19	30	50	12	7
P2	70	30	40	60	10
P3	40	10	60	20	18
Requirements	5	8	7	10	

[CO-4][L-5] **20**

Q.7 The following table shows the time taken in (minutes) to complete 5 jobs. Obtain the optimal solution to the problem:

	Jobs				
Operators	J1	J2	J3	J4	J5
A	6	2	5	2	6
B	2	5	8	7	7
C	7	8	6	9	8
D	6	2	3	4	5
E	9	3	8	9	7
F	4	7	4	6	8

[CO-4][L-5] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**BUSINESS ORGANIZATION AND MANAGEMENT (BBA-DS-102)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Business system.
- b) Stock exchange.
- c) Business risk.
- d) Mixed economy.
- e) Joint stock company.
- f) Business idea.
- g) Division of labour.
- h) Delegation of authority.
- i) Motivation.
- j) Management by objective.

**2×10**

**PART-A**

Q.2 What do you understand by the term business? Explain the nature and function of business organization. [CO-1,2][L-2] **20**

Q.3 Write short notes on the following:

- i) Sole proprietorship.
- ii) Partnership deed.

[CO-2][L-1,2] **10×2**

Q.4 Define "Entrepreneurship". Discuss in detail the entrepreneurial opportunities in contemporary business. [CO-2,3][L-2,3] **20**

**PART-B**

Q.5 Define the term management. Enumerate the role and significance of management in the present society? [CO-2,3][L-2] **20**

Q.6 Define "Controlling". State the various requirements of good controlling.

[CO-2] [L-2] **20**

Q.7 Write short notes on the following:

- a) Decision making.
- b) Style of leadership.

[CO-4,3][L-3,4] **10×2**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**COMPUTER FUNDAMENTALS (BBA-DS-103)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Perform binary addition for the following numbers. [CO-1][L-2]
  - b) What are ASCII and EBCDIC? [CO-1][L-3]
  - c) What is a desktop publishing system? [CO-2][L-1]
  - d) What do you mean by system software? [CO-3][L-1]
  - e) Define 1's complement and 2's complement in binary arithmetic. [CO-3][L-2]
  - f) Define Internet, Intranet, and Extranet. [CO-4][L-1]
  - g) Briefly explain the concept of cloud computing. [CO-2][L-5]
  - h) What is the Internet of Things (IoT)? [CO-2][L-1]
  - i) What is the octal decimal number system? [CO-2][L-1]
  - j) What is cyber security? [CO-3][L-2] **2×10**

**PART-A**

- Q.2 Discuss the impact of evolution in computer advancements on the characteristics of computers, such as speed, storage, and accuracy. Provide specific examples and applications for each generation. [CO-1][L-2] **20**
- Q.3 a) Perform binary addition and subtraction for the following binary numbers:  
1101011 + 1010101 and 1001101 - 110011. [CO-2][L-5] **10**
- b) Explain the concept of 1's complement and 2's complement in binary arithmetic. Provide step-by-step examples of how to find the 1's complement and 2's complement of a binary number. [CO-2][L-5] **10**
- Q.4 Differentiate between primary and secondary memory in a computer system. Provide examples of each and discuss their respective roles in data storage. [CO-2][L-6] **20**

**PART-B**

- Q.5 Explain the importance of network and cyber security in today's digital landscape. Discuss common threats and security measures that individuals and organizations should implement to protect their data and systems. [CO-2][L-4] **20**
- Q.6 Discuss the concept of the Internet of Things (IoT) and its potential applications in various domains. Provide examples of how IoT devices can enhance efficiency and convenience in daily life. [CO-4][L-3] **20**
- Q.7 Describe how computers are utilized in the banking sector to enhance services and security. Discuss online banking, ATMs, and the role of computers in fraud detection and prevention. [CO-3][L-6] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**BUSINESS COMMUNICATION (BBA-DS-104)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) What is the primary purpose of business communication?  
i) To increase employee turnover.  
ii) To create a formal organizational structure.  
iii) To discourage teamwork.  
iv) To facilitate effective information flow. [CO-1][L-1]
- b) What does the term "Seven Cs" refer to in communication?  
i) A list of seven communication theorists.  
ii) Seven essential components of effective communication.  
iii) Seven common communication myths.  
iv) Seven stages of communication planning. [CO-1][L-1]
- c) Which of the following is NOT a type of inter-office communication?  
i) Memos.  
ii) Business reports.  
iii) Complaint letters.  
iv) Sales presentations. [CO-1][L-1]
- d) Which listening skill involves understanding the speaker's feelings and emotions?  
i) Critical listening.  
ii) Appreciative listening.  
iii) Selective listening.  
iv) Empathetic listening. [CO-1][L-1]
- e) In business writing, what is the purpose of using bullet points and numbered lists?  
i) To make the document longer.  
ii) To confuse the reader.  
iii) To highlight key points and improve readability.  
iv) To save paper. [CO-1][L-1]
- f) What is the significance of email etiquette in professional communication?  
i) It is unnecessary in business communication.  
ii) It helps maintain professionalism and clarity in emails.  
iii) It encourages the use of slang and informal language.  
iv) It only applies to outgoing emails. [CO-1][L-1]
- g) What is the role of body language in communication?  
i) To decode messages.  
ii) To convey non-verbal cues.  
iii) To create written reports.  
iv) To encode messages. [CO-1][L-1]
- h) What is the format typically used for writing business letters?  
i) Memo format.  
ii) Narrative format.  
iii) Block format.  
iv) Informal format. [CO-1][L-1]
- i) In intra-office communication, what is the purpose of circulars?  
i) To share personal updates.

- ii) To request a meeting.
  - iii) To communicate official announcements.
  - iv) To send a complaint. [CO-1][L-1]
- j) What is the significance of email etiquette in professional communication?
- i) It is unnecessary in business communication.
  - ii) It helps maintain professionalism and clarity in emails.
  - iii) It encourages the use of slang and informal language.
  - iv) It only applies to outgoing emails. [CO-1][L-1] **10×2**

### **PART-A**

- Q.2 In a business context, explain the concept of "networks of communication" and their role in fostering innovation within an organization. Provide real-world examples of how effective communication networks have contributed to innovative solutions. [CO-1][L-3] **20**
- Q.3 Imagine you are a supervisor in a customer service department. Discuss the various types of listening skills that your team members should possess to excel in their roles. Identify potential barriers they may encounter in their interactions with customers and suggest strategies to overcome these barriers. [CO-2][L-4] **20**
- Q.4 Analyze the impact of ineffective body language during a job interview. Provide examples of body language cues that can hinder a candidate's chances of success and explain why they are detrimental. [CO-2][L-4] **20**

### **PART-B**

- Q.5 You are part of the organizing committee for an upcoming team meeting. Explain the purpose of including an agenda in the meeting notice. Provide two examples of topics that should be included in the agenda for an effective team meeting. [CO-3][L-2] **20**
- Q.6 You work for a customer service department in a retail company. You have received a complaint from a customer regarding a defective product they purchased. Draft a professional response letter addressing the customer's issue and offering a suitable resolution. [CO-3][L-3] **20**
- Q.7 Explain different types of reports. [CO-4][L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/ Banking & Financial Markets) — First Semester  
**FINANCIAL ACCOUNTING (BBA-DS-105)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) What is accounting equation?
- b) What do you mean by accounting?
- c) Define Capital Expenditure.
- d) What is revenue expenditure?
- e) Define Suspense Account.
- f) Define Outstanding Expenses.
- g) Define Final Accounts.
- h) State two objectives of preparing trial balance.
- i) What is the difference between book keeping and accounting?
- j) Who are the different users of financial statements?

[CO-1][L-1-2] **2×10**

**PART-A**

- Q.2 a) What do you mean by term accounting? Mention its importance for end users of financial statements? [CO-1][L-3] **10**
- b) Discuss the scope of accounting and types of financial statements with their formats. [CO-1][L-2] **10**

Q.3 Somesh started business with name Shubh Labh Ltd. on 1<sup>st</sup> January, 2021 with a capital of Rs. 5,00,000 in cash. On the same date he opened the bank account in HDFC and deposited Rs. 1,70,000. During the month of January 2021, the following transactions took place:

Jan 1	Bought goods for cash	70,000
Jan 2	Goods sold to Rishabh Co. on credit	38,000
Jan 15	Goods sold for cash	9,000
Jan 21	Received from Rishabh Co. by cheque	35,000
Jan 22	Stationary bills paid in Ccash	2,000
Jan 24	Telephone bill paid in cash	500
Jan 26	Rent paid	2,000
Jan 28	Salary paid	3,000
Jan 31	Cash withdraw for personal use	5,000

You are required to pass the journal entries of the transaction and posting in ledger.

[CO-2][L-3] **20**

- Q.4 a) What are various types of errors need to detect in trial balance? [CO-3][L-2] **10**
- b) What is rectification of errors? Discuss the process of rectifying errors with suitable examples. [CO-3][L-2] **10**

**P.T.O.**



## **PART-B**

Q.5 Prepare trading account, profit and loss account and balance sheet in the prescribed form:

Share Capital (8000 shares @ 10/- each)		80,000
Stock on 1.1.2021	51000	
Purchase and sales	220000	330000
Returns	3800	
Gen. exp	1800	
Wages	12000	
Salary	18700	
Travelling	3200	
Advertisement	1550	
Rent and taxes	4900	
Discount rec.		2200
Bank interest	850	
Bad debts	2500	
Buildings	95000	
Plant & machinery	98000	
Debtors and creditors	45000	55500
Loan		25000
Cash	1400	
Reserves		23000
Preliminary exp.	11000	
P/L (credit)		55000

Adjustments:

- a) Transfer Rs. 10000 to reserve fund.
- b) Provide depreciation on building at 5%.
- c) Stock on 31.12.2022 was valued at Rs. 12000.
- d) Dividend at 15% on share capital is to be provided.
- e) Depreciation on Plant and machinery at 10%.

[CO-4][L-3] **20**

Q.6 a) What do you mean by depreciation? What are its different methods? Explain in detail.  
[CO-3][L-2] **10**

- b) On 1<sup>st</sup> April, 2017, KLG Limited company purchased a Machine for Rs. 2,90,000 and spent Rs. 10,000 on its installation. This machine was sold for ₹ 60,000 at the end of 3<sup>rd</sup> year. Give machine account and depreciation a/c in the books of the Company for 4 years after providing depreciation by straight line method. The books are closed on 31<sup>st</sup> March every year.  
[CO-3][L-3] **10**

Q.7 Explain double entry system, deferred revenue expenditure, convention of prudence and materiality concept.  
[CO-4][L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**FUNDAMENTALS OF FINANCIAL PLANNING (BBA-DS-106)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- Define 'phishing'.
  - Explain Beta.
  - What is subrogation?
  - What do you mean by gratuity?
  - Explain private sharpe ratio.
  - Explain the concept of Will.
  - What is covariance?
  - What is correlation?
  - What is education planning?
  - Explain section 80C of income tax act.

**2×10**

**PART-A**

- Q.2 a) What is financial planning? Explain the steps in financial planning process. [CO-1][L-4] **10**
- b) At the end of March 31, 2013, you have a cash balance of Rs. 1,00,000 in hand, Rs. 5,00,000 in your ICICI bank account & Rs. 5,00,000 in your Standard Chartered account.  
You have also invested in short-term funds for a period of 6 months, an amount of Rs. 2,00,000/-.  
Apart from this, you own a house property that you bought on January 1, 2013, valued at Rs. 20,00,000/-, for which you had taken a loan of Rs. 15,00,000/- @15%, to be paid off over 10 years. You also own a car that you bought on March 20, 2013, at a price of Rs. 3,00,000/- from your existing funds and by taking a loan from your friend at no additional interest, of Rs. 1,50,000/- Assume that during the 10 year period of the loan, the discount rate is 8%. Draw a balance sheet for yourself and calculate your net worth given in the above facts. [CO-1][L-4] **10**
- Q.3 a) What is asset allocation? Explain undernoted asset allocation strategies:  
i) Strategic asset allocation.      ii) Tactical asset allocation.  
iii) Core satellite asset allocation. [CO-2][L-3] **10**
- b) Risk free rate of return is 8%, expected market premium is 15% and beta of security is 0.80. What is the expected rate of return of the security? [CO-2][L-3] **10**
- Q.4 a) Explain various types of life insurance products. [CO-2][L-2] **10**
- b) Explain different types of general insurance. [CO-2][L-2] **10**

**PART-B**

- Q.5 You are evaluating the rankings based on Treynor ratio of three funds A, B and C. The average returns obtained from funds A, B and C have been 16%, 19% and 14%, respectively against the market return of 13%. The standard deviations of fund returns have been 17, 22 and 16, respectively versus the market return standard deviation of 15. If the beta reported of these funds is 1.2, 1.4 and 1.1, respectively and the risk-free rate of return is 5.5%, what are your rankings in the order of best to worst?

[CO-3][L-6] **20**

**P.T.O.**

- Q.6 a) Explain the concept of value investing. [CO-3][L-6] **10**  
b) Why education planning is required? [CO-3][L-6] **10**
- Q.7 a) Explain the concept of capital gains tax. Differentiate between short term capital gain and long term capital gain. [CO-4][L-1] **10**  
b) Explain various tools of estate planning. [CO-4][L-1] **10**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**FUNDAMENTALS OF FINANCIAL PLANNING (BBA-DS-106A)**

Time: 3 hrs.

Max Marks: **100**  
No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- Define 'phishing'.
  - Explain Beta.
  - What is subrogation?
  - What do you mean by gratuity?
  - Explain private sharpe ratio.
  - Explain the concept of Will.
  - What is covariance?
  - What is correlation?
  - What is education planning?
  - Explain section 80C of income tax act.

**2×10**

**PART-A**

- Q.2 a) What is financial planning? Explain the steps in financial planning process. [CO-1][L-4] **10**
- b) At the end of March 31, 2013, you have a cash balance of Rs. 1,00,000 in hand, Rs. 5,00,000 in your ICICI bank account & Rs. 5,00,000 in your Standard Chartered account.  
You have also invested in short-term funds for a period of 6 months, an amount of Rs. 2,00,000/-.  
Apart from this, you own a house property that you bought on January 1, 2013, valued at Rs. 20,00,000/-, for which you had taken a loan of Rs. 15,00,000/- @15%, to be paid off over 10 years. You also own a car that you bought on March 20, 2013, at a price of Rs. 3,00,000/- from your existing funds and by taking a loan from your friend at no additional interest, of Rs. 1,50,000/- Assume that during the 10 year period of the loan, the discount rate is 8%. Draw a balance sheet for yourself and calculate your net worth given in the above facts. [CO-1][L-4] **10**
- Q.3 a) What is asset allocation? Explain undernoted asset allocation strategies:  
i) Strategic asset allocation.      ii) Tactical asset allocation.  
iii) Core satellite asset allocation. [CO-2][L-3] **10**
- b) Risk free rate of return is 8%, expected market premium is 15% and beta of security is 0.80. What is the expected rate of return of the security? [CO-2][L-3] **10**
- Q.4 a) Explain various types of life insurance products. [CO-2][L-2] **10**  
b) Explain different types of general insurance. [CO-2][L-2] **10**

**PART-B**

- Q.5 You are evaluating the rankings based on Treynor ratio of three funds A, B and C. The average returns obtained from funds A, B and C have been 16%, 19% and 14%, respectively against the market return of 13%. The standard deviations of fund returns have been 17, 22 and 16, respectively versus the market return standard deviation of 15. If the beta reported of these funds is 1.2, 1.4 and 1.1, respectively and the risk-free rate of return is 5.5%, what are your rankings in the order of best to worst?

[CO-3][L-6] **20**

**P.T.O.**

- Q.6 a) Explain the concept of value investing. [CO-3][L-6] **10**  
b) Why education planning is required? [CO-3][L-6] **10**
- Q.7 a) Explain the concept of capital gains tax. Differentiate between short term capital gain and long term capital gain. [CO-4][L-1] **10**  
b) Explain various tools of estate planning. [CO-4][L-1] **10**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) - First Semester  
**MANAGERIAL ECONOMICS (BBA-DS-107)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Define the term economic resources.
- b) What do you mean by economies of scale?
- c) State two merits of socialist economic system.
- d) What is profit?
- e) Write two properties of PPC?
- f) Define "Market".
- g) Define "Income Effect".
- h) Define "Average Fixed Cost". How it is calculated?
- i) Draw long run average cost curve?
- j) Define "Complimentary Goods". Give two examples.

**2×10**

**PART-A**

Q.2 a) "Scarcity is the root cause of all economic problems. Explain. [CO-1][L-1] **10**  
b) Explain how Indifference Curves are used to determine consumer's equilibrium. [CO-1][L-1] **10**

Q.3 a) What is elasticity of demand? Explain its various degrees. [CO-3][L-2] **10**  
b) Explain the concept of production possibility curve with the help of diagram. [CO-3][L-2] **10**

Q.4 What do you mean by term Isoquant curve? State its assumptions and properties. [CO-3][L-2] **20**

**PART-B**

Q.5 a) What is Production? What are four factors of production? [CO-4][L-2] **10**  
b) Explain law of variable proportions with the help of schedule and diagram? [CO-4][L-2] **10**

Q.6 a) What are various types of costs? How they are interrelated? How they can be controlled to make profits in business? [CO-4][L-3] **10**  
b) What is average cost? How it calculated? Why Average cost curve is u-shaped? [CO-4][L-3] **10**

Q.7 a) What are various types of markets on the basis of competition? [CO-4][L-3] **10**  
b) What is factor pricing? Explain it in detail. [CO-5][L-2] **10**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**ENGLISH FOR ACADEMIC PURPOSE IIA (BBA-DS-108)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 **Choose the correct answer:**

- a) A research paper is \_\_\_\_\_ than essay.  
i) Easier                      ii) Longer                      iii) Shorter                      iv) Stronger
- b) Listening includes a large amount of \_\_\_\_\_ that learners can understand reasonably.  
i) Texts                      ii) Research                      iii) Games                      iv) Quality
- c) The most common purposes in academic writing are to \_\_\_\_\_ analyze/synthesize, and inform.  
i) Entertain                      ii) Persuade                      iii) Stop                      iv) Prevent
- d) The simplest format of an essay includes introduction \_\_\_\_\_ and conclusion paragraphs.  
i) Body                      ii) Limitation                      iii) Antonyms                      iv) Criticism
- e) The easiest way to avoid \_\_\_\_\_ is to distinguish your ideas from the ideas of others in your paper.  
i) Reviewing                      ii) Evaluation                      iii) Critical Thinking                      iv) Plagiarism                      **2×5**

**State whether the following statements are TRUE or FALSE:**

- f) Group discussion is an example of oral communication.
- g) Bono's Thinking Hats, is a way of investigating an issue from a variety of perspectives, but in a clear, conflict-free way.
- h) An opinion is a judgment, viewpoint, or statement that is not conclusive, rather than facts, which are true statements.
- i) Listening is a needs concentration whereas hearing is natural.
- j) False starts occur most often when a conversation becomes easy, with one speakers speaking at once.                      **2×5**

**PART-A**

- Q.2 Differentiate between skimming and scanning with relevant examples. [CO-1][L-4] **20**
- Q.3 Explain the content and style of academic writing. [CO-1][L-3] **20**
- Q.4 Distinguish between the following:  
a) Intensive and extensive reading.  
b) Facts and opinions. [CO-4][L-2] **10×2**

**PART-B**

- Q.5 Explain comparative and contrastive essays. [CO-4][L-3] **20**
- Q.6 Explain the Do's and Don'ts of a debate. [CO-2][L-2] **20**
- Q.7 Examine the need of problem solving and reasoning skills to a manager? [CO-3][L-3] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**BUSINESS COMPUTING (BBA-DS-109)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) What are the key characteristics of a computer? [CO-2][L-2]
  - b) Differentiate between digital and analog computers. [CO-2][L-2]
  - c) Explain the concept of computer generation. [CO-2][L-2]
  - d) What are micro computers and super computers? [CO-4][L-2]
  - e) Differentiate between the decimal and hexadecimal number systems. [CO-2][L-3]
  - f) Define Internet, Intranet and Extranet. [CO-3][L-4]
  - g) What is the Internet of Things (IoT)? [CO-3][L-4]
  - h) Describe the basics of big data. [CO-4][L-4]
  - i) Provide an overview of artificial intelligence (AI). [CO-4][L-4]
  - j) Discuss the importance of input and output devices in computer systems. [CO-4][L-4] **2×10**

**PART-A**

- Q.2 Discuss the concept of computer generations. How has each generation contributed to the development of modern computers? Provide examples of key technologies from each generation. [CO-1][L-3] **20**
- Q.3 Convert the decimal number 73 to binary, octal, and hexadecimal representations. Show your work step by step. [CO-1][L-5] **20**
- Q.4 Compare and contrast primary memory and secondary memory. Discuss their respective advantages and limitations in computer systems. [CO-2][L-2] **20**

**PART-B**

- Q.5 In Microsoft Word, explain the concept of styles and templates. How can they be used to maintain consistent formatting in a document? [CO-3][L-3] **20**
- Q.6 Define Artificial Intelligence (AI) and provide examples of AI applications in various industries. How can AI enhance productivity and decision-making? [CO-5][L-1] **20**
- Q.7 Describe the role of computer applications in education. Discuss the advantages and disadvantages of e-learning platforms and digital classrooms. [CO-4][L-5] **20**



## End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets/ Digital Marketing) — First Semester  
**MARKETING MANAGEMENT (BBA-DS-111)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- |                                      |                       |
|--------------------------------------|-----------------------|
| a) Objective of marketing.           | [CO1,2][L1,3]         |
| b) Green marketing.                  | [CO2][L2]             |
| c) Business buying behavior.         | [CO2][L1,4]           |
| d) Product positioning.              | [CO3][L4]             |
| e) Market research.                  | [CO3][L4,5]           |
| f) Public relation.                  | [CO4][L6]             |
| g) Digital marketing.                | [CO3,4][L3]           |
| h) Wholesaling v/s retailing.        | [CO3][L4]             |
| i) Customer relationship management. | [CO3,4][L5,6]         |
| j) Marketing segmentation.           | [CO2][L2] <b>2×10</b> |

### **PART-A**

Q.2 Marketing is creating, promoting and delivering goods and services to satisfy the needs of consumers. In context with the statement how you will define scope of marketing. Also discuss marketing mix elements that you will consider while attracting and satisfying customers for your company. [CO1,2][L1,2] **20**

Q.3 Consumer buying behavior is the process through which a consumer passes while making a purchase decision. In your opinion through which process a consumer go through and explain this process by taking an example of some product. Definitely there are certain factors that influence the consumer buying behavior process, therefore, also elaborate these factors with the help of suitable examples. [CO2][L3] **20**

Q.4 A product passes through various stages during its life cycle. What are these different stages and as a marketing manager of company what strategies you will follow along with each stage of product life cycle? [CO2,4][L4,5] **20**

### **PART-B**

Q.5 "Price is the only marketing mix element that generates revenue for a business otherwise all the other marketing mix elements have their own cost". Describe the objective of pricing for a business. You are also need to explain the factors that influence price determination as well as the process of setting initial price of a product. [CO3,4][L5,6] **20**

Q.6 Distribution channel is the chain of intermediaries through which a product is transferred from a manufacturer to customer. In the context of the statement define the functions of a distribution channel to a company. Also, discuss the different levels of distribution channel a company should adopt and reasons thereof. [CO3,4][L4,6] **20**

Q.7 Write short notes on the following:

- |   |                               |
|---|-------------------------------|
| a) Importance of digital marketing in business. |                               |
| b) Ethical issues in marketing.                 | [CO3,4][L6,4,1,5] <b>10×2</b> |

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — First Semester  
**ACCOUNTING FOR MANAGERS (BBA-DS-112)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) What is accounting?
- b) What is double entry system?
- c) Define 'trading account'.
- d) What is balance sheet?
- e) Define 'compensating errors'.
- f) Define 'prepaid expenses'.
- g) Give the components of balance sheet.
- h) State two objectives of charging depreciation.
- i) What is the difference between book keeping and accounting?
- j) How financial statement of a company can be useful for government?

[CO-1][L-1,2] **2×10**

**PART-A**

- Q.2 a) What do you mean by term accounting? Discuss the conventions and principles of Accounting? [CO-1][L-3] **10**
- b) Discuss the scope of accounting with other branches and types of financial statements with their components and proper formats. [CO-1][L-2] **10**

Q.3 Raksha started business with name XYZ Ltd. on 1<sup>st</sup> January, 2020 with a capital of Rs. 3,00,000 in cash. On the same date he opened the bank account in SBI and deposited Rs. 70,000. During the month of January 2023 the following transactions took place:

Jan 1	Bought goods for cash	70,000
Jan 2	Goods sold to Hiten Co. on credit	38,000
Jan 15	Goods sold for cash	9,000
Jan 21	Received from Hiten Co. by Cheque	35,000
Jan 22	Stationary bills paid in Cash	2,000
Jan 24	Telephone bill paid in cash	500
Jan 26	Rent Paid	2,000
Jan 28	Salary Paid	3,000
Jan 31	Cash withdraw for personal use	5,000
Jan 31	Commission received	10,000

You are required to pass the journal entries of the transaction and posting in ledger.

[CO-2][L-3] **20**

- Q.4 a) What are various types of Errors need to detect in trial balance? [CO-3][L-2] **10**
- b) Explain going concern concept, profit and loss account, convention of prudence and materiality concept. [CO-3][L-2] **10**

P.T.O.

**PART-B**

Q.5 Prepare trading account, profit and loss account and balance sheet in the prescribed form:

Share capital (8000 shares @ 10/- each)		80.000
Stock on 1.1.2019	51000	
Purchase and sales	220000	330000
Returns	3800	
Gen. exp	1800	
Wages	12000	
Salary	18700	
Travelling	3200	
Advertisement	1550	
Rent and taxes	4900	
Discount rec.		2200
Bank interest	850	
Bad debts	2500	
Buildings	95000	
Plant and machinery	98000	
Debtors and creditors	45000	55500
loan		25000
Cash	1400	
Reserves		23000
Preliminary exp	11000	
P/L (credit)		55000

Adjustments:

- a) Transfer Rs. 10000 to reserve fund.
- b) Provide depreciation on building at 5%.
- c) Stock on 31.12.2019 was valued at Rs. 12000.
- d) Dividend at 15% on share capital to be provided.
- e) Depreciation on plant and machinery at 10%.

[CO-4][L-3] **20**

- Q.6 a) What do you mean by Depreciation? What are its different methods? Explain in detail. [CO-3][L-2] **10**
- b) On 1<sup>st</sup> April, 2017, Rupa Limited company purchased a machine for Rs. 2,90,000 and spent Rs. 10,000 on its installation. It was sold for Rs. 60,000 at the end of 3<sup>rd</sup> year. Give machine account and depreciation a/c in the books of the company for 4 years after providing depreciation by straight line method. The books are closed on 31<sup>st</sup> March every year. [CO-3][L-3] **10**

- Q.7 Babu purchased on 1<sup>st</sup> April, 2006, a machine for Rs. 6,000. On 1<sup>st</sup> October, 2016, he also purchased another machine for Rs. 5,000. On 1<sup>st</sup> October, 2017, he sold the machine on 1<sup>st</sup> April, 2016 for Rs. 4,000. It was decided that depreciation @10% p.a. was to be written off every year under diminishing balance method or WDV. Assuming the accounts were closed on 31<sup>st</sup> March every year, show the machinery account for the years ended 31<sup>st</sup> March, 2017 and 2018. [CO-3][L-3] **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business — First Semester  
**INTRODUCTION TO INTERNATIONAL BUSINESS (BBA-DS-115)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- a) Technological environment.
- b) WTO.
- c) Drivers of globalization.
- d) Social environment.
- e) Legal Environment.
- f) Trends in India foreign trade.
- g) Economic environment.
- h) Modes of entry into international business.
- i) International human resource management.
- j) Polycentric approach.

**2×10**

**PART-A**

Q.2 What are the various components of international business environment? Give your answer with suitable example. [CO-2][L-1] **20**

Q.3 How do you analyze foreign markets in order to decide the country to enter in relation to political environment? [CO-2][L-2] **20**

Q.4 Analyze the product life cycle theory of international trade in detail. What are the limitations of the theory? [CO-1][L-2] **20**

**PART-B**

Q.5 What is exporting? How do the firms enter international market through exporting strategy? [CO-2][L-1] **20**

Q.6 Discuss the steps taken by IMF to solve the problems of international liquidity. [CO-3][L-3] **20**

Q.7 What is human resource management? Explain important functions of international human resource management. [CO-1][L-2] **20**

**End Semester Examination, Dec. 2023**  
**BBA (General/Banking and Financial Markets) — Second Semester**  
**BUSINESS STATISTICS (BBA-DS-201/BBA-204)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Find median of the series: 235, 239, 301, 200, 340, 300, 400, 210, and 290.
- b) Give an example of discrete and continuous series.
- c) Give an example of seasonal variations in time series.
- d) What do you mean by zero correlation?
- e) If Median = 32 and Mean = 21, then find Mode.
- f) Why correlation is said to be non-sense?
- g) Give an example of negative correlation.
- h) Write difference between frequency and mode.
- i) What do you mean by frequency curve?
- j) Why fisher index number is said to be ideal?

[CO-1][L-1,2] **2×10**

**PART-A**

Q.2 a) Define 'classification'. Explain different ways and types of classification.

[CO-1][L-2] **10**

b) What do you mean by statistic? Write the functions, scopes and limitations of statistics.

[CO-1][L-2] **10**

Q.3 a) Calculate arithmetic mean using direct, short-cut and step deviation method for the data given below:

Class interval:	0-2	2-4	4-6	6-8	8-10	10-12	12-14	14-16
Frequency	3	8	11	14	7	6	5	2

[CO-1][L-2] **10**

b) Draw a histogram, frequency polygon and frequency curve from the following data:

C.I.	0-3	3-6	6-9	9-12	12-15	15-18	18-21	21-24
Frequency	5	10	14	16	9	8	2	1

[CO-2][L-2] **10**

Q.4 a) Find median,  $Q_3$ ,  $D_7$ ,  $P_{50}$  and mode from the following data:

Marks:	0-4	4-8	8-12	12-16	16-20	20-24	24-28	28-32
No of students	5	8	10	11	6	5	3	1

[CO-1][L-3] **10**

b) Calculate mean deviation about median and its coefficient for data given below:

C.I.	0-2	2-4	4-6	6-8	8-10	10-12	12-14
Frequency	4	7	13	3	2	2	1

[CO-2][L-3] **10**

**PART-B**

Q.5 a) Calculate Karl Pearson's coefficient of correlation for the data given below:

X:	51	38	39	40	34	40	31	30
----	----	----	----	----	----	----	----	----

**P.T.O.**

Y:	63	47	50	60	52	65	50	48
----	----	----	----	----	----	----	----	----

[CO-2][L-3] **10**

- b) Define 'regression'. Write properties of regression coefficients? Write difference between correlation and regression. [CO-1][L-1] **10**

- Q.6 a) Define 'value index number'. Write the problem arises in the construction of an index number. Also write the limitations of index number. [CO-1][L-2] **10**

- b) Construct Laspeyres's, Paasche's and Fisher's ideal index number for the data given below:

Commodities	Price (2010)	Quantity (2010)	Price (2013)	Quantity (2013)
A	4	6	3	4
B	5	8	7	9
C	3	5	8	4
D	2	4	4	3

[CO-4][L-4] **10**

- Q.7 a) What do you mean by cyclic variations? Write the components of time series. Also write the applications of time series in business. [CO-3][L-3] **10**

- b) Calculate trend using least square method for the data given below and also estimate trend for year 2019:

Years:	2009	2010	2011	2012	2013	2014	2015
Production:	6	8	9	5	6	7	6

[CO-4][L-3] **10**

# End Semester Examination, Dec. 2023

## BBA (General/Banking and Financial Markets) — Second Semester HUMAN RESOURCE MANAGEMENT (BBA-DS-205)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Human resource planning.
- b) 360-degree appraisal.
- c) Voluntary retirement scheme.
- d) Human resource development.
- e) Needs of motivation.
- f) Qualities of HR manager.
- g) HR audit.
- h) Promotion.
- i) Job description.
- j) Career planning.

[CO-1,2,4][L-1,2,3,5] **2×10**

### **PART-A**

Q.2 Define HRM. Discuss in detail the operative and managerial functions of human resource management. [CO-1][L-1,2] **20**

Q.3 Explain the term Recruitment? Explain the significance of internal and external sources of recruitment. [CO- 2][L-1,3] **20**

Q.4 Define Training and Development. Explain on the job and off the job methods of training with suitable example. [CO-2][L-2,3] **20**

### **PART-B**

Q.5 Discuss the concept of compensation management? What are the significance and objectives of compensation management? [CO-1][L-2] **20**

Q.6 Define Industrial Relations. Explain the provisions of safety measures according to factory act 1948. [CO-3][L-3,2] **20**

Q.7 Write short notes on the following:

- a) Lay off and retrenchment.
- b) National trade union.

[CO-4][L-2,4] **10×2**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Third Semester  
**ORGANISATION BEHAVIOUR AND DEVELOPMENT (BBA-DS-301)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Emerging trends in OB.
- b) Team building.
- c) Perception.
- d) Negotiation.
- e) Conflict management.
- f) Employee empowerment.
- g) Group decision making.
- h) Coercion.
- i) Information power.
- j) Organizational change.

**2×10**

**PART-A**

- Q.2 a) How does knowledge of organizational behavior; contribute to proper management of organizations? Explain. [CO-3,4][L-1] **10**  
b) "Increasing workforce diversity in the organizations poses challenges and opportunities for managers". Discuss. [CO-2][L-4] **10**
- Q.3 a) "Organizational behaviour is interdisciplinary in nature". Comment on the given statement. [CO-1][L-2] **10**  
b) What do you understand by the term motivation? How important is it to keep employees motivated? [CO-3][L-6] **10**
- Q.4 Differentiate between the following:  
a) Perception and attitude.  
b) Type A and Type B personalities.  
c) Formal and informal organization.  
d) Power and politics. [CO-3,5][L-5,6] **5×4**

**PART-B**

- Q.5 a) What do you mean by organization Culture? Why culture is important in an organization? [CO-4][L-3] **10**  
b) "Positive self-esteem is significant to overcome the stress". Justify. [CO-4][L-3] **10**
- Q.6 a) "Leadership is the process by which an executive directs, guides and influence the work of other", explain. Also discuss the significance of leadership in management. [CO-1][L-5] **10**  
b) Explain the various theories of personality with their implications in the field of Management. [CO-3][L-5] **10**

**P.T.O.**



Q.7 Read the case and attempt answers:

Microsoft has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Microsoft to pursue Internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the success of the company in the future. Recognizing this problem, Microsoft is actively identifying its top talent and developing ways to make jobs more attractive.

Employee engagement appears to be the buzz in corporate America/Studies show that employees who are engaged are more productive, profitable, and customer focused and less likely to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top with regard to what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss.

Microsoft is meeting the challenge of improving worker morale head on to retain its employees. My Microsoft is a program introduced by the company to provide some of the attractive amenities that other IT companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a management development program.

Microsoft's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees.

**Questions:**

- a) What are the factors causing the brain drain (movement of highly skilled and educated people to a country where they can work in better conditions and earn more money) at Microsoft? Explain. [CO-3,5][L-2,4] **10**
- b) Is Microsoft's organizational structure having an impact on its organizational commitment levels? Explain. [CO-3,5][L-2,4] **10**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Third Semester  
**BUSINESS ENVIRONMENT (BBA-DS-303)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Define the following:
- a) Economic system.
  - b) Privatization.
  - c) Fiscal policy.
  - d) Scope of fiscal policy.
  - e) Social responsibility.
  - f) Business ethics.
  - g) Functions of export houses.
  - h) EXIM Policy.
  - i) Industrial licensing.
  - j) Socialism.

**2×10**

**PART-A**

- Q.2 Define Business environment. Explain the different environmental factors that create a profound impact on business. [CO-1][L-1,2] **20**
- Q.3 What is meant by economic planning? Discuss the achievements of economic planning in our country in the light of the objectives. [CO-1,2][L-2,3] **20**
- Q.4 Write short notes on the following:
- a) Business policy and corporate strategy.
  - b) Strategic choice and implementation.

[CO-2,3][L-3] **10×2**

**PART-B**

- Q.5 What is meant by multinational corporation? Discuss in detail the code of conducts of multinational corporations in India. [CO-3][L-4,5] **20**
- Q.6 Define 'social responsibility'. Explain the arguments in favor and against of social responsibilities of business. [CO-2,3][L-2,3,4] **20**
- Q.7 Write short notes on the following:
- a) Industrial sickness.
  - b) Significance of small scale industries.

[CO-2,4][L-3,5] **10×2**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Third Semester  
**COST AND MANAGEMENT ACCOUNTING (BBA-DS-304)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- |                        |                         |
|------------------------|-------------------------|
| a) EOQ.                | [CO-1][L-1]             |
| b) Direct cost.        | [CO-1][L-1]             |
| c) Cost centre.        | [CO-1][L-1]             |
| d) Angle of incidence. | [CO-4][L-2]             |
| e) LIFO.               | [CO-2][L-1]             |
| f) FIFO.               | [CO-2][L-1]             |
| g) Budgetary control.  | [CO-3][L-1]             |
| h) BEP.                | [CO-4][L-2]             |
| i) MOS.                | [CO-4][L-1]             |
| J) C-V-P analysis.     | [CO-4][L-3] <b>2×10</b> |

**PART-A**

Q.2 Define 'cost accounting'. What are the objectives of cost accounting? Differentiate between cost accounting and financial accounting. [CO-1][L-2] **20**

Q.3 What do you understand by overheads? Classify overheads on the basis of functions and elements and explain with suitable examples. [CO-2][L-3] **20**

Q.4 Two components seeds and cotton are used monthly in a factory as given below:

Normal usage	50 units per month
Maximum usage	300 units per month
Minimum usage	200 units per month
Re-order quantity	Seeds 2200 units , Cotton 3800 units
Re-order period	Seeds 4 to 6 months, Cotton 2 to 4 months

Calculate minimum level, maximum level, re-order level, average stock level for seeds and cotton. [CO-2][L-4] **20**

**PART-B**

Q.5 Define Standard Costing. What are the merits and demerits of standard costing? Point out the difference between standard costing and budgetary control. [CO-4][L-4] **20**

Q.6 The following information at 50% capacity is given. Prepare a flexible budget at 70% and 90% capacity:

<b>Fixed expenses:</b>	<b>Expenses at 50% capacity (Rs.)</b>
Salaries	50,000
Rent and taxes	40,000
Depreciation	60,000
Administrative expenses	70,000
<b>Variable expenses:</b>	
Material	2,00,000
Labour	2,50,000
<b>Semi-variable expenses:</b>	
Repairs (30% fixed, 70% variable)	1,00,000

**P.T.O.**

Q.7 Following information is given about The Tuggerware Pvt. Ltd., Which produces and markets industrial containers and packing cases:

Fixed cost               Rs. 12,000/-

Selling price            Rs. 12 per unit

Variable cost           Rs. 9 per unit

You are required to calculate the following:

a) Contribution.

b) PA/ ratio.

c) B.E.P sales in Rs. and in units.

d) Amount of sales in Rs. and in units, if it is desired to earn a profit of Rs. 15,000.

**End Semester Examination, Dec 2023**  
**BBA – Third Semester**  
**FUNDAMENTAL AND TECHNICAL ANALYSIS (BBA-DS-305)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **3**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) One of the tenets of Dow theory is "Price discounts everything". Elaborate.
- b) Draw a candle based on the following details. O – 880, H- 900, L – 870, C- 885. Mark it as Bearish or Bullish.
- c) What is a flag pattern (explain with a hand drawn chart)?
- d) Plunder Ltd has PBT of Rs.770Cr. The interest paid on a loan of Rs 1000 Cr is Rs,180 Cr, Depreciation & Amortization cost is Rs.80Cr & Taxes paid is Rs. 90Cr. The company had net sales of Rs 3800Cr. What is the EBIT margin?
- e) A stock made a bottom of Rs. 700 and then a top Rs. 1000, before it starts its decline. What would be the 38.20% & 50% retracement level?
- f) What is an expansionary fiscal policy (with respect to government spending, borrowings and taxes)?
- g) What is a shooting star candle? Explain with a drawing.
- h) A hanging man is a reversal pattern candle. True/ False. Explain.
- i) Current ratio = \_\_\_\_\_?
- j) 70% shares of a public ltd company are owned by the promoters. Facing a cash flow problem, they have pledged their 60% shares. Should the investors buy these shares or not? Why/ Why not? [CO-1,2,3,4,5][L-1,2] **2×10**

**PART-A**

- Q.2 a) Explain what is EIC analysis? What all would you study to do fundamental analysis of Airtel, a telecom company in India using EIC approach? [CO-2][L-2] **10**
- b) On the basis of below data, calculate the inventory, receivable and payable number of days for the years 2022 and 2023.

Particular	2021	2022	2023
Net Sales	50,000	75,000	80,000
Cost of Sales	36,000	40,000	42,000
Inventories	7,000	8,000	9,000
Trade receivables	5,500	5,600	5,000
Trade payables	8,000	10,000	9,000

[CO-2][L-2] **10**

- Q.3 a) There are 3 trends - primary, secondary and tertiary trend according to Dow Theory. Elucidate the statement with the use of diagrams. [CO-2][L-2] **10**
- b) 'Indexes must follow each other'. Throw light on the statement using Nifty and Bank Nifty as reference indexes. [CO-2][L-2] **10**

- Q.4 a) What are candlestick charts? Explain bearish piercing and bullish engulfing candle stick patterns using hand drawn charts. [CO-3][L-2] **10**
- b) What is an 'inverted head and shoulder' pattern? In the exhibit given below, identify the pattern (mention the months) and give the entry price, stop loss price and the target price based on the 'inverted head and shoulder' pattern. What is the reward to risk ratio for this chart? [CO-3][L-3] **10**



**PART-B**

- Q.5 a) What is Elliot wave theory? Write down the four principles of Elliot wave theory? [CO-4][L-2] **10**
- b) Use the exhibit below to identify the waves 1,2,3,4, 5, A, B and C (Hand draw and give the month and price for each wave). [CO-4][L-3] **10**



- Q.6 a) Explain RSI and MACD indicators with the help of a diagram. [CO-4][L-5] **10**
- b) In the chart given below, identify bearish divergence and identify atleast 1 buying and selling opportunity with prices based on RSI indicator and profit/loss made by doing so. [CO-4][L-5] **10**



- Q.7 a) What are the important trading rules that an investor needs to keep in mind while trading in stocks? [CO-5][L-2] **10**
- b) Caselet - One of the first speculative bubbles in history was the famous tulip crisis in 17th century Holland. A sudden craze for bulbs, reinforced by additional demand from France in 1634, fuelled price rises, and speculators smelled a bonanza, and at the height of the tulip craze in February 1637 promises to sell a bulb were negotiated for an amount equal to ten times the annual salary of a skilled craftsman. However, as soon as tulip sellers found it difficult to find buyers for the increasingly exorbitantly priced bulbs, the trend was reversed: as the market weakened, demand collapsed, causing prices to fall.
- i) When all investors want to buy some asset, the prices rise. Identify and explain the bias involved in above case.
- ii) What is confirmation bias? Explain with an example. [CO-5][L-2] **5×2**

# End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets) – Third Semester

## OPERATIONS MANAGEMENT (BBA-DS-306)

Time: 3 hrs.

Max. Marks: **100**

No. of page: **3**

Note: Attempt **FIVE** questions in all, **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Each question carries equal marks.

Q.1 Write short notes on:

- a) Unbounded feasible region.
- b) Maximization in transportation problem.
- c) Feasible region.
- d) Zero sum and Non-zero sum games.
- e) Unbalanced assignment problem.
- f) Payoff matrix in game theory.
- g) Multiple optimal solutions in assignment problem.
- h) FCFS and LCFS.
- i) Travelling salesmen problem.
- j) Saddle point.

[CO- 1,2, 3 & 4][ L-1 &2] **2×10**

### **PART-A**

Q.2 a) Solve the following LPP using graphical method.

$$\text{Minimize } Z = 6x_1 + 3x_2$$

Subject to constraints

$$12x_1 + 3x_2 \geq 240$$

$$4x_1 + 20x_2 \geq 460$$

$$6x_1 + 4x_2 \leq 300$$

$$\text{And } x_1 \geq 0 \text{ and } x_2 \geq 0$$

[CO-2][L-3] **10**

- b) A firm manufactures clothes of type A and type B. Two raw materials R1 and R2 are required to produce the clothes. The raw materials R1 and R2 are available only 50 meters and 60 meters respectively. Cloth A requires 2 meters of R1 and 3 meters of R2, while cloth B requires 1 meter of R1 and 2 meters of R2. At least 8 labour hours are required for type A and type B cloth. One labour hour is required for type A and 2 labour hours are required for type B. The firm has to produce at least 20 units of type A cloth and at most 10 units of type B cloth. The firm has a contract with shop H to provide exactly 4 products of combining both type A and type B. The profit on type A cloth is Rs. 4 and on type B is Rs. 5. Formulate the problem as a Linear Programming Problem.

[CO-2][L-3] **10**

Q.3 a) Write the steps used in solving a transportation problem by using Least cost entry method by giving example. [CO- 3 L3] **10**

- b) Determine an initial basic feasible solution using Vogel's Method and Least cost entry method: [CO-3 L-3] **10**

	A	B	C	D	Supply
I	3	1	7	4	300
II	2	6	5	9	400
III	8	3	3	2	500
Demand	250	350	400	200	



Q.4 a) Solve the following travelling salesman problem:

	A	B	C	D	E
A	$\infty$	7	6	8	4
	7	$\infty$	8	5	6
	6	8	$\infty$	9	7
	8	5	9	$\infty$	8
E	4	6	7	8	$\infty$

[CO-3][L-3] **10**

b) Solve the following maximal assignment problem:

	D1	D2	D3	D4	D5
O1	5	11	10	12	4
O2	2	4	6	3	5
O3	3	12	5	14	6
O4	6	14	4	11	7
O5	7	9	8	12	5

[CO-3][L-3] **10**

**PART-B**

Q.5 a) Solve the following game:

Player B

	B1	B2	B3	B4	
Player A	A1	1	2	3	4
	A2	5	6	8	4
	A3	4	7	7	9
	A4	4	5	6	8

[CO-3][L-3] **10**

b) Write short notes on:

- i) Behaviour of arrivals.
- ii) Queue discipline.

[CO-2][L-2] **5×2**

Q.6 The activities and time duration for a project is given below:

Activity	1-2	1-3	1-4	2-4	3-4	3-5	4-6	4-7	5-7	6-7
Duration:	6	4	9	2	7	8	5	10	4	8

- a) Draw a network diagram.
- b) Evaluate EST, EFT, LST, LFT and Total Float.
- c) Find critical path and its duration.

[CO-4][L-4] **20**

Q.7 a) Which techniques are used to solve decision-making problems under uncertainty?  
Which techniques results in an optimistic decision?

[CO-3][L-2] **10**

- b) The following matrix gives the payoff of different strategies (alternatives) A1, A2 and A3 against conditions (events) E1, E2, E3 and E4:

	E1	E2	E3	E4
A1	8	0	-10	6
A2	-4	12	18	-2
A3	14	6	0	8

Which strategy should company choose on the basis of?

- i) Maximax criterion
- ii) Maximin criterion
- iii) Minimax regret criterion and
- iv) Laplace criterion.

[CO-3][L-3] **10**

**End Semester Examination, Dec. 2023**  
BBA (General/ Banking and Financial Markets) — Third Semester  
**RETAIL MANAGEMENT (BBA-DS-307)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short note on the following:

- |   |                             |
|---|-----------------------------|
| a) One stop shopping in retail.                   | [CO-1,2][L-1,3]             |
| b) Self-service system in retail.                 | [CO-2][L-2]                 |
| c) Organized retailing v/s unorganized retailing. | [CO-2,3][L-1,4]             |
| d) Role of marketing channel in retail.           | [CO-3][L-4,5]               |
| e) Data collection methods.                       | [CO-3,4][L-5]               |
| f) Floor display v/s window display.              | [CO-3][L-4,5]               |
| g) Customer loyalty.                              | [CO-4][L-6]                 |
| h) Specialty stores v/s General stores.           | [CO-2,3][L-3,5]             |
| i) Digital marketing.                             | [CO-1,2][L-2,3]             |
| j) Retail store location.                         | [CO-3,4][L-5,6] <b>2×10</b> |

**PART-A**

- Q.2 a) Discuss the various factors that affect the consumer behaviour while buying a product. [CO-2][L-3,4] **10**  
b) Describe the marketing applications of studying consumer's buying behaviour. [CO-2][L-3,4] **10**
- Q.3 Discuss the scope of retailing. Also discuss in detail the evolution of retail in India. [CO-1,2][L-1,3] **20**
- Q.4 Assume that you are running a departmental store. So, describe which strategy would you formulate for better customer relationship management and build loyal customers? Explain the benefits of loyal customers to an organization or a retail outlet. [CO-3,4][L-5,6] **20**

**PART-B**

- Q.5 "Customer service is the set of activities undertaken by a retailer to make the shopping experience rewarding and memorable for their customers". In context with the statement define the role of employees in managing a store. [CO-3][L-4,5] **20**
- Q.6 Discuss the various tools of communication mix used by retailers to communicate with customers. Support your answers with the help of example. [CO-4][L-6] **20**
- Q.7 Explain the elements used by a retailer while devising the merchandise plan. How does a retailer implement merchandise plan with the support of supply chain management and its elements? [CO-2,4][L-4,6] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Third Semester  
**BUSINESS ECONOMICS FOR MANAGERS (BBA-DS-309)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- a) Competitive advantage.
- b) Reasons of unemployment.
- c) Demand function.
- d) Monopolistic competition.
- e) Consumer indifference curves.
- f) Inflation control measure.
- g) Real GDP.
- h) Capitalist economy.
- i) Average revenue.
- j) Scarcity of resources.

**2×10**

**PART-A**

Q.2 Explain the nature and scope of business in Indian context. Discuss with help of examples. [CO-1][L-2] **20**

Q.3 a) Explain "Demand function" with help of demand schedule and demand curve.

[CO-4][L-5] **10**

b) Explain various methods of elasticity in details.

[CO-4][L-5] **10**

Q.4 a) What do you mean by law of variable proportion. Explain with help of schedule and diagram. [CO-3][L-1] **10**

b) Explain the relation between average cost curve and marginal cost curve. Why AC is U shapes. Discuss in detail. [CO-3][L-1] **10**

**PART-B**

Q.5 What do you understand by term market? Give one example of a perfectly competitive market. Explain market equilibrium under perfect competition. [CO-4][L-4] **20**

Q.6 Define "National Income". Explain different methods of measuring national income and circular flow of Income. [CO-1][L-1] **20**

Q.7 a) Discuss in detail the various components of money supply. [CO-4][L-2] **10**

b) Explain the process of controlling credit in an economy by banking sector. Explain functions of RBI. [CO-4][L-2] **10**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Fourth Semester  
**BUSINESS LAW (BBA-DS-401)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Define a company and list any two types of companies.
- b) What is the difference between MOA and AOA?
- c) Explain the concept of corporate veil.
- d) Define a prospectus and list any two types of prospectus.
- e) What are the factors that affect dividend policy'?
- f) Define winding up of a company and list any two types of winding up.
- g) What are the rights and duties of a liquidator?
- h) Define a contract and list its features.
- i) Explain the concept of offer and acceptance in a contract.
- j) What is consideration in a contract? [CO-2,3][L-1] **2×10**

**PART-A**

- Q.2 a) Explain the difference between the Memorandum of Association (MOA) and the Articles of Association (AOA). What are the clauses that must be included in the MOA and AOA of a company? [CO-1,4][L-1] **10**
- b) Define a company and explain the different types of companies. What are the advantages and disadvantages of incorporating a company? [CO-2,3][L-3] **10**
- Q.3 What are the factors that affect dividend policy in a company? Explain the legal requirements for declaring dividends. [CO-2,4][L-2] **20**
- Q.4 What is winding up of a company? List any two types of winding up. Explain the procedure for winding up of a company by the tribunal/court. [CO-1,3][L-1] **20**

**PART-B**

- Q.5 a) Define a contract and list its essential elements. Explain the concept of offer and acceptance in a contract with examples. [CO-3,4][L-2] **10**
- b) What are the different types of contracts based on the capacity of the parties? Explain the rules related to the discharge of a contract. [CO-1,2][L-3] **10**
- Q.6 What are the conditions and warranties in a contract of sale? Explain the rights and duties of an unpaid seller. [CO-3.4][L-2] **20**
- Q.7 What is the difference between a bill of exchange and a promissory note? Explain the different types of cheques. [CO-3][L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Fourth Semester  
**BUSINESS RESEARCH METHODS (BBA-DS-402)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Define the following:
- |   |                         |
|---|-------------------------|
| a) Scope of research in business.               | [CO-1][L-1]             |
| b) Importance of literature review in research. | [CO-1][L-1]             |
| c) Research design.                             | [CO-1][L-1]             |
| d) Descriptive research.                        | [CO-4][L-2]             |
| e) Limitations of primary data collection.      | [CO-2][L-1]             |
| f) Probability and non-probability sampling.    | [CO-2][L-1]             |
| g) Coding.                                      | [CO-3][L-1]             |
| h) Systematic sampling.                         | [CO-4][L-2]             |
| i) Null hypothesis.                             | [CO-4][L-1]             |
| j) Research report.                             | [CO-4][L-3] <b>2×10</b> |

**PART-A**

- Q.2 a) Describe the distinctions between deductive and inductive research theories. [CO-1][L-2] **10**
- b) Define the terms Concept and Construct. Illustrate the research process using a flowchart. [CO-1][L-2] **10**
- Q.3 Describe a research proposal, including its components. Additionally, elaborate on the types of measurement scales, providing examples, and highlight the differences between nominal and likert scales. [CO-3][L-2] **20**
- Q.4 Detail the various types of research design and also define primary data, secondary data, and the drawbacks associated with utilizing secondary data. [CO-3][L-2] **20**

**PART-B**

- Q.5 Write down the criteria of a good questionnaire. How a questionnaire is different and interview schedule? Illustrate open-ended and closed-ended questions in questionnaire. [CO-2][L-2] **20**
- Q.6 a) Explain the various techniques of sampling methods in business research. [CO-2][L-2] **10**
- b) What is the role of hypothesis in research? Also mention features of a good hypothesis. [CO-2][L-2] **10**
- Q.7 Explain the characteristics of a good research report along with the process of research report writing in field of management research. [CO-4][L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/ Banking and Financial Markets) — Fifth Semester  
**TAXATION LAWS AND PRACTICES (BBA-DS-503)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) An individual is said to be resident in India if:
  - i) It is in India in the previous year for a period of 182 days or more.
  - ii) It is in India for period of 60 days or more during the previous and 365 days or more during the four years immediately preceding previous year.
  - iii) All of the above.
  - iv) None of the above.
- b) Previous year means the financial year immediately preceding the:
  - i) Accounting year.
  - ii) Assessment year.
  - iii) All of the above.
  - iv) None of the above.
- c) The tax payer liability is determined with reference to his or her:
  - i) Living status.
  - ii) Residential status.
  - iii) Social status.
  - iv) None of the above.
- d) HRA is:
  - i) Allowance.
  - ii) Deduction.
  - iii) Perquisites.
  - iv) All of the above.
- e) Entertainment allowance is allowed for deduction only in case of:
  - i) Government employee.
  - ii) Non-Government employee.
  - iii) Both.
  - iv) None.
- f) Who is an assessee?
- g) What is agricultural income?
- h) What is short term capital gain?
- i) Explain the computation of gratuity in case of Non-government employee.
- j) What is the difference between pension and family pension? [CO-1][L-1] **2×10**

**PART-A**

- Q.2 a) Mr. Arun, joined ABC Co. Ltd. in India on 1st June, 2016. On 1<sup>st</sup> December, 2017, he went to Europe on deputation. On 1<sup>st</sup> April, 2018, he came back to India and left for Russia again on 31st May, 2019. He returned to India and joined his original post on 1st June, 2022. Determine his residential status for the A.Y. 2023-24. [CO-2][L-3] **10**
- b) Under what circumstances an assessee will be considered as ordinary resident, not ordinary resident and nonresident? Explain the case of individual. [CO-2][L-2] **10**

**P.T.O.**

Q.3 Discuss any 20 exempted incomes under section 10. [CO-2][L-2] **20**

Q.4 Mr. Namit is a manager of a company HUL Ltd in Delhi. He retires from service on 31<sup>st</sup> Dec 2023 after completion of 28 years and 9 months. The following details are available:

- a) Basic salary Rs. 8.000 pm
- b) House rent allowance received Rs. 3,000 pm & rent paid Rs. 2,500 pm
- c) Lunch allowance Rs. 100 per day for 80 days when Mr Namit was on field.
- d) Reimbursement by company: salary of sweeper and watchman Rs. 1200 p.m to each
- e) He also deposited Rs. 10.000 in PPF and LIC premium Rs. 4.000.

Compute the total taxable salary of Mr Namit. [CO-2][L-3] **20**

**PART-B**

Q.5 What is clubbing of incomes. Discuss the rules of set off and carry forward with imaginary figures. [CO-3][L-3] **20**

Q.6 What is tax planning? What are the broad distinctions between tax avoidance and tax evasion, tax planning and tax management? [CO-3][L-1] **20**

Q.7 X, an individual, submits the following information related to AY 2023-24:

	Profits	Loss
<b>Income from salary</b>	1,42,000	
<b>Income from house property</b>		
House A	1,15,000	
House B		1,17,000
House C		3,21,000
<b>Profit &amp; Gain from business/profession</b>		
Business A	1,08,000	
Business B		1,18,000
Business C (speculative)	1,11,000	
Business D (speculative)		1,23,000
<b>Capital gains</b>		
STCG	1,06,000	
STCL		1,28,000
LTCG	12,500	
<b>Income from other sources</b>		
Income from card games	1,08,000	
Loss from card game		1,07,010
Loss on maintenance of horse race		1,06,000
Interest on securities	1,04,000	

Calculate the amount of loss which can be carry forward and being set off for the assessment year. [CO-3][L-3] **20**



**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Fifth Semester  
**SERVICE MARKETING (BBA-DS-504)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Define 'service'. [CO-1][L-1]
- b) Does word-of-mouth influence customer expectations? [CO-1][L-2]
- c) What are the five dimensions of service quality? [CO-2][L-1]
- d) Draw the Gap model. [CO-2][L-2]
- e) Name a few relationship bonds as relationship development strategies. [CO-2][L-1]
- f) What are a few recovery strategies to fix customer complaints? [CO-3][L-1]
- g) Name any two enhancing supplementary services in context to booking of a train ticket. [CO-3][L-2]
- h) "Can service be standardized"? Comment. [CO-4][L-1]
- i) Draw service triangle model. [CO-4][L-2]
- j) What is the strategy used by marketer for adjusting capacity (too high) to match demand? [CO-1,2,3,4][L-1,2] **2×10**

**PART-A**

Q.2 If you run a school, can you design the various service marketing mixes elements for it? Further what challenges you might face in this process? [CO-1][L-2] **20**

Q.3 "Understanding customer needs lies at the heart of the marketing. We need to understand how people make decisions about buying and using a service." In light of this statement, discuss the customer expectation and perception in service. [CO-1][L-3] **20**

Q.4 Write short notes on the following:

- a) Managing relationship and building loyalty.
- b) Consumer buying behavior in context to service. [CO-2][L-3] **10×2**

**PART-B**

Q.5 What does Indian Airways gain from using the concept of "Flower of services". Further, discuss the customer-defined service standards in this context. [CO-3][L-3] **20**

Q.6 What are the strategies for delivering service quality through customer participation? Mention, at least a few strategies that a company can use by shifting demand to match capacity during peak period and low period. [CO-4][L-3] **20**

Q.7 Which elements of the marketing communications mix would you use for each of the following scenario? Give reasons to you answer.

- a) A newly established hair salon in an urban shopping center.
- b) An established fitness club facing declining patronage because of new competitors. [CO-4][L-4] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Fifth Semester  
**INTERNATIONAL LOGISTICS MANAGEMENT (BBA-DS-505)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Describe the following in brief:
- |   |                             |
|---|-----------------------------|
| a) Barriers to international logistics.       | [CO-1,2][L-1]               |
| b) Integrated logistics.                      | [CO-2,3][L-2,3]             |
| c) International packaging.                   | [CO-,3][L-3]                |
| d) Principles of transportation.              | [CO-3][L-1,3]               |
| e) Significance of warehousing in logistics.  | [CO-3,4][L-4]               |
| f) Role of clearing agents.                   | [CO-3,4][L-4,5]             |
| g) Challenges in international logistics.     | [CO-4][L-5,6]               |
| h) Packaging and labeling.                    | [CO-3,4][L-4,6]             |
| i) Material handling in logistics management. | [CO-1,4][L-1,5]             |
| j) Inland container depot.                    | [CO-1,3][L-2,6] <b>2×10</b> |

**PART-A**

- Q.2 What do you understand by logistics management? Describe the scope and importance of logistics management in international trade. [CO-1,3][L-1,6] **20**
- Q.3 Discuss the factors to be considered while selecting a mode of transport for the purpose of international logistics and supply chain management. Discuss also the advantages and challenges involved with each mean of transport. [CO-2,3][L-3,4] **20**
- Q.4 Describe the role of international distribution channel in logistics. Explain different types of distribution channel that can be adopted by a businessman. [CO-3][L-5,6] **20**

**PART-B**

- Q.5 Define the objectives of inventory management and also suggest some techniques or methods which a purchase/store executives should follow while managing level of different types of inventory in business. [CO-3,4][L-6] **20**
- Q.6 "Information technology is fast transforming into a key driver of an enterprise's success in international trade." Discuss in detail the importance of information technology in growth of international logistics and trade activities. [CO-3,4][L-2,4] **20**
- Q.7 In view of the requirement of different business products discuss the classification of containerization. Also discuss the benefits containers provide while transporting goods internationally. [CO-4][L-5,6] **20**

# End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets/Digital Marketing) –  
Fifth Semester

## INFORMATION TECHNOLOGY IN BANKING AND FINANCE (BBA-DS-506)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- |                                       |                         |
|---------------------------------------|-------------------------|
| a) Explain smishing.                  | [CO1][L1]               |
| b) Explain Equity P2P lending.        | [CO1][L1]               |
| c) What is vishing?                   | [CO2][L1]               |
| d) What do you mean by data security? | [CO2][L1]               |
| e) Explain block chain.               | [CO3][L2]               |
| f) Explain the concept of NEFT.       | [CO3,4][L3]             |
| g) What is CBDC?                      | [CO4][L3]               |
| h) What is RTGS?                      | [CO4][L3]               |
| i) What is IMPS?                      | [CO3,4][L3]             |
| j) Explain CTS.                       | [CO2,3][L3] <b>2×10</b> |

### **PART-A**

Q.2 Describe uses of technology in Banking. [CO1][L4] **20**

Q.3 Explain different types of ATMs. [CO2][L3] **20**

Q.4 What is equity crowd funding? Explain. [CO2][L2] **20**

### **PART-B**

Q.5 Explain RBI guidelines in regard to P2P lending. [CO3][L5] **20**

Q.6 Explain uses of Robo-advisory. [CO3][L6] **20**

Q.7 Explain the concept of latency in detail. Give suitable example. [CO4][L1] **20**

## End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — Fifth Semester  
**CONSUMER BEHAVIOR (BBA-DS-507)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) What is consumer behavior?
- b) Define the term 'culture'.
- c) Define 'Motivation'.
- d) What is personal motives?
- e) What is values and attitude?
- f) Define 'Perception'.
- g) Define the term 'social class'.
- h) Define Reference groups.
- i) What do you mean by market segmentation?
- j) What is consumer decision making process?

[CO-1,][L-1] **2×10**

### **PART-A**

- Q.2 a) Explain the effectiveness of culture in consumer behavior. How it helps in solving problem of cross- cultural marketing? [CO-1][L-2] **10**  
b) Define the term groups. Explain its advantages and disadvantages. [CO-2][L-2] **10**
- Q.3 a) Explain consumer motives. Discuss its two types with suitable examples. [CO-2][L-2] **10**  
b) What is motivation in consumer behavior, how it affects the buying behavior for a product. [CO-3L- 2] **10**
- Q.4 a) Explain the different types of reference groups with suitable examples. [CO-2][L-2] **10**  
b) Define lifestyle and buying behavior. What are the social factors that needs to be considered while understanding buying behavior of consumer? [CO-2][L-2] **10**

### **PART-B**

- Q.5 a) Define 'consumer purchase decision'. Also, write down its types with examples. [CO-2][L-2] **10**  
b) Describe the models of consumer behavior. [CO-2][L-2] **10**
- Q.6 a) Explain the meaning, nature, characteristics, and types of attitudes. [CO-2][L-2] **10**  
b) Distinguish between Tri component attitude models and multi-attribute attitude model. [CO-3][L-2] **10**
- Q.7 a) What is consumer decision making process? Explain the levels of consumer decision. [CO-4][L-2] **10**  
b) What is the hierarchy of effects model. [CO-4][L-2] **10**

## End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets/Digital Marketing) — Fifth Semester  
**BRAND MANAGEMENT IN DIGITAL MARKETING (BBA-DS-508)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) What is brand personality?
- b) Define 'brand equity'.
- c) How does strong brand equity benefit a company in terms of consumer behavior?
- d) What legal challenges might a company face when rebranding?
- e) Why is setting clear advertisement objectives crucial in advertising campaigns?
- f) In advertising, what role does the layout play in capturing the viewer's attention?
- g) What is pre-testing?
- h) Describe the informative function of advertising.
- i) Explain the importance of trademark registration in protecting a brand.
- j) State the importance of advertising agencies. [CO-1,3][L-1] **2×10**

### **PART-A**

Q.2 You are tasked with launching a new brand of premium coffee beans in a highly competitive market. Describe in detail the branding strategy you would employ to establish the brand's presence and reputation. [CO-3][L-5] **20**

Q.3 Explain how customer-based brand equity is measured and evaluate the effectiveness of the brand's positioning in the market. Provide examples and insights to support your analysis. [CO-3][L-5] **20**

Q.4 You are a legal advisor for a startup company that is planning to launch a new technology product under a unique brand name. Outline the legal considerations and steps involved in selecting, registering, and protecting the brand's trademark and intellectual property rights. Discuss the potential legal challenges the company might face during this process. [CO-4][L-4] **20**

### **PART-B**

Q.5 Imagine you are a marketing manager for a global consumer goods company launching a new environmentally friendly product. Develop a comprehensive advertising campaign strategy for this product. [CO-5][L-3] **20**

Q.6 You are the creative director of an advertising agency, tasked with designing a multi-channel advertising campaign for a luxury automobile brand. Describe the creative process you would follow in designing the advertisement layout for print, radio, TV, and web advertisements. Discuss the elements of attention, interest, desire, and action in your copy structure. [CO-2][L-5] **20**

Q.7 Explain how you would measure the impact of the advertisements through pre-testing and post-testing methods, including key metrics and considerations for ethical and legal issues in advertising. [CO-2][L-4] **20**

**End Semester Examination, Dec. 2023**  
BBA (Digital Marketing) — Fifth Semester  
**GLOBAL BUSINESS ENVIRONMENT (BBA-DS-509)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Differentiate between **any four** of the following:

- a) Polycentric and ethnocentric approaches to international business.
- b) Domestic business and international business.
- c) International licensing and franchising.
- d) FDI and FPI.
- e) UNCTAD and World Bank.

[CO-2,3,4][L-4,5] **5×4**

**PART-A**

Q.2 Explain in detail the nature of international business. Also discuss the different modes of entry to International Business. [CO-1,2][L-3] **20**

Q.3 Discuss the given theories in detail:

- a) Mercantilism.
- b) Theory of absolute cost advantage.
- c) Factor endowment theory.
- d) Product life cycle theory.

[CO-3,4][L-4,6] **5×4**

Q.4 Discuss the various stages of globalization process and also share the different reasons of globalizations along with advantages and disadvantages of globalization.

[CO-4][L-5] **20**

**PART-B**

Q.5 What do you understand by Foreign Direct Investment (FDI)? Explain its forms. Also discuss the different factors that affect FDI. [CO-4][L-5] **20**

Q.6 What is economic integration? State the objectives of EEC. Also explain the achievements of EU in integrating its member countries. [CO-2][L-3] **20**

Q.7 Do you think international financial institutions help in competency building of world nations and thereby enhance the magnitude and diversity of global business? Give reasons to your answer. Explain how is the role of IMF different from WTO? [CO-][L-5] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) – Sixth Semester  
**CORPORATE GOVERNANCE AND ETHICS (BBA-DS-601)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Define 'green governance'. [CO-1][L-2]
  - b) Explain the concept of E-governance. [CO-1][L-1,2]
  - c) Explain the concept of financial ethics. [CO-2][L-2]
  - d) What is corporate code of ethics? [CO-3][L-2]
  - e) Define 'globalization' with its significance. [CO-2][L-2]
  - f) Mention the objective of international codes of business conduct. [CO-2][L-1,2]
  - g) Define 'corporate social responsibility (CSR)'. [CO-2][L-2]
  - h) What is the meaning of transparency and accountability in corporate governance?  
[CO-1,2][L-3]
  - i) Provide any two examples CSR initiatives. [CO-2][L-2]
  - j) What is Triple Bottom Line (TBL) framework for CSR? [CO-2][L-2,3] **2×10**

**PART-A**

- Q.2 Describe the roles and responsibilities of the board of directors in corporate governance, and how do internal stakeholders, such as employees and management, influence corporate governance practices? [CO-2][L-2,3] **20**
- Q.3 Discuss the relationship between business ethics and corporate social responsibility (CSR). How can ethical behavior in business contribute to long-term profitability and sustainability? [CO-3][L-3,4] **20**
- Q.4 Discuss the benefits and challenges that globalization presents to economies and Explain how globalization impacts the process of multinational corporations. [CO-3][L-4] **20**

**PART-B**

- Q.5 Identify and explain the internal and external drivers that motivate companies to adopt CSR practices Also, provide examples of companies that have successfully integrated CSR into their business strategies due to internal and external drivers. [CO-3,4][L-4,5] **20**
- Q.6 Discuss the role of international organizations in monitoring and enforcing compliance of international codes of business conduct. [CO-4][L-5] **20**
- Q.7 Explain the relationship between CSR and corporate governance, emphasizing the role of the board of directors. Describe the responsibilities of the board in overseeing and promoting CSR within an organization. [CO-3,4][L-6] **20**

## End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets) – Sixth Semester

### **FAMILY BUSINESS MANAGEMENT (BBA-DS-603)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Define the following:
- Business vision.
  - Work life balance.
  - Family culture.
  - Skills of a leader.
  - Family business decision making.
  - Strategic commitment.
  - Family conflict.
  - Parallel planning process.
  - SWOT analysis.
  - Pest analysis.

[CO-2][L-2,3] **2×10**

#### **PART-A**

- Q.2 What do you understand by family business management? Describe in detail the needs, benefits and barriers in family business planning. [CO-2][L-1] **20**
- Q.3 Define "Family Business System". What are the major types of family business running in India? Give example in support of your answer. [CO-1][L-2] **20**
- Q.4 Write short notes on the following:
- Family business legacy.
  - Family business accomplishment and challenges.

[CO-1][L-3] **10×2**

#### **PART-B**

- Q.5 What do you understand by family business governance? Give suggestions how to make family businesses in India and elsewhere in the world. [CO-2][L-3] **20**
- Q.6 Write short notes on the following:
- External analysis.
  - Reinvestment decisions.

[CO-3][L-4] **10×2**

- Q.7 Outline a process involved in making a succession planning for successful transition of business ownership-cum-leadership throughout generations. [CO-2,3][L-4,5] **20**



## End Semester Examination, Dec. 2023

BBA (General/Banking & Financial Markets/Digital Marketing) — Third Semester  
**INDIAN FINANCIAL SYSTEM (BBA-DSE-001)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Open ended mutual funds.
- b) Commercial banks.
- c) NBFI.
- d) SHCIL.
- e) Leasing.
- f) Capital market.
- g) Derivatives.
- h) Hire purchase.
- i) Merchant banking.
- j) Treasury bills.

**2×10**

### **PART-A**

Q.2 What is financial system? How does it work? Explain the structure of Indian financial system. [CO-1][L-3] **20**

Q.3 What is money market and what are the features of money market? State the different types of capital market instruments [CO-2][L-2] **20**

Q.4 Write short notes on the following:

- a) IFCI.
- b) SIDBI.

[CO-3][L-2] **10×2**

### **PART-B**

Q.5 Define financial institutions and explain their role in development of economy. [CO-2][L-2] **20**

Q.6 Define 'Mutual funds'. Explain the different types of mutual funds which are going to benefit the general public. [CO-4][L-5] **20**

Q.7 Write short notes on the following:

- a) Credit rating.
- b) Mutual funds.

[CO-2][L-1] **10×2**

## End Semester Examination, Dec. 2023

BBA (General/Banking & Financial Markets/Digital Marketing) — Third Semester  
**PRINCIPLES OF BANKING (BBA-DSE-002)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Discuss the role of financial system. [CO1][L1]
  - b) Define financial intermediary. [CO2][L3]
  - c) What is money market? [CO3][L1]
  - d) What are the types of securities? [CO3][L1]
  - e) Define capital market. [CO3][L3]
  - f) State a short note on Debt market. [CO2][L2]
  - g) How commercial banks play an important role in India's economy? [CO2][L1]
  - h) Explain firm finance working. [CO21][L1]
  - i) What does NBFCs stand for? [CO1][L1]
  - j) State two functions of merchant banking. [CO3][L2] **2×10**

### **PART-A**

- Q.2 Describe Indian financial system and how does it contributes to India's economy. [CO-1][L-2] **20**
- Q.3 Elucidate the concept of money market, functions and instruments. [CO-2][L-2] **20**
- Q.4 a) Distinguish between 'primary and secondary market'.  
b) How does SEBI ensure investor's protection? [CO-3][L-4] **10×2**

### **PART-B**

- Q.5 a) Discuss the concept and relevance of working capital in a firm.  
b) Explain the concept of Life Insurance Organization in India. [CO-3][L-2] **10×2**
- Q.6 "Mutual funds are important for both investors and economy". In light of this statement, discuss the meaning, objectives and importance of mutual funds. [CO-2][L-4] **20**
- Q.7 Elucidate the functions and scope of merchant banking. [CO-3][L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Fourth Semester  
**SALES AND DISTRIBUTION MANAGEMENT (BBA-DSE-003)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Define 'sales planning'. [CO-1][L-2]
  - b) Describe the objectives of personal selling. [CO-1][L-1,2]
  - c) What is leading sales force? [CO-2][L-2]
  - d) Describe the concept of setting sales territories. [CO-3][L-2]
  - e) Define 'sales quota'. [CO-2][L-2]
  - f) Write importance of sales training program in brief. [CO-2][L-1,2]
  - g) What is managing logistics in distribution management? [CO-2] [L-2]
  - h) Explain the concept of channel performance. [CO-1,2][L-3]
  - i) What does mean by channel integration? [CO-2][L-2]
  - j) Define the concept of distribution management. [CO-2][L-2,3] **2×10**

**PART-A**

- Q.2 Describe the scope of personal selling. What are the primary objectives of personal selling for an organization? How do these objectives align with the overall marketing goals? [CO-2][L-2,3] **20**
- Q.3 What does mean by market potential and sales forecasting? How does it contribute to company's long-term success? [CO-3][L-3,4] **20**
- Q.4 What are the main advantages of integrating and managing distribution channels effectively in a business, and how does this impact the company's overall performance? [CO-3][L-4] **20**

**PART-B**

- Q.5 What are channel policies, and how do they influence the way companies distribute their products or services? [CO-3,4][L-4,5] **20**
- Q.6 How do companies assess the effectiveness of their distribution channels, and what factors are typically considered when evaluating channel performance? [CO-4][L-5] **20**
- Q.7 What are the key anticipated trends shaping the future of sales and distribution management, and how might they impact businesses"? [CO-3,4][L-6] **20**

**End Semester Examinations, Dec. 2023**  
BBA (General/Banking & Financial Markets) - Fifth Semester  
**BUSINESS NEGOTIATION SKILLS (BBA-DSE-005)**

Time: 3 hrs.

Max. Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Define and briefly explain the purpose of collective bargaining in labor relations. [CO-2][L-1]
- b) What is ZOPA in negotiation, and why is it crucial for reaching agreements? [CO-4][L-1]
- c) Explain the concept of BATNA and its significance in negotiation. [CO-4][L-1]
- d) Name and briefly describe two essential skills a third party should possess in the negotiation process. [CO-1][L-1]
- e) Identify and explain two common barriers that can impede successful negotiation. [CO-2][L-1]
- f) Identify and explain the steps to successful negotiation. [CO-2][L-1]
- g) Define the concept of short-term goals in negotiation and provide an example. [CO-2][L-1]
- h) Elaborate on the importance of negotiation in business and interpersonal relationships. [CO-3][L-1]
- i) Define distributive negotiation and provide a real-world example of a situation where it might be applied. [CO-3][L-1]
- j) Briefly explain the concept of negotiation and its role in resolving conflicts and reaching agreements. [CO-3][L-1] **2×10**

**PART-A**

Q.2 Explain the term negotiation in detail. Discuss the key aspects of negotiation, including preparation, communication, and compromise. [CO-2] [L-2] **20**

- Q.3 a) Provide a detailed explanation of ZOPA and its significance in negotiation. [CO-2][L-3] **10**  
b) Discuss the concept of BATNA and its role in negotiation strategy. [CO-2][L-3] **10**

Q.4 Discuss the various phases involved in negotiation planning, emphasizing their importance in achieving successful outcomes. [CO-3][L-2] **20**

**PART-B**

Q.5 Explore the challenges and strategies associated with international cross-cultural negotiation. Also, explain the concept of 3-D negotiation and state how it differs from traditional negotiation approaches. [CO-4][L-4] **20**

Q.6 Provide an in-depth explanation of principled negotiation by Roger Fisher and William Ury. Discuss its principles and application in resolving conflicts. [CO-3][L-3] **20**

Q.7 Define and elaborate on different negotiation styles, emphasizing their impact on the negotiation process. Discuss the Thomas-Kilmann Conflict Model. [CO-3] [L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking & Financial Markets) – Fifth Semester  
**MONEY AND BANKING (BBA-DSE-006)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Define the components and functions of the financial system. [CO-1][L-2]
  - b) Explain the relationship between money, inflation, and interest rates. [CO-1][L-2]
  - c) Describe the money supply process. [CO-1][L-2]
  - d) Discuss the role of financial markets in the economy. [CO-1][L-2]
  - e) Differentiate between various financial instruments and highlight their characteristics. [CO-1][L-2]
  - f) Compare and contrast banking and non-banking financial intermediaries. [CO-1][L-2]
  - g) Explain the concept of interest rates and their determinants. [CO-1][L-2]
  - h) Discuss the risk and term structure of interest rates. [CO-1][L-2]
  - i) Explore the relationship between financial markets and interest rates. [CO-1][L-2]
  - j) Describe the factors affecting the revenues, costs, and profitability of banking institutions. [CO-1][L-2] **2×10**

**PART-A**

- Q.2 Explain the components and functions of the financial system in detail. Discuss the role of the financial system in supporting economic growth and stability. Provide examples and real-world illustrations to support your explanation. [CO-2][L-2] **20**
- Q.3 Describe the various types of financial markets, including money markets and capital markets. Explain their functions and significance in the overall financial system. Discuss how financial markets facilitate the allocation of funds in the economy. [CO-3][L-2] **20**
- Q.4 Examine the factors that influence interest rates, such as inflation, monetary policy, and risk. Discuss how interest rates affect the overall economy and provide examples of how central banks may use interest rate policies to achieve economic objectives. [CO-3][L-4] **20**

**PART-B**

- Q.5 Discuss the sources of revenues, costs, and profits for banking institutions. Analyze the key factors that influence the profitability of banks. Explain how changes in interest rates, loan quality, and operational efficiency impact a bank's financial performance. [CO-4][L-4] **20**
- Q.6 Explain the regulatory role of central banks in the financial system. Describe the tools and strategies used by central banks to conduct monetary policy. Discuss how central banks influence the money supply, interest rates, and economic stability. [CO-2][L-5] **20**
- Q.7 Discuss the essential concepts and objectives of monetary theory. Compare and contrast the classical, Keynesian, and modern theories of money. Explain how changes in the money supply and monetary policy affect macroeconomic variables like inflation and economic output. [CO-3][L-6] **20**

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) – Fifth Semester  
**E-COMMERCE (BBA-DSE-008)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- |  |                         |
|--|-------------------------|
| a) Digital signatures.                     | [CO-1][L-3]             |
| b) Payment gateways.                       | [CO-1][L-2]             |
| c) SMART governance.                       | [CO-2][L-1]             |
| d) E-strategy.                             | [CO-2][L-3]             |
| e) Store front model.                      | [CO-2][L-3]             |
| f) Threats of e-commerce businesses.       | [CO-3][L-2]             |
| g) Major risks in e-payments.              | [CO-3][L-4]             |
| h) Cryptography.                           | [CO-4][L-3]             |
| i) Growth of e-commerce industry in India. | [CO-4][L-2]             |
| j) Online learning and e-commerce.         | [CO-4][L-4] <b>2×10</b> |

**PART-A**

Q.2 Differentiate between e-commerce and traditional commerce. What are the different categories of e-commerce applications? Explain each category with examples. [CO-1][L-2] **20**

Q.3 "Convergence, collaborative computing, content management and call center", discuss these four components of model with examples. [CO-2][L-1] **20**

Q.4 Define E-Governance. Explain the importance of e-governance with respect to current scenario. Also discuss limitations of e-governance. [CO-2][L-3] **20**

**PART-B**

Q.5 What do you mean by e-payments and e-banking? Discuss various methods of e-payments. What are the advantages and limitations of e-banking? [CO-3][L-3] **20**

Q.6 What do you mean by Firewall? How it helps to prevent threats to e-commerce businesses. [CO-3][L-2] **20**

Q.7 What is M-Commerce? How it is different from e-commerce. Explain the application of m-commerce in today's business scenario. [CO-4][L-4] **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business — Third Semester  
**INTERNATIONAL ADVERTISING AND PROMOTIONS (BBA-DSE-010)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Differentiate between **any four** of the following:

- a) National and international advertising.
- b) Promotion mix and marketing mix.
- c) Consumer goods and industrial goods advertising.
- d) Message tactics and media tactics.
- e) Product advertising and service advertising.

[CO-1,2,3][L-2,1] **5×4**

**PART-A**

Q.2 Discuss the different types of consumer advertising with suitable examples. Further, also elaborate the structure of full-service advertising agency and functions does its different departments perform. [CO-1,3][L-3,4] **20**

Q.3 "Advertising is the missing link between product attributes and consumer perceptions". Comment on the given statement. Also mention the various types of advertising used by marketers these days. [CO-2][L-2] **20**

Q.4 Why is it important to understand and analyze the international marketing environment? Discuss the impact of culture on advertising. [CO-2][L-6] **20**

**PART-B**

Q.5 What are the various elements of promotion mix and discuss its features. Also explain the advantages of any two. In short, explain what is DAGMAR and how marketers might use DAGMAR in establishing objectives. [CO-2][L-4] **20**

Q.6 a) With reference to examples, discuss some of the ethical issues in advertising. [CO-3][L-5] **10**  
b) Differentiate between message strategy and media strategy. [CO-3][L-5] **10**

Q.7 As a head of advertising department of your company, you are to decide on elements of advertising campaign for a new brand of "beauty services" for ladies like urban clap to be launched soon in the market. With reference to the above, discuss in detail the various elements of advertising campaign. [CO-4][L-3,4] **20**

## End Semester Examination, Dec. 2023

BBA (General/Digital Marketing/Banking & Financial Markets) – Third Semester  
**WEB DESIGN & SEARCH ENGINE OPTIMIZATION (BBA-GE-002)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- |                       |                         |
|-----------------------|-------------------------|
| a) Inbound link.      | [CO-2][L-1]             |
| b) Visual design.     | [CO-2][L-1]             |
| c) Web style guides.  | [CO-2][L-1]             |
| d) Long tail keyword. | [CO-2][L-1]             |
| e) Meta description.  | [CO-2][L-1]             |
| f) On page SEO.       | [CO-2][L-1]             |
| g) H1 tag.            | [CO-2][L-1]             |
| h) UI.                | [CO-2][L-1]             |
| i) HTML.              | [CO-2][L-1]             |
| j) Black hat SEO.     | [CO-2][L-1] <b>2×10</b> |

### **PART-A**

- Q.2 What is the significance of planning a website, and how does it contribute to the overall success of a website project? [CO-3][L-3] **20**
- Q.3 What is the purpose of creating prototypes in the design process? How do prototypes differ from wireframes, and what additional insights do they provide to designers and stakeholders? [CO-4][L-4] **20**
- Q.4 Define Search Engine Optimization (SEO) and explain its importance in the online presence of a website. [CO-1][L-5] **20**

### **PART-B**

- Q.5 Explore the connection between social media and SEO. What social tactics can enhance SEO performance? [CO-4][L-5] **20**
- Q.6 Define Featured snippets and Rich snippets. How do these types of search results enhance the visibility and click-through rates of websites on search engine results pages (SERPs)? [CO-3][L-3] **20**
- Q.7 Define what a buyer persona is and its importance in marketing strategy. How does creating buyer person as contribute to a more effective approach to reaching the target audience? [CO-2][L-5] **20**



## End Semester Examination, Dec. 2023

BBA (General/Digital Marketing/Banking & Financial Markets) – Fourth Semester  
**DIGITAL ADVERTISING AND WEB ANALYTICS (BBA-GE-003)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following:

- a) What is PPC advertising?
- b) Describe the key elements of search advertising.
- c) What is the purpose of Google ads in online advertising?
- d) Explain the significance of Google ads search certification.
- e) How do shopping ads fit into the broader landscape of Google ads?
- f) What role do Facebook ads play in digital advertising?
- g) Define 'Google analytics'.
- h) Describe the components of the Google analytics interface.
- i) Discuss the significance of basic reports in Google analytics.
- j) How can assignment-based learning enhance understanding and application of Google analytics concepts in real-world scenarios? [CO-1,2][L-1] **2×10**

### **PART-A**

Q.2 Discuss the key components and strategies involved in search advertising within the context of PPC campaigns. Provide examples to illustrate the effectiveness of PPC in driving online traffic and conversions. [CO-2][L-2] **20**

Q.3 Explore the different aspects of Google ads, including search and shopping ads. Highlight the significance of Facebook ads in the broader digital advertising landscape. [CO-3][L-4] **20**

Q.4 Discuss basic reports and their significance in assessing website traffic and user behavior. Provide insights into the importance of assignment-based learning in applying Google analytics concepts. [CO-4][L-4] **20**

### **PART-B**

Q.5 Discuss the importance of campaign and conversion tracking in the context of online advertising. Explain how Google Analytics is utilized for tracking and analyzing online campaigns. [CO-4][L-3] **20**

Q.6 Define a lead qualification framework and its importance in the sales process. Describe how Service Level Agreements (SLAs) help in holding teams accountable for lead generation activities.. [CO-4][L-4] **20**

Q.7 Describe the importance of delivering the right message in Google display ads. Discuss the value of earning a Google display ads certificate in enhancing one's expertise in online display advertising. [CO-3][L-5] **20**

## End Semester Examination, Dec. 2023

BBA (General/Digital Marketing/Banking & Financial Markets) – Fifth Semester  
**MOBILE APP DESIGNING AND E-COMMERCE (BBA-GE-005)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Churn rate.
- b) Viral coefficient.
- c) Quick ratio.
- d) Annual recurring revenue.
- e) Metadata.
- f) Block storage.
- g) Frame layout.
- h) UI-UX.
- i) HCD.
- j) Social media cards.

[CO-1][L2] **2×10**

### **PART-A**

Q.2 What is a pillar content? What are its various elements? Elucidate the steps to create the pillar pages. [CO-1][L-2] **20**

Q.3 Explain 4 factors of Customer Acquisition Strategy (CAS). Describe different customer acquisition strategies. [CO-2][L-1] **20**

Q.4 Explain inbound marketing with its benefits. What are the three inbound marketing strategies? [CO-2][L-2] **20**

### **PART-B**

Q.5 What are the advantages of pillar cluster strategy? Explain. [CO-1][L-1] **20**

Q.6 There is a Fun Zone in the Ambience Mall who wants to launch their mobile app for the parents to recharge their Fun Zone card. They also have a creche facility so with this app, the parents will be able to see their kids live video from the creche. Considering the requirement of the Fun Zone please design the wireframes of the respective app with at least 5 steps and describe the steps as well. Also, mention the name of the app. [CO-2][L-2] **20**

Q.7 What is release planning? What are the different steps involved in the release planning? [CO-1][L-1] **20**

## End Semester Examination, Dec. 2023

### BBA (General/Digital Marketing/Banking & Financial Markets) – Third Semester MANAGEMENT INFORMATION SYSTEM (BBA-GE-008)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief.
- a) Define a system and list its basic components.
  - b) Describe two characteristics of systems.
  - c) Differentiate between 'formal and informal systems'.
  - d) Name two levels of management and their roles in MIS.
  - e) List three components of a Management Information System.
  - f) Name and briefly explain two types of information systems other than MIS.
  - g) What is Robert Anthony's hierarchy of management activity?
  - h) Mention one common pitfall in MIS development.
  - i) Briefly describe Simon's model of decision-making.
  - j) Name one functional area of MIS and its importance. [CO-1,3][L-1] **2×10**

#### **PART-A**

- Q.2 Discuss how MIS supports various levels of management in an organization. [CO-3][L-5] **20**
- Q.3 Elaborate on the E-Framework for understanding MIS, including structured vs unstructured decisions. [CO-3][L-3] **20**
- Q.4 Describe the Gorry and Scott Morton Grid and its relevance in MIS. [CO-4][L-4] **20**

#### **PART-B**

- Q.5 Discuss the role and importance of MIS in marketing management. [CO-5][L-3] **20**
- Q.6 Analyze the strategic uses of IT in MIS, with examples from the industry. [CO-2][L-5] **20**
- Q.7 Explain how Business Process Reengineering (BPR) is influenced by information technology in the context of MIS. [CO-2][L-4] **20**

**End Semester Examination, Dec. 2023**  
**BBA – Third Semester**  
**FUNDAMENTAL AND TECHNICAL ANALYSIS**  
**(BBA-IC-307)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Aura Ltd has current ratio of 2 & its working capital is Rs1500 Cr. What is the value of current assets?
- b) Draw a candle and mark the OHLC points on it, which has following details – Open – 700, High – 730, Low – 690, Close - 710.
- c) Bullish markets are accompanied by upward sloping trend lines. State True/False and your reason for it.
- d) Black House Ltd has EBITDA of Rs200Cr. The interest paid is Rs. 20 Cr, Depreciation & Ammortisation is Rs.14Cr & Taxes paid is Rs. 45Cr. The company had net sales of Rs 750Cr. What is the EBIT margin?
- e) Quick Ratio = (Current Asset/ Current Liability)
  - i) (Current Asset – Inventory)/ Current Liability
  - ii) (Current Asset – Receivables)/ Current Liability
  - iii) (Current Asset – Payables)/ Current Liability
- f) According to Dow theory, in participation phase, large number of participants are actively buying stocks. State True/False and your reason for it.
- g) What is monetary policy?
- h) Draw a 'Cup & Handle' pattern with entry point, target and stop loss.
- i) Loss aversion is a tendency to prefer avoiding losses to acquiring equivalent gains. Explain in brief.
- j) In maturity phase, the growth rate of an industry stabilizes. Comment. **2×10**

**PART-A**

Q.2 a) On the basis of below data, calculate the inventory, receivable & payable in number of days for the **years 2019, 2020 & 2021**.

Particular	2018	2019	2020	2021
Net Sales	77,000	88,550	102,000	103,500
Cost of Sales	40,250	50,820	57,120	63,250
Inventories	10,350	12,000	15,000	14,950
Trade receivables	6,900	8,400	10,000	10,350
Trade payables	16,100	14,300	16,800	18,400

[CO-1][L-3] **10**

b) Write about Porter's 5 force model with respect to mobile communication industry?

[CO-1][L-1] **10**

Q.3 a) Describe (in detail) the six tenets of Dow Theory. [CO-2][L-2] **12**

b) What are resistance and support in technical analysis and what is its significance? In the adjoining chart, mention key resistance and support. What would be the next resistance and support after the last day on the chart? [CO-2][L-2] **8**



- Q.4 a) What are line charts, bar charts & candle stick charts? [CO-2] [L-2] **5**  
 b) What is a inverted hammer, shooting star, bullish harami and bearish engulfing? Draw and explain the patterns with respect to market sentiment (bearish/ bullish). [CO-2][L-2] **15**

**PART-B**

- Q.5 a) What is Elliot wave theory? What are the rules of Elliot Wave Theory? [CO-3][L-2] **10**  
 b) What are key Fibonacci numbers? What is their significance in stock market trading? A stock has a recent low of Rs700 and high of Rs 1000. Write the significant supports, if the stock price was to come down, based on Fibonacci numbers. [CO-3][L-4] **5**

- Q.6 a) What are technical indicators? [CO-3] [L-1] **5**  
 b) Write in detail about MACD and exponential moving averages covering definition, parameters, entry and exit in trades? [CO-3] [L-2] **10**  
 c) What are bullish and bearish divergences? Explain the bullish divergence observed with respect to MACD in the chart given below in the month of Sep – Nov. [CO-3] [L-3] **5**



- Q.7 What is Anchoring Bias and Confirmation Bias? Explain with an example. [CO-4][L-2] **20**

**End Semester Examination, Dec. 2023**  
 OPEN ELECTIVE – COMMON FOR ALL BRANCHES  
**EFFECTIVE TECHNIQUES FOR DECISION MAKING IN BUSINESS**  
**(BBA-OE-001)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes in the following:

- a) Assignment formulation steps.
- b) Hungarian method.
- c) Maximin vs minimax.
- d) Saddle point.
- e) Johnson rule.
- f) Vogel approximation method.
- g) VAM method.
- h) Principle of dominance.
- i) Empirical mode.
- j) Condition in 3 machine of sequencing problem.

[CO-1][L-2] **2×10**

**PART-A**

Q.2 Solve the transportation problem by Vogel approximation method and LCM:

To>>> From	D1	D2	D3	Total Supply
S1	4	3	2	250
S2	5	2	3	300
S3	7	8	2	450
S4	8	9	4	600
Total demand	700	400	500	

[CO-1,3] [L-5] **20**

Q.3 A company has four salesman for 5 different territories. The monthly increase, estimated for each salesman in different territories (in Lakh \$), are shown in the table below:

Salesmen	Sales Territories				
	New Jersey	Paris	Manhattan	Georgia	Italy
A	75	80	85	70	90
B	91	71	82	75	85
C	78	90	85	80	80
D	65	75	88	85	90
E	89	85	87	88	91

Suggest optimal assignment for the salesmen. What will be the maximum sales increase ever month?

[CO-2,4] [L-5] **20**

Q.4 a) "All transportation models have hardly any real life applications." Do you agree with the statement? Discuss.

[CO-2] [L-2] **10**

**P. T. O**

b) Explain the scenario in which application of LPP will be applicable. [CO-1,3] [L-3] **10**

**PART-B**

Q.5 A ready-made garments manufacturer has to process 8 items through three stages of production, viz. cutting, sewing and final stitching. The time taken (in hours) by each of these items at the different stages is given in appropriate units.

Job Order	Cutting	Sewings
1	3	8
2	9	3
3	12	10
4	16	10
5	6	6
6	11	1
7	10	12
8	10	8

Find the optimal elapsed to complete the task and also the idle time if the sequence is cutting-sewing. [CO-1,2] [L-6] **20**

Q.6 Life of bulbs produced by two factories A and B are given below:

Length of life (in hours)	Factory A (Number of bulbs)	Factory B (Number of bulbs)
550 – 650	10	8
650 – 750	22	60
750 – 850	52	24
850 – 950	20	16
950 – 1050	16	12

The bulbs of which factory are more average consistent(Mean) and more frequent required(mode) from the point of view of length of life? [CO-3] [L-5] **20**

Q.7 Solve the following game theory problem and find value of games with strategies:

	Strategy of B			
Strategy of A	B1	B2	B3	B4
A1	3	2	4	0
A2	3	4	2	4
A3	4	2	4	0
A4	0	4	0	8

[CO-2,3] [L-4] **20**

**End Semester Examination, Dec. 2023**  
BBA (Retail Management) – First Semester  
**FUNDAMENTAL OF ACCOUNTING (BBA-RM-102)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- a) Trial balance.
- b) Full disclosure concept.
- c) Accounting cycle.
- d) Types of accounts.
- e) Double entry system.
- f) Subsidiary books of accounts.
- g) Depreciation.
- h) Short term asset.
- i) Differentiate between accounting and bookkeeping.
- j) Materiality concept.

[CO-1][L-1] **2×10**

**PART-A**

Q.2 a) Post the following in accounting equation along with nature of accounts:

- i) Started business with capital Rs. 2,75,000/-
- ii) Bought furniture Rs. 50,000/-
- iii) Bought goods for cash Rs. 1,20,000/-
- iv) Bought goods from Rajaram on credit Rs. 30,000/-
- v) Sold goods for cash Rs. 2,55,000/-

[CO-1][L-3] **10**

b) Explain the importance and scope of accounting.

[CO-1][L-3] **10**

Q.3 Define 'GAAP'. How does it work? Also discuss various concepts and conventions of accounting.

[CO-2][L-4] **20**

Q.4 Identify the various errors to be rectified occurring while preparing Trial Balance and discuss them with the help of examples.

[CO-3][L-2] **20**

**PART-B**

Q.5 What do you mean by final statements? Explain the need and importance of preparation of these statements individually, trading, P/L and balance sheet.

[CO-4][L-3] **20**

Q.6 Mr. Sohan purchased a machine for Rs 2,00,000/- on Jan 01, 2021 and installation charges amounted to Rs 50,000/-. A new machine was also purchased on 1 sept 2022 for Rs 1,50,000/-. Depreciation is written off 10% on straight line method.

Draw machine account and depreciation account for first three years given that:

The book of accounts closes on Dec 31 every year; and the firm charges depreciation to asset account.

[CO-2][L-3] **20**



Q.7 Prepare the trading, P/L and balance sheet from given trial balance of M/s Gupta & Sons for the year ending on 31 March 2023. Closing Stock is Rs. 30,000.

Account Title	Amt.(Rs)	Account title	Amt.(Rs)
Sundry Debtors	1,00,000	Bills Payable	85,550
Bad Debts	3,000	Sundry Creditors	25,000
Trade Expenses	2,500	Provision for Bad Debts	1,500
Printing and Stationery	5,000	Return Outwards	4,500
Rent, Rates and Taxes	3,450	Capital	2,50,000
Freight	2,250	Discount Received	3,500
Sales Return	6,000	Interest Received	11,260
Motor Car	25,000	Sales	1,00,000
Opening Stock	75,550		
Furniture and Fixture	15,500		
Purchase	75,000		
Drawings	13,560		
Investments	65,500		
Cash in Hand	36,000		
Cash at Bank	53,000		
	<u>4,81,310</u>		<u>4,81,310</u>

[CO-4][L-3] 20

**End Semester Examination, Dec. 2023**  
BBA (General/Banking and Financial Markets) — Third Semester  
**MANAGERIAL ECONOMICS (BBA-RM-302)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Define 'resources'.
- b) What do you mean by economies of scale?
- c) State two merits of capitalistic economic system.
- d) Define 'Wages'.
- e) Write two assumptions of PPC.
- f) Define 'Market'.
- g) Define 'Income effect'.
- h) Define 'average fixed cost'. How it is calculated?
- i) Draw long run average cost curve.
- j) Define Complimentary goods.

[CO-1][L-1,2] **2×10**

**PART-A**

- Q.2 a) "Scarcity and choice making are two sides of the same coin". Comment on it. [CO-1][L-1] **10**
- b) What do you mean by Isoquants? State its assumptions and properties. [CO-1][L-1] **10**
- Q.3 a) Explain any three exceptions, where law of demand is not applicable. [CO-3][L-2] **10**
- b) Explain the concept of consumer surplus. [CO-3][L-2] **10**
- Q.4 a) Explain law of diminishing marginal utility, with assumptions and exceptions. [CO-3][L-2] **10**
- b) What is indifference curve? State its assumptions and properties. [CO-3][L-2] **10**

**PART-B**

- Q.5 a) "Production is function of four factors of production". Comment on it. [CO-4][L-2] **10**
- b) What do you mean by law of variable proportions? Explain the same with the help of schedule and diagram. [CO-4][L-2] **10**
- Q.6 a) What are TC, AC and MC? How they are interrelated? Show with the help of diagram. [CO-4][L-3] **10**
- b) Why the average cost curve is U-shaped? [CO-4][L-3] **10**
- Q.7 a) What is monopolistic competition market? State its features. [CO-5][L-2] **10**
- b) What do you mean by marginal productivity theory of distribution? How it is different from modern theory of factor pricing? [CO-5][L-2] **10**

# End Semester Examination, Dec. 2023

## BBA (Retail Management) — Third Semester **BUSINESS ENVIRONMENT (BBA-RM-303)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Define the following:
- a) Economic system.
  - b) Privatization.
  - c) Fiscal policy.
  - d) Scope of fiscal policy.
  - e) Social responsibility.
  - f) Business ethics.
  - g) Functions of export houses.
  - h) EXIM Policy.
  - i) Industrial licensing.
  - j) Socialism.

**2×10**

### **PART-A**

- Q.2 Define Business environment. Explain the different environmental factors that create a profound impact on business. [CO-1][L-1,2] **20**
- Q.3 What is meant by economic planning? Discuss the achievements of economic planning in our country in the light of the objectives. [CO-1,2][L-2,3] **20**
- Q.4 Write short notes on the following:
- a) Business policy and corporate strategy.
  - b) Strategic choice and implementation.

[CO-2,3][L-3] **10×2**

### **PART-B**

- Q.5 What is meant by multinational corporation? Discuss in detail the code of conducts of multinational corporations in India. [CO-3][L-4,5] **20**
- Q.6 Define 'social responsibility'. Explain the arguments in favor and against of social responsibilities of business. [CO-2,3][L-2,3,4] **20**
- Q.7 Write short notes on the following:
- a) Industrial sickness.
  - b) Significance of small scale industries.

[CO-2,4][L-3,5] **10×2**

# End Semester Examination, Dec. 2023

BBA (General/Banking and Financial Markets) — Third Semester

## SALES AND CUSTOMER RELATIONSHIP MANAGEMENT (BBA-RM-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Explain the concept of agents and brokers in distribution channels. [CO-1][L-2]
- b) Discuss the concept of partnering channel relationships. [CO-1][L-1,2]
- c) What is logistics management? [CO-2][L-2]
- d) Explain channel conflict and channel management. [CO-3][L-2]
- e) Define Channel audits. [CO-2][L-2]
- f) What does mean by KPIs? [CO-2][L-1,2]
- g) Define Marketing segmentation. [CO-2][L-2]
- h) What does mean by sales force automation? [CO-1,2][L-3]
- i) Define Collaborative filtering. [CO-2][L-2]
- j) Describe the role of employees in CRM implementation. [CO-2][L-2,3] **2×10**

### **PART-A**

Q.2 Compare and contrast the factors affecting the choice of distribution channels for consumer goods versus industrial goods. Provide specific examples to support your comparison. [CO-2][L-2,3] **20**

Q.3 How does effective logistics management contribute to the overall efficiency of a distribution channel? Provide examples to illustrate your points. [CO-3,3][L-3,4] **20**

Q.4 Explain the effectiveness of channel information system in distribution management. [CO-3][L-4] **20**

### **PART-B**

Q.5 Describe the significance of lead management in the sales process. How does effective lead management contribute to converting leads into customers? Provide strategies for optimizing lead management in CRM systems. [CO-3,4][L-4,5] **20**

Q.6 Explain click stream analysis as a method of data analysis in analytical CRM. How can businesses benefit from analyzing user click patterns on websites and mobile apps? Provide examples. [CO-4][L-5] **20**

Q.7 Explain the key elements of CRM project management. How does effective project management contribute to the successful implementation of CRM initiatives? [CO-3,4][L-6] **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business - First Semester  
**PROFESSIONAL SKILLS (BUSS510)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1
- a) "How does body language contribute to communication?"
    - i) It's used for encoding messages
    - ii) It helps decipher messages
    - iii) It involves creating written reports
    - iv) It serves as a code for secret messages [CO-1][L-1]
  - b) What does the term "Seven Cs" refer to in communication?
    - i) A list of seven communication theorists
    - ii) Seven essential components of effective communication
    - iii) Seven common communication myths
    - iv) Seven stages of communication planning [CO-1][L-1]
  - c) Communication means to\_\_\_\_\_.
    - i) laugh
    - ii) shout
    - iii) share
    - iv) shy [CO-1][L-1]
  - d) "Which of the following is NOT typically considered a form of internal office communication?"
    - i) Circulars
    - ii) Business memos
    - iii) Employee performance reviews
    - iv) Team meetings
  - e) "What role does email etiquette play in professional communication?" [CO-1][L-2]
    - i) It's an optional aspect of business communication
    - ii) It helps uphold professionalism and clarity in emails
    - iii) It encourages the use of informal slang and language
    - iv) It applies only to incoming emails [CO-1][L-1]
  - f) What is the significance of email etiquette in professional communication?
    - i) It is unnecessary in business communication
    - ii) It helps maintain professionalism and clarity in emails
    - iii) It encourages the use of slang and informal language
    - iv) It only applies to outgoing emails [CO-][L-1]
  - g) What does "active listening" involve?
    - i) Passively hearing what the speaker says
    - ii) Actively engaging with the speaker's words and showing understanding
    - iii) Interrupting the speaker with questions
    - iv) Ignoring the speaker's message [CO-1][L-1]
  - h) What is the format typically used for writing business letters?
    - i) Memo format
    - ii) Narrative format
    - iii) Block format
    - iv) Informal format [CO-1][L-1]

**P. T. O.**

- i) In intra-office communication, what is the purpose of circulars?  
i) To share personal updates  
ii) To request a meeting  
iii) To communicate official announcements  
iv) To send a complaint [CO-1][L-1]
- j) Which of the following elements is crucial for effective communication in a business memo?  
i) Use of informal language  
ii) Excessive use of technical jargon  
iii) Conciseness  
iv) Lengthy paragraphs and detailed explanations. [CO-1][L-1] **2×10**

### **PART-A**

- Q.2 "In a corporate environment, elucidate the idea of 'communication networks' and their significance in nurturing innovation within a company. Offer real-life instances showcasing how efficient communication networks have played a role in the development of innovative solutions." [CO-1][L-3] **20**
- Q.3 "Distinguish between the concepts of 'hearing' and 'listening.' How does active listening differ from passive hearing, and why is active listening often considered a more effective communication skill?" [CO-2][L-5] **20**
- Q.4 "Imagine you're a manager in a customer service team. Explain what skills your team members need to be good listeners when dealing with customers. Also, mention any problems they might face while talking to customers and suggest ways to solve these issues." [CO-2][L-4] **20**

### **PART-B**

- Q.5 You are part of the organizing committee for an upcoming team meeting. Explain the purpose of including an agenda in the meeting notice. Provide two examples of topics that should be included in the agenda for an effective team meeting. [CO-3][L-2] **20**
- Q.6 You work for a customer service department in a retail company. You have received a complaint from a customer regarding a defective product they purchased. Draft a professional response letter addressing the customer's issue and offering a suitable resolution. [CO-3][L-3] **20**
- Q.7 Explain the key steps and components involved in creating an effective report, and discuss how you would ensure the report is well-organized and communicates its findings clearly to the intended audience." [CO-4][L-2] **20**











Naval architects never claim that a ship is unsinkable, but the sinking of the passenger-and-car ferry Estonia in the Baltic surely should have never have happened. It was well designed and carefully maintained. It carried the proper number of lifeboats. It had been thoroughly inspected the day of its fatal voyage. Yet hours later, the Estonia rolled over and sank in a cold, stormy night. It went down so quickly that most of those on board, caught in their dark, flooding cabins, had no chance to save themselves: Of those who managed to scramble overboard, only 139 survived. The rest died of hypothermia before the rescuers could pluck them from the cold sea. The final death toll amounted to 912 souls. However, there were an unpleasant number of questions about why the Estonia sank and why so many survivors were men in their prime of life, while most of the dead were women, children and the elderly.

- Q.33 One can understand from the reading that \_\_\_\_\_.
- a) The lifesaving equipment did not work well and lifeboats could not be lowered
  - b) Design faults and incompetent crew contributed to the sinking of the Estonia ferry
  - c) 139 people managed to leave the vessel but died in freezing water
  - d) Most victims were trapped inside the boat as they were in their cabins [CO-2][L-3]
- Q.34 It is clear from the passage that the survivors of the accident \_\_\_\_\_.
- a) Helped one another to overcome the tragedy that had affected them all
  - b) Were mostly young men but women, children and the elderly stood little chance
  - c) Helped save hundreds of lives
  - d) Are still suffering from severe post-traumatic stress disorder [CO-2][L-3]
- Q.35 According to the passage, when the Estonia sank, \_\_\_\_\_.
- a) There were only 139 passengers on board
  - b) Few of the passengers were asleep
  - c) There were enough lifeboats for the number of people on board
  - d) Faster reaction by the crew could have increased the Estonia's chances of survival [CO-2][L-3]

***PART-C***  
**(Soft Skills)**

- Q.36 Effective professional correspondence uses an appropriate style, clear and concise language, and
- a) the active voice
  - b) the passive voice.
  - c) open punctuation
  - d) mixed punctuation [CO-3][L-2]
- Q.37 The formal greeting with which a business letter begins is called
- a) salutation
  - b) body copy
  - c) subject
  - d) reference [CO-3][L-2]
- Q.38 What does the term "synergy" refer to in a corporate context?
- a) The result of individual efforts working together effectively
  - b) A lack of cooperation among team member
  - c) A negative impact on productivity
  - d) The duplication of tasks within a team. [CO-1][L-2]
- Q.39 What is the meaning of the term "core competency"?
- a) A basic skill possessed by all employees
  - b) Individual's main skill or area of expertise.
  - c) A specialized external consultant
  - d) The central office of a corporation [CO-1][L-2]
- Q.40 What is the significance of non-verbal communication in a group discussion?
- a) It has no impact on the discussion's outcome.
  - b) It can convey emotions, agreement, or disagreement.
  - c) It should be completely ignored during the discussion.

- d) It is solely the responsibility of the facilitator to use non-verbal cues [CO-3][L-2]
- Q.41 What is the ideal way to start a group discussion?  
 a) By dominating the conversation from the beginning  
 b) By summarizing your opinion without listening to others  
 c) By introducing the topic and yourself  
 d) By remaining passive and waiting for others to start [CO-3][L-3]
- Q.42 Which of the following is a key skill in effective group discussions?  
 a) Monopolizing the conversation  
 b) Ignoring other participants' contributions  
 c) Active listening and respectful communication  
 d) Interrupting others to assert your point of view [CO-3][L-3]
- Q.43 How can you handle a situation where a group discussion becomes heated and emotional?  
 a) Escalate the conflict and argue passionately  
 b) Use humor to diffuse tension and change the topic  
 c) Encourage open and respectful communication to address the issue  
 d) Withdraw from the discussion and avoid further participation [CO-3][L-3]
- Q.44 What is the importance of setting clear roles and responsibilities within a team?  
 a) To create confusion and chaos  
 b) To eliminate the need for collaboration  
 c) To establish accountability and ensure tasks are completed  
 d) To discourage teamwork and corporation [CO-3][L-2]
- Q.45 What is the key to resolving conflicts within a team effectively?  
 a) Avoiding any discussion of conflicts  
 b) Engaging in aggressive arguments to settle differences  
 c) Open and constructive communication to find common ground  
 d) Ignoring conflicts and hoping they will resolve themselves [CO-3][L-3]
- Q.46 In the Ubuntu philosophy, what does "Ubuntu" mean?  
 a) A popular Linux-based operating system  
 b) I am because we are; we are because I am  
 c) The concept of individualism and competition  
 d) The pursuit of personal success at any cost [CO-3][L-2]
- Q.47 What is a characteristic of an effective team?  
 a) High turnover rate  
 b) Lack of diversity among team members  
 c) Strong communication and collaboration  
 d) A competitive environment [CO-3][L-2]
- Q.48 What is the significance of LinkedIn connections in networking?  
 a) To compete with others for the most connections  
 b) To have a wide network of acquaintances, regardless of relevance  
 c) To build meaningful professional relationships and opportunities  
 d) To send funny GIFs and memes to a larger audience [CO-3][L-2]
- Q.49 What does it mean to endorse someone's skills on LinkedIn?  
 a) To publicly criticize their abilities  
 b) To validate and acknowledge their professional strengths  
 c) To invite them for a job interview  
 d) To send them a congratulatory message [CO-3][L-3]
- Q.50 What is the value of engaging in LinkedIn groups for networking?

- a) There is no value in joining LinkedIn groups
- b) It allows you to share your personal hobbies
- c) It provides opportunities to connect with professionals in your field and share knowledge
- d) It's primarily for political discussion

[CO-3][L-3]









**Direction for Q.26 to Q.30:**

Study the following information carefully and answer the questions given below.

Eight persons- P, Q, R, S, T, U, V and W are sitting around a circular table and facing inside the circle, but not necessarily in the same order.

Q sits second to the left of P. Two persons sit between P and S who sits adjacent to U. R sits third to the right of U and three persons sit between R and T. V sits second to the left of T. Four persons sit between W and V when counted from the left of W.

- Q.26 Who among the following person sits to the immediate left of Q?  
a) W  
b) V  
c) S  
d) The one who sits second to the right of S  
[CO-6][L-1]
- Q.27 How many persons sit between P and S when counted from the left of P?  
a) Five  
b) As many persons sit between Q and S when counted from the left of S  
c) One  
d) As many persons sit between T and R.  
[CO-6][L-1]
- Q.28 Four of the following five are alike in a certain way as per the given arrangement and hence form a group. Find the one who doesn't belong to that group.  
a) U, P  
b) T, V  
c) W, U  
d) R, P  
[CO-6][L-1]
- Q.29 If W is related to Q and T is related to S in a certain way. Then, P is related to who among the following persons?  
a) W  
b) R  
c) V  
d) U  
[CO-6][L-1]
- Q.30 Who among the following pair of persons sit adjacent to V?  
a) P and T  
b) Q and P  
c) Q and R  
d) P and U  
[CO-6][L-1]

***PART-A***

**(Verbal Ability + Soft Skill Section)**

Directions: The question consists of five statements labelled A, B, C, D and E which when logically ordered form a coherent passage. Choose the option that represents the most logical order.

- Q.31 a) The US market will continue to be the dominant one in the foreseeable future. The rupee could become even stronger. A greater recourse to hedging as well as striving for multi-currency revenue streams automatically suggests itself.  
b) Already one company, TCS, by resorting to these methods extensively has turned in an above - average performance during the first quarter.  
c) Most IT companies have been grappling with more mundane problems such as a high level of attrition amidst rising wage costs and inability to secure the right type and number of American visas.





**End Semester Examination, Dec. 2023**  
BBA (G) International Business – First Semester  
**PRINCIPLES OF ECONOMICS (ECON-510)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes on the following:
- Define the concept of economics.
  - Explain market equilibrium.
  - State the production theory.
  - Discuss monetary policy.
  - Shed light on the institution known as lender of the last resort.
  - Current rate of interest charged by public banks for lending.
  - Explain the concept of money.
  - Name the instruments of fiscal policy issued by government.
  - State two reasons of unemployment in India.
  - Discuss rate of interest.
- [CO-1,2,3,4][L-2] **2×10**

**PART-A**

- Q.2 Define the economic system and its types. Explain the importance of study of economics for business managers. [CO-1][L-3] **20**
- Q.3 Elaborate the law of supply and the factors affecting the supply with appropriate examples and graphs. [CO-1][L-2] **20**
- Q.4 "A variety of market structures will characterize an economy which further affects the competition in the market". In the light of this statement, explain the various types of market structures with appropriate examples. [CO-3][L-3] **20**

**PART-B**

- Q.5 Elaborate demand pull inflation and cost push inflation. How global inflation impacts India's economy? [CO-4][L-2] **20**
- Q.6 Financial Institutions (FIs) perform several key functions essential to the economy and financial system. Analyze the role and types of financial institutions. How FIs contribute to the advantages and disadvantages to the financial system? [CO-1][L-2] **20**
- Q.7 Discuss the role of money and money supply in the economy. [CO-4][L-2] **20**

**End Semester Examination, Dec. 2023**  
BBA (G) International Business — First Semester  
**ESSENTIAL OF MATHEMATICS AND STATISTICS (MATH-510)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- a) Standard deviation.
- b) Compound interest.
- c) Annuity.
- d) Karl Pearson Coefficient of correlation.
- e) Arithmetic mean.
- f) Dispersion through data.
- g) Future value.
- h) EMI (Equated Monthly Installment).
- i) Nominal rate of interest.
- j) Variance.

[CO-1][L-2] **2×10**

**PART-A**

Q.2 a) John runs a small business selling handmade crafts. In the first week, he sold 15 crafts, and every week after that, he increased his sales by 3 crafts. If he continues this pattern, how many crafts will he sell in the 10<sup>th</sup> week? [CO-1,3][L-5] **10**

b) Shashank is an employee in a challenging industry. He starts with an annual salary of Rs. 10,00,000 in his first year. He is expected to receive a yearly increment of 20%. Calculate Shashank's salary at the beginning of the 5<sup>th</sup> year on a quarterly, monthly, and half-yearly basis. [CO-2,3][L-4] **10**

Q.3 a) Sarika invested in mutual funds of Rs. 1,00,000. She is being offered 8% interest per annum compounded quarterly. If Sarika takes out all her money from the funds at the end of 5<sup>th</sup> years then find the amount of interest received by her. [CO-1,2][L-5] **10**

b) The population of a New York increased to 5,04,000 in 2013 at a rate of 5% per quarter.  
i) Find the population in 2011.  
ii) What would be its population in 2015? [CO-3,4][L-6] **10**

Q.4 a) Suppose you deposit Rs. 500 into your bank account every month, and your initial balance is Rs. 1,000. Calculate the balance in your account after 12 months. [CO-3,4][L-6] **10**

b) In how many ways can you arrange the letters in the word "MISSISSIPPI"? [CO-2,4][L-5] **10**

**PART-B**

Q.5 Two car manufacturers Company X and Company Y. produce cars with different fuel efficiency ratings measured in miles per gallon (MPG). The following data represents the number of cars produced by each company in different MPG ranges:

MPG Range	Company X (Number of Cars)	Company Y (Number of Cars)
10-20	15	8
20-30	18	60
30-40	45	24
40-50	40	16
50-60	5	12

Determine which car manufacturer produces cars that are more homogenous in terms of fuel efficiency from the given data. [CO-1,2][L-6] **20**

**P.T.O.**

Q.6 Two judges, A and B, are evaluating the performance of ten participants in a cooking competition. They have scored the participants based on their culinary skills. Calculate the rank correlation between the scores given by Judge A and Judge B using the following data:

Participant No.	Judge A (Score out of 10)	Judge B (Score out of 10)
1	8.5	9.0
2	7.0	6.5
3	9.0	8.5
4	6.5	7.0
5	8.0	8.5
6	9.5	9.0
7	7.5	7.5
8	9.0	9.5
9	8.5	8.0
10	8.0	8.0

[CO-3,4][L-6] **20**

- Q.7 a) Explain the properties of correlation with example. Also highlight the benefit of scatter diagram with example. [CO-1,3][L-3] **10**
- b) Suppose the average temperature for the month of June 2023 in a city is 30°C. In June 2023, the highest recorded temperature was 42°C, and the lowest recorded temperature was 15°C, respectively Calculate the revised average temperature for the month of June 2022, excluding the highest and lowest recorded temperatures from the data. [CO-2,4][L-5] **10**

**End Semester Examination, Dec. 2023**  
MBA – First Semester  
**BUSINESS COMMUNICATION (MBA-DS-101)**

Time: 3 hrs.  
**100**

Max Marks:

*No. of pages: 2*

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B (Q.7)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

- Q.1 Complete the following:
- a) Active listening involves \_\_\_\_\_ and the SQ3R technique stands for \_\_\_\_\_.
  - b) Using all capital letters in your power point slides is a bad idea because \_\_\_\_\_.
  - c) The difference between cultural pluralism and cultural baggage is \_\_\_\_\_.
  - d) The advantages of a chronological resume are \_\_\_\_\_.
  - e) You attitude should not be used when \_\_\_\_\_.
  - f) Diversity and inclusion mean that \_\_\_\_\_.
  - g) Grapevine in organizations flourishes when \_\_\_\_\_ and management can prevent it by \_\_\_\_\_.
  - h) "Do not let power point hijack your presentation". This statement means that \_\_\_\_\_.
  - i) The structure of a presentation includes \_\_\_\_\_ and transitions in a presentation \_\_\_\_\_ mean.
  - j) The office workers were hired to receive calls, operating the duplicating equipment and a variety of duties were handled by them can be made better by providing a parallel structure and rewriting the sentence as \_\_\_\_\_. [CO-1,3][L-2,3] **2×10**

**PART-A**

- Q.2 a) Explain how a simple presentation can be made persuasive and influence the audience. [CO-2,5][L-3] **10**  
b) Write a paragraph on communication styles. [CO-2,5][L-3] **10**
- Q.3 Compare and contrast the perceptions of high context and low context cultures regarding power distance, concept of time and individualism versus collectivism. [CO-4][L-4] **20**
- Q.4 As the purchase manager of an organization you had ordered 100 moulded plastic chairs after examining the samples sent by the wholesaler. When the consignment arrived you found that neither the design nor the quality conformed to the samples that you had approved. Write a claim letter demanding their replacement. [CO-1,3][L-3] **20**
- Q.5 Write a job application letter in response to an advertisement by a multinational firm looking for fresh MBA pass outs with excellent records for entry level management positions in their organization at Bangalore. [CO-3][L-6] **20**
- Q.6 Draft your resume that can be sent for an internship opportunity to your dream company. [CO-3][L-6] **20**

## **PART-B**

Q.7 Read the Caselet and answers the question given below:

### **Better Safe than Sorry**

The automobile ancillary to a major truck manufacturer was hard pressed for time. After a three year slump the market was booming, and its order book was overflowing. Employees had been laid off in the past couple of years, but it was not time to employ more people to man the three shifts that needed to be run round-the-clock. Good times were calling, and the management wanted to cash in on the boom. It was difficult to find trained personnel for all jobs. Casual labour was employed for tasks that required semi-skilled or unskilled personnel. The paint shop needed more people because it was under tremendous pressure to finish jobs that were awaiting painting after all other operations had been completed. It was a normal working day and the shift was about to get over. In the paint shop there was a supervisor and some casual workers who had been employed a couple of days ago. Fully finished and quality certified components were being readied for dispatch. Power supply was erratic and suddenly the paint shop was plunged into darkness. The supervisor slipped out to look for the generator set operator. One of the casual workers went towards the office, found a candle, came back and put the candle on a high drum in the paint shop. Packing began, in earnest, once again. The generator set roared to life and the supervisor started walking towards the paint shop. There was a big explosion which shook the entire factory. A part of the roof of the paint shop was blown off. There was one loud wail and then deafening silence. The casual worker had placed the candle on a drum full of paint thinner. The thinner is highly volatile and can cause the major explosion. The worker near the drum was charred beyond recognition. Two others were more than seventy-five per cent burnt. The police arrived. The owner of the factory was arrested. The inspector of factories arrived and lodged a case of negligence and breach of safety norms against the factory management. The supervisor was also arrested. The workers were made to work in a hazardous place without being trained in safety and other procedures. The safety instructions were displayed on the shop floor in English. The safety norms or other safety precautions were not properly conveyed to the workers.

#### **Questions:**

- a) Give the reasons that you think led to the failure of the new plant.
- b) Prepare a plan to prevent such a disaster. [CO-1,3][L-5] **10×2**



**End Semester Examination, Dec. 2023**  
MBA - First Semester  
**MANAGEMENT INFORMATION SYSTEM (MBA-DS-102)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Answer the following:

- a) The information of MIS comes from the boot \_\_\_\_\_ source.
  - i) Internal.
  - ii) External.
  - iii) Superficial.
  - iv) Internal and external.
- b) MIS is normally found in \_\_\_\_\_ sector.
  - i) Service.
  - ii) Education.
  - iii) Manufacturing.
  - iv) Marketing.
- c) Management information system usually NOT serves managers interested in \_\_\_\_\_ results.
  - i) Weekly.
  - ii) Monthly.
  - iii) Yearly.
  - iv) Day-to-day.
- d) The management information system receives input from the \_\_\_\_\_.
  - i) SSL
  - ii) GPS
  - iii) TPS
  - iv) LMS
- e) \_\_\_\_\_ is an important factor of a management information system.
  - i) Information.
  - ii) System.
  - iii) Planning.
  - iv) Personnel.
- f) Name any five internet business models with examples.
- g) What is the difference between intranet and extranet?
- h) What is MDSS?
- i) What is CLOUD computing?
- j) What is block chain technology? [CO-1][L-2] **2×10**

**PART-A**

Q.2 What is the impact of the internet on mobile phones? How are the Chinese brands changing their business models both on customer and supplier side to deal with the Internet? [CO-2][L-2] **20**

Q.3 As an IT expert recommend to a NGO, how the following systems are useful for their organization:

- a) Knowledge management systems.
- b) Data visualization using software such as tableau, power BI. [CO-3][L-3] **20**

**P.T.O.**

- Q.4 As the data analytics manager of reliance retail, explain the importance of a CRM system for your company. How does a CRM system help in better customer service? Give examples. [CO-2][L-2] **20**
- Q.5 Why is Chat GPT so popular amongst masses? Is it comparable to Google search engine? Explain in detail. [CO-3][L-3] **20**
- Q.6 What is the difference between EMSS and DMSS? Draw the pyramid of MIS as reference. [CO-3][L-3] **20**

**PART-B**

Q.7 ***Case study:***

Compared to the People's Bank of China, the Reserve Bank of India (RBI) plays a more active role in shaping the mobile payment landscape in the country of more than 1 billion. In November 2016, the RBI's decision to withdraw 500-rupee and 1,000-rupee notes from circulation and the resulting shortage of cash played a major role in the increased adoption of cashless payments. Moreover, the National Payments Corporation of India (NPCI) — a nonprofit organization under management by the RBI — launched the United Payments Interface (UPI) in 2016. UPI is an open and interoperable direct bank transfer platform that supports multiple bank accounts in a single mobile application, offering a seamless and more convenient user experience, especially for daily peer-to-peer transactions and transactions with merchants. Coupled with other technologies such as Aadhaar, India's unique digital identity system launched in 2010, the government has set up a level playing field for big techs and startups alike to explore the enormous potential of this payment market. Based on the number of UPI transactions completed in 2019, the top three players in the market by transaction volume are Google Pay, PhonePe, and Paytm. There are a few differentiations between these payment platforms. They drive user engagement by expanding in-app features (for example, Google Pay allows users to recharge prepaid mobile phone plans or buy gold) and offering cashback rewards or coupons to be redeemed at partner merchants. Late entrants into the market include Amazon Pay (2019) and Facebook's WhatsApp (2020), which have yet to catch up to these three dominating players but are investing heavily to attract new customers.

Read the case study carefully given above and answer the following:

- a) Explain the utilities mentioned here in as the digitalization move for India.
- b) Mention few more initiatives as per your understanding which should be part of the nationwide scheme of things. [CO-4][L-4] **10×2**

# End Semester Examination, Dec. 2023

MBA — First Semester

## MANAGERIAL ECONOMICS (MBA-DS-103)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

- Q.1 State whether the following statements are **TRUE or FALSE**:
- The demand for a commodity is inversely related to price of its substitutes.
  - When income increase, the demand for essential goods increases more than proportionately.
  - Decrease in input prices causes a leftward shift in supply curve.
  - In the long run, there are no variable costs.
  - Retail trade is an example of monopolistic competition.
  - The profit will be maximum where  $MC = MR$  in general.
  - In a firm's short-run production function, the firm's labor and plant are held constant while its machinery is allowed to vary.
  - The law of diminishing returns is unrealistic because it implies that we could feed the world from our kitchen garden.
  - Even if there are many buyers, imperfect competition can exist in a market.
  - A monopolist will never produce at the elastic portion of the demand curve.

[CO-1][L-2] **20**

### **PART-A**

- Q.2 Assume that a town is having only one store supplying furniture. Explain whether it is possible for the store to practice price discrimination. What are the necessary conditions for price discrimination? [CO-3][L-3] **20**
- Q.3 Can government intervention helps in controlling inflation and stabilizing economy? Support your answer with reason. Justify the need for government intervention in the working of the market. In what ways government may intervene? [CO-1][L-2] **20**
- Q.4 Explain which of the following market could be considered monopolistically competitive. Justify your answers with real world examples:
- Automobiles.
  - Café.
  - Movie theaters.
- [CO-3][L-1] **20**
- Q.5 Economics has developed several concepts and analytical tools to deal with the question of allocation of scarce resources and decision making. Discuss this statement in context of problems of an economy. [CO-2][L-2] **20**
- Q.6 Write short notes on (**any two**) of the followings:
- National income and its concepts.
  - Concept of cost reduction.
  - Major economic reforms in India.
  - Demand function and production function.
- [CO-1,2][L-2] **10×2**

**P.T.O.**

## **PART-B**

### Q.7 **Case study:**

Read the following case situation and answers the questions given at the end:

#### Monopolies

Many European governments are reluctant to allow online betting in an attempt to protect their national gambling businesses. A recent study found that seven countries out of the 27 in the European Union banned online gambling. Of the other 20, only 13 have opened their markets to competition: in the rest, gambling is dominated by monopolies owned or licensed by the government. In the Netherlands, for example, residents can only place online bets with a State monopoly, De Lotto. The Ministry of Justice even warned banks in the country that they could be prosecuted if they transferred money to online gambling companies. Other countries have ordered online betting companies to block access to their sites. Their governments argue that this is to protect people from gambling excessively. However, the revenue they gain from their own monopolies should not be ignored as a possible motive.

#### **Questions:**

- a) If governments believe that gambling is bad for their citizens, then in economic terms, how would you classify this service?
- b) Why might governments want to protect their own monopolies in the gambling sector?
- c) What might be the effect of greater competition in the gambling industry in these countries?
- d) Should governments promote gambling? Discuss. [CO-2][L-2] **5×4**

**End Semester Examination, Dec. 2023**  
MBA — First Semester  
**BUSINESS ENVIRONMENT AND LEGAL ASPECTS (MBA-DS-104)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

Q.1 Write short notes on any four of the following:

- a) L-P-G.
- b) Impact of inflation on currency exchange rate.
- c) Impact of MNCs on standard of living.
- d) Limited Liability Company.
- e) Essential conditions for enforcement of a contract.

[CO-1,2,3,4][L-1,2] **5×4**

**PART-A**

Q.2 Twenty individuals form an association to which each person has contributed ₹1000/-. The purpose is to distribute food to the needy. Is this a valid partnership? Justify your answer. [CO-4][L-4] **20**

Q.3 What are the different types of risks involved in conducting a business? Explain each with the help of an example. [CO-1,2][L-2] **20**

Q.4 "A country with a consistently lower inflation rate exhibits a rising currency value while a country with higher inflation typically sees depreciation in its currency." Illustrate it with other major factors effecting exchange rate with a suitable example. [CO-1][L-4] **20**

Q.5 What are the valid conditions under which the winding up of a company is considered complete? Discuss. [CO-3,4][L-4] **20**

Q.6 Why has India gained popularity as an investment destination? Explain with respect to the "Ease of Doing Business" rankings. [CO-1,2,3][L-3,4,5] **20**

**End Semester Examination, Dec. 2023**  
MBA - First Semester  
**ACCOUNTING FOR MANAGERS (MBA-DS-105)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Differentiate between **any two** of the following:

- a) Direct cost and indirect costs.
- b) Current liabilities and non-current liabilities.
- c) Financial and management accounting.

[CO-1][L-2] **10×2**

**PART-A**

Q.2 Based on the trial balance of Atharva Limited; you are required to fill the columns. Analysis: Current assets, fixed asset, liabilities, expense, income, capital liabilities allocation to: balance sheet, income statement:

Atharva Limited				
SI. NO.	Accounts Head	Amount	Analysis	Allocation to
1	Land & building	80,000		
2	Debtors	15000		
3	Capital	7,60,000		
4	Bank Loan	6,95,000		
5	Stock	80,000		
6	Prepaid salary	12,000		
7	Interest received	4000		
8	Rent outstanding	5000		
9	Sales	60,000		
10	Purchase	22000		

[CO-4][L-3] **20**

Q.3 You are required to analyze the transaction to determine the dual effect on the entity's accounts, resulting in a decision on which account is to be debited and which is to be credited.

Sr. No.	Transaction/Entry	Debit (Dr.)	Credit (Cr.)	Transaction Analysis
1	Harish started business with cash Rs. 100000			
2	Bought goods for Rs. 5000			
3	Sold goods for Rs. 16000			
4	Paid wages Rs. 8000			
5	Harish drew for personal use Rs. 30000			
6	Received interest for Rs 2000			
7	Paid rent Rs. 16000			
8	Took a bank loan for Rs 40000			
9	Purchased machinery for Rs 15000			
10	Repaid Bank loan for Rs 20000			

**P.T.O.**

[CO-1][L-5] **20**

Q.4 "Financial Accounting is often called the language of business; it is the language that managers use to communicate the firm's financial and economic information to external parties such as shareholders and creditors" In the light of the above statement discuss the different components of financial statements of a company and the suggested format as per the Schedule VI. [CO-4][L-3] **20**

Q.5 For production of 10,000 electric automatic irons, the following are the budgeted expenses:

Per unit

Direct materials Rs. 25

Direct labour Rs. 15

Variable production overheads Rs. 5

Fixed production overheads (Total Rs. 150,000) Rs. 15

Total Rs. 60

Selling expenses (10% fixed) Rs. 15

Administrative expenses (fixed): (Total Rs. 50000) Rs. 5

Distribution expenses (20% fixed) Rs. 5

Total Costs: Rs. 85

Prepare a flexible budget for production of 6,000; 7,000 and 8,000 irons. [CO-1][L-5] **20**

Q.6 "Financial Analysis helps in evaluating the liquidity and solvency position of the company which is useful information for the lenders of the company". In light of above statement, explain the major ratios that are calculated for this purpose. [CO-2][L-6] **20**

### **PART-B**

Q.7 The following information is given:

Sales = ₹200000; variable cost= ₹120000; Fixed cost = ₹30000

Calculate:

a) Break-even point.

b) New break-even point if selling price is reduced by 10%.

c) New break-even point if variable cost increases by 10%.

d) New break-even point if fixed cost increases by 10%.

[CO-1][L-6] **20**

**End Semester Examination, Dec. 2023**  
MBA — First Semester  
**QUANTITATIVE TECHNIQUES (MBA-DS-106)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 The runs scored by a group of 99 cricket players in a season were given in the following table:

Run scored	Number of players
25	6
35	11
45	25
55	30
65	17
75	8
90	2

For the given data calculate:

- a) Mode
- b) Q1
- c) Q3
- d) D7
- e) P75

Answer the following in brief:

- f) Explain the two laws of probability.
- g) What is data tabulation? Give example.
- h) Distinguish between "Skewness" and Kurtosis.
- i) What is standard deviation? Explain its superiority over other methods of variation.
- j) Write a short note on the type of errors in hypothesis testing.

[CO-1,2,3][L-2] **2×10**

**PART-A**

Q.2 a) The frequency distribution of weight in grams of mangoes of a given variety is given. Calculate the arithmetic mean and median:

Weight in grams	410-419	420-429	430-439	440-449	450-459	460-469	470-479
Number of Mangoes	14	20	42	54	45	18	7

[CO-2][L-3] **10**

b) What is time series analysis? Where it is used? Explain its components in detail.

[CO-2][L-3] **10**

Q.3 Explain the fundamental concept of analysis of variance (ANOVA) in statistics. Provide a detailed overview of its purpose, key assumptions, and the primary types of ANOVA. Draw the ANOVA table.

[CO-1][L-2] **20**



- Q.4 Nine candidates were imparted training and their performance was recorded once before and then after the training program training program. Test at 5% level, whether the training program was effective. (Table value of  $t=-1.860$ )

Training	Before Training	After Training
1	75	70
2	70	77
3	46	57
4	68	60
5	68	79
6	43	64
7	55	55
8	68	77
9	77	76

[CO-3][L-4] **20**

- Q.5 Two departmental managers ranked a few trainees according to their perceived abilities. The ranks are given as:

Trainees	A	B	C	D	E	F	G	H	1	J
Manager A	1	9	6	2	5	8	7	3	10	4
Manager B	3	10	8	1	7	5	6	2	9	4

Calculate an appropriate correlation coefficient to measure consistency in ranking.

[CO-4][L-4] **20**

- Q.6 Explain the chi-square test for independence in statistics. Calculate the Chi-square value for the following data of incidences of water-borne diseases in three tropical regions.

	India	Equador	South Africa	Sum
Cholera	31	45	14	90
Typhoid	2	53	5	60
Diarrhoea	53	45	2	100
	86	143	21	250

[CO-4][L-4] **20**

### ***PART-B***

- Q.7 Given the following data, using regression analysis:

- Find the regression equations of X on Y.
- Find the regression equation of Y on X.
- Find the value of X when  $Y=275$ ; and also
- Find the value of Y when  $X=50$ .

X	22	29	36	44	38
Y	211	228	239	251	246

[CO-2][L-4] **20**

**End Semester Examination, Dec. 2023**  
MBA - First Semester  
**ORGANIZATION BEHAVIOUR (MBA-DS-107)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **(Q.6) PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

**Q.1 Fill in the blanks:**

- a) What are three factors affecting perception?
- b) Halo effect is studied under \_\_\_\_\_.
- c) Good nature of an employee is studied under \_\_\_\_\_ of big five personality model.
- d) \_\_\_\_\_ influence the personality and work behavior of an individual.
- e) \_\_\_\_\_ theory is studied to understand global cultures.
- f) \_\_\_\_\_ is the third stage of developing emotional intelligence.
- g) \_\_\_\_\_ bias is a tendency to support personal failures and blaming the environment.
- h) \_\_\_\_\_ reward relationship is to a degree which individual believes performing at a particular level will lead to attainment of desired outcome.
- i) Flexi-time benefits offered to employees is part of promoting \_\_\_\_\_ in organization.
- j) \_\_\_\_\_ stage of organization culture ensures that everybody follows the given set of practices and policies. [CO-2][L-2] **2×10**

**PART-A**

- Q.2 What is the link between perception and attribution theory? What are three components of attitude? [CO-2][L-3] **20**
- Q.3 Discuss the Hershey Blanchard Leadership model with examples of different leadership styles. [CO-1][L-4] **20**
- Q.4 When is work performed by individuals preferred over work performed by teams? Can you think of strategies to build trust among virtual team members? [CO-3][L-5] **20**
- Q.5 How would you ensure sufficient discussion of contentious issues in a work group? How can managers bring unspoken conflicts into the open without making them worse? [CO-4][L-5] **20**

**PART-B**

**Q.6 Case study:**

As recently as 2010, only 19 of the top 50 chief executives in the world had Facebook accounts, only 6 had LinkedIn pages, and only 2 regularly used Twitter or blogs to communicate. Many executives are wary of these new technologies because they cannot always control the outcomes of their communications. Do organizations understand yet how to use social media effectively? Perhaps not. However, whether they are directly involved with social media or not, companies should recognize that these messages are out there, so it behooves them to make their voices heard. And social media can be an important way to learn about emerging trends. The first step in developing a social media strategy is establishing a brand for your communications—define what you want your social media presence to express. Experts recommend that companies begin their social media strategy by leveraging their internal corporate networks to test their strategy in a medium that's easier to control. Andre Schneider, chief operating officer of the World Economic Forum, uses feedback

**P.T.O.**

from LinkedIn discussion groups and Facebook friends to discover emerging trends and issues worldwide. Padmasree Warrior, chief technology officer of Cisco, has used social media to refine her presentations before a "test" audience. Most companies already have the technology to use social media through their corporate Web sites. Begin by using these platforms for communicating with employees and facilitating social networks for general information sharing. As social networking expert Soumitra Dutta from Insead notes, "My advice is to build your audience slowly and be selective about your contacts."

Despite the potential advantages, companies also need to be aware of significant drawbacks to social media. First, it's very difficult to control social media communications. Microsoft found this out when the professional blogger it hired spent more time promoting himself than getting positive information out about the company. Second, important intellectual capital might leak out. Companies need to establish very clear policies and procedures to ensure that sensitive information about ongoing corporate strategies is not disseminated via social media. Finally, managers should maintain motivation and interest beyond their initial forays into social media. A site that's rarely updated can send a very negative message about the organization's level of engagement with the world.

Read the case study carefully given above and answer the following questions:

- a) How might emerging technologies affect human behavior? [CO-3][L-5,6] **10**
- b) Which social media sources do you think are most useful for organizations to send communications to external stakeholders, like stockholders or customers? Are different social media more appropriate for communicating with employees? [CO-3][L-5,6] **10**

# End Semester Examination, Dec. 2023

MBA – First Semester

## MARKETING MANAGEMENT (MBA-DS-108)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 **Choose the correction option:**

- a) The following is not a company orientation for marketing
  - i) Production      ii) Societal      iii) Green      iv) Social Media
- b) Which of these is NOT part of the marketing mix
  - i) Place      ii) Product      iii) Plenty      iv) Place
- c) Distribution Channel is the art of setting products on YouTube channel
  - i) True      ii) False
- d) Which function among the following is not part of channel intermediary?
  - i) Bulk breaking      ii) Information sharing
  - iii) Ownership      iv) Production
- e) Which among the following is true?
  - i) Maximum margins are drawn by distributors in the channel
  - ii) Marketing should be always cost based
  - iii) Charging higher price than competition is price skimming strategy
  - iv) Charging higher price than competition is price penetration strategy [CO-1][L-1]

**Answer the following in brief:**

- f) 4P's of Marketing Mix are \_\_\_\_\_.
- g) Briefly define marketing \_\_\_\_\_.
- h) The Production Concept of Marketing focuses on high quality: TRUE / FALSE\_\_\_\_\_.
- i) Marketing Objectives is included in Marketing Mix TRUE / FALSE\_\_\_\_\_
- j) Marketing Environment includes \_\_\_\_\_and \_\_\_\_\_. [CO-2][L-2] **2×10**

### **PART-A**

- Q.2 Discuss the concept of marketing mix for a new product to be launched. [CO-1][L-2] **20**
- Q.3 Explain the importance of studying the Marketing environment [CO-2][L-1] **20**
- Q.4 Outline the various functions of Marketing Research. [CO-1][L-1] **20**
- Q.5 What is the difference between Variety seeking consumer behavior and habitual buying behavior? Explain with proper diagram and example. [CO-2][L-1] **20**
- Q.6 What is the meaning of marketing mix? Explain the ideal mix for a FMCG product. [CO-1][L-2] **20**

### **PART-B**

Q.7 **Case study:**

#### **TATA Starbucks Limited**

The business environment in India proved promising for the Tata-Starbucks alliance. The alliance came at a time when each entity exhibited competitive advantages in the market. An analysis of the four basic factors comprising the business environment

reveal why Starbucks' market entry in India, and its entering into a joint venture agreement with a local company (Tata Global Beverages), proved successful

India's liberalizing 1991 economic reforms (Agarwal & Whalley, 2013), instituted by then Prime Minister P. V. Rao, opened the door to globalization and privatization by Indian companies. These measures paved the way for a rush of foreign direct investments in multi-brand retail—investments, from which Tata and Starbucks both benefited (Razak & Vattikoti, 2018)

Prior to 1991, economic growth in India was stagnant. Insufficient infrastructure, heavy regulatory and investment controls which prevented economic activity, and budget deficits all stifled business. However, when India opened its previously-planned economy to international trade and investment in 1991 (Panagariya, n.d.), the economic scenario began to brighten. Licensing regulations, which had previously been quite strict, were relaxed, and improvements in regulations surrounding private investment, customs duties, and tax rates all motivated foreign companies to do business in India (Razak & Vattikoti, 2018). As a result, the Indian economy began to grow rapidly, aided by an addition to the circulation in hard currency. The 1991 reforms translated into a scenario, nearly twenty years later, where Tata and Starbucks could create a successful joint venture.

Economic liberalization had a profound effect on the lifestyles and spending habits of Indian consumers. Job opportunities increased, and, with them, came increased consumer spending. This was especially prevalent in India's younger generations, who began to spend lavishly and enjoyed a level of economic freedom and independence which hadn't existed before the 1991 reforms (Razak & Vattikoti, 2018). Additionally, increased internationalization and globalization exposed Indians—who had long been drinkers of chai, India's ubiquitous milky spiced tea—to a new type of trendy coffee culture. The perception of Starbucks as an aspirational brand hastened their success in the Indian market.

As is the case with many agricultural products in India, both tea and coffee are highly subsidized by the Indian government, and the government purchases tea leaves and coffee beans directly from farmers as a form of support to the agricultural sector (Razak & Vattikoti, 2018). This condition worked very well for Starbucks, which agreed to use leaves and beans already being cultivated and sourced by Tata (Razak & Vattikoti, 2018). The rapid growth in India's technological sector also benefitted Starbucks, as tech advancements played a role in everything from monitoring coffee bean production to providing free Wi-Fi in retail locations (Razak & Vattikoti, 2018)

Read the case study carefully given above and answer the following questions:

- a) Identify the Political, economic and social factors in the given case study.
- b) In the given case study mention the most important environmental factor affecting business performance and market entry strategies

[CO-3][L-3] **10×2**

**End Semester Examination, Dec. 2023**  
MBA – First Semester  
**COMMUNICATION DEVELOPMENT PROGRAMME-I (MBA-DS-109)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **ALL** questions; **PART-B is compulsory**. Marks are indicated against each question.

**PART-A**

- Q.1 a) The H.C.F. of two numbers is 32 and the two numbers are 18 & 16, the L.C.M. are: [CO-1][L-1]  
i) 32                      ii) 29                      iii) 31                      iv) 45
- b) The H.C.F. and L.C.M of two numbers is 23 and 207 and one of the number is 9, what will be the other number? [CO-1][L-1]  
i) 276                      ii) 529                      iii) 322                      iv) 456
- c) Amit said – “This girl is the wife of the grandson of my mother”. How is Amit related to the girl? [CO-1][L-1]  
i) Brother                      ii) Grandfather                      iii) Husband                      iv) Father-in-law
- d) Vishesh started walking towards South. After walking 10 m, he turned right-hand side and walked 20 m. He then turned right-hand side and walked 10 m. He again turned left-hand side and walked 25m. How far is he from his initial position? [CO-1][L-1]  
i) 5 m                      ii) 4 m                      iii) 10 m                      iv) 20 m
- e) Find the unit digit when of  $4^{47}$ ? [CO-1][L-1]  
i) 4                      ii) 6                      iii) 8                      iv) 0
- f) Find the value of  $6! - 5!$  [CO-1][L-1]  
i) 200                      ii) 350                      iii) 600                      iv) 750
- g) If Ajay buys a chair at Rs. 300 and given Rs. 150 for its repair, then sell it at Rs.600. Find profit or loss percent? [CO-1][L-1]  
i) 23%                      ii) 62%                      iii) 18%                      iv) 33.33%
- h) Anant purchased 13 chair of Rs. 115 each and sold all at Rs. 1220. Then find the profit or Loss on the transaction. [CO-1][L-1]  
i) Rs. 280 loss                      ii) Rs. 275 loss                      iii) Rs. 325 profit                      iv) Rs. 350 profit
- i) Nitin bought a watch with 24% discount. If she pays Rs. 779 for that watch then what is the marked price of watch? [CO-1][L-1]  
i) Rs. 950                      ii) Rs. 975                      iii) Rs. 1000                      iv) Rs. 1025
- j) A sum of Rs. 15000 amount gave Rs. 4500 as interest in 5 year. What is rate of interest? [CO-1][L-1]  
i) 3%                      ii) 4%                      iii) 5%                      iv) 6%
- k) What least value should be assigned to \* so that the number  $451*603$  is exactly divisible by 9? [CO-1][L-1]  
i) 2                      ii) 5                      iii) 8                      iv) 7
- l) Find difference between simple and compound interest compounded annually on a sum of money of Rs. 625 for 2 years at 4% per annum. [CO-1][L-1]  
i) Rs.1                      ii) Rs.4                      iii) Rs. 6                      iv) Rs. 7
- m) In a certain code language GUEST is written as ISGQV, how will MONEY be written in that code? [CO-1][L-2]  
i) ONPDA                      ii) KQPCA                      iii) OMPCA                      iv) OMPDA

- n) In a certain code 'HEAT' is written as ' ? \* \$ @ ' and 'FINGER' is written as ' ] £ • & \*@'. How can 'FATHER' be written in that code? [CO-1][L-2]  
 i) ]\$ @ ?\*@      ii) \$ @ ]? @\*      iii) @ ?]@ \$ \*      iv) ]\$ @ ? @\*
- o) Fifteen boys are standing in a row facing opposite direction alternately from left to right. If the fourth boy from left is facing towards the east then the fifth boy from the right is facing which direction? [CO-1][L-2]  
 i) South      ii) North-west      iii) East      iv) None of these
- p) Weather report: "It's seven O' clock in Frankfurt and ....." [CO-2][L-3]  
 i) there is snow      ii) it`s snowing      iii) it snows      iv) it snowed
- q) What time ..... [CO-2][L-3]  
 i) the train leaves?      ii) leaves the train?  
 iii) is the train leaving?      iv) does the train leave?
- r) Jane: "What ..... in the evenings?" [CO-2][L-3]  
 Mary: "Usually I watch TV or read a book."  
 i) you doing      ii) you do      iii) do you do      iv) are you doing
- s) Jane ..... her blue jeans today, but usually she wears a skirt or a dress. [CO-2][L-3]  
 i) wears      ii) wearing      iii) wear      iv) is wearing
- t) At a school dance: [CO-2][L-3]  
 Jane: " ..... yourself?"  
 Mary: "Yes, I'm having a great time!"  
 i) You enjoying      ii) Enjoy you      iii) Do you enjoy      iv) Are you enjoying
- u) The synonym for the word "WISE" is: [CO-2][L-3]  
 i) Momentous      ii) Pragmatic      iii) Judicious      iv) Delay
- v) The car broke down and we \_\_\_\_\_ get a cab. [CO-2][L-3]  
 i) have to      ii) had to      iii) must      iv) had got to
- w) Bread and milk \_\_\_\_\_ my favourite breakfast. [CO-2] [L-3]  
 i) is      ii) are      iii) any of these      iv) none of these
- x) The correct meaning of the prefix "Neuro-" in "NEUROLOGY" is: [CO-2] [L-3]  
 i) Brain      ii) Head      iii) Nerves      iv) None of these
- y) Complete the analogy:- Ornithologist : Bird :: Anthropologist: \_\_\_\_\_ [CO-2] [L-3]  
 i) Environment      ii) Mankind      iii) Animals      iv) Plants      **2×25**

### **PART-B**

- Q.2 Why is India's growth story being referred to as the brightest spot in the global South? [CO-3][L-3] **10**
- Q.3 Mention your career plan after completing your management course. [CO-2][L-4] **10**
- Q.4 Why has an MBA degree been so popular globally since the last few decades? [CO-3][L-3] **10**
- Q.5 What according to you are the qualities required for being a LEADER? [CO-4][L-2] **10**
- Q.6 Technological advancement is doing more harm than good to our society. Give your views with examples [CO-5][L-4] **10**

# End Semester Examination, Dec. 2023

MBA — Second Semester

## RESEARCH METHODOLOGY (MBA-DS-205)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 a) This layout defines which experimental design:

Routes	Number of Passengers Before	Treatment	Number of Passengers After
Group 1 of nine routes	$O_1$	$X_1$	$O_2$
Group 2 of nine routes	$O_3$	$X_2$	$O_4$
Group 3 of nine routes	$O_5$	$X_3$	$O_6$

- i) Randomized block design.
  - ii) Completely randomized design.
  - iii) Research design.
  - iv) All of the above.
- b) Which of the following features are considered as critical in qualitative research?
- i) Collecting data with the help of standardized research tools.
  - ii) Design sampling with probability sample techniques.
  - iii) Collecting data with bottom-up empirical evidence.
  - iv) Gathering data with top-down schematic evidence.
- c) A research intends to study the possible factors for the stress on work life balance. Which research method will be most appropriate for this study?
- i) Descriptive survey method.
  - ii) Historical method.
  - iii) Ex-post facto method.
  - iv) Experimental method.
- d) Which one is not a nominal scale?
- i) Nationality.
  - ii) Marital status.
  - iii) Socio-economic status.
  - iv) Professional attitude.
- e) How is random sampling helpful?
- i) Reasonably accurate.
  - ii) An economical method of data collection.
  - iii) Free from personal biases.
  - iv) All of the above.
- f) Which of the following does not correspond to characteristics of research?
- i) Research is not passive.
  - ii) Research is systematic.
  - iii) Research is not a problem-oriented.
  - iv) Research is not a process.
- g) A researcher is interested in studying the mental health of students suffering from depression. So, what tool should he prefer for the study?
- i) Rating Scale.
  - ii) Interview.
  - iii) Questionnaire.
  - iv) Schedule.



- h) The conclusions/findings of which type of research cannot be generalized to other situations?
- Casual comparative research.
  - Historical research.
  - Descriptive research.
  - Experimental research.
- i) Which of the following is not the method of research?
- Survey.
  - Historical.
  - Observation.
  - Philosophical.
- j) Authenticity of a research instruments before using it for research is in finding is its:
- Validity.
  - Objectivity.
  - Originality.
  - All of the above.
- [CO-1][L-4] **2×10**

### **PART-A**

- Q.2 An exploratory study is just as useful as a predictive study. Discuss this statement. [CO-2][L-3] **20**
- Q.3 What is the problem statement in the following situation?  
Employee Loyalty:  
Companies benefit through employee loyalty. Crude downsizing in organizations during the recession crushed the loyalty of millions. The economic benefits of loyalty embrace lower recruitment and training costs, higher productivity of workers, customer satisfaction, and the boost to morale of fresh recruits. In order that these benefits are not lost, some companies while downsizing try various gimmicks. Flex leave, for instance, is one. This helps employees receive 20% of their salary, plus employer provided benefits, while they take a 6 to 12 month sabbatical, with a call option on their services. Others try alternatives like more communication, hand holding, and the like. [CO-4][L-4] **20**
- Q.4 In what ways do lab experiments differ from field experiments? [CO-3][L-4] **20**
- Q.5 There is an advantage in stating the hypothesis both in the null and in the alternate; it adds clarity to our thinking of what we are testing. Explain in detail. [CO-4][L-4] **20**

### **PART-B**

- Q.6 A production manager wants to assess the reactions of the blue-collar workers in his department (including foremen) to the introduction of computer-integrated manufacturing (CIM) systems. He is particularly interested to know how they would perceive the effects of CIM on:
- Their future jobs.
  - Additional training that they will have to receive.
  - Future job advancement.
- Design a questionnaire (10 questions) for the production manager. [CO-5][L-4] **20**

# End Semester Examination, Dec. 2023

MBA — Second Semester

## FINANCIAL MANAGEMENT (MBA-DS-207)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

- Q.1 Why there is no single working capital investment and financing policy necessarily optimal for all firms? Discuss in detail how operating cycle approach is used by firms for working capital and cash management. [CO-3][L-5] **20**

### **PART-A**

- Q.2 The expected cash flows of a project are as follows:

Year	0	1	2	3	4.	5
Cash Flow	-100,000	20,000	30,000	40,000	50,000	30,000

The cost of capital is 12%. Calculate the net present value, internal rate of return, payback period and discounted payback period. [CO-3][L-4] **20**

- Q.3 a) It is sometimes suggested that firms should follow a 'residual' dividend policy. With such a policy, the main idea is that a firm should focus on meeting its investment needs and maintaining its desired debt-equity ratio. Having done so, a firm pays out any leftover, or residual, income as dividends. Share your opinion about the main drawback of such a policy in the Indian market. [CO-4][L-5] **10**  
b) How is it possible that dividends are so important, but at the same time dividend policy is irrelevant too? Comment with relevant examples. [CO-4][L-5] **10**

- Q.4 a) If the use of financial leverage magnifies earning per share under favorable economic conditions, why do companies not employ very large amount of debt in their capital structure? [CO-2][L-5] **10**  
b) The Lashgari Company is expected to pay a dividend of Rs.1 per share at the end of the year, and that dividend is expected to grow at a constant rate of 5% per year in the future. The company's beta is 1.2, the market risk premium is 5%, and the risk-free rate is 3%. What is the company's current stock price? [CO-2][L-5] **10**

- Q.5 Discuss in detail different financial instruments through which a firm can mobilize their financial resources considering their return on assets and the relationship of risk and return. Illustrate it taking a company or industry of your choice. [CO-2][L-6] **20**

- Q.6 a) Discuss the importance of common size and comparative statements to make comparisons easier and more meaningful. Illustrate your answer by taking an example of industry of your choice. [CO-1][L-4] **10**  
b) Evaluating ratio of accounting numbers is another way of comparing financial statement information. Discuss the finding with help of different ratios. [CO-1][L-4] **10**

### **PART-B**

- Q.7 a) Discuss the reasons behind the conflict between shareholders and managers (goals). How does wealth maximization goal take care of this conflict? [CO-4][L-6] **10**  
b) "Generally individuals have preference for money" Discuss the reasons for such a preference. [CO-4][L-6] **10**

# End Semester Examination, Dec. 2023

MBA — Third Semester

## EMPLOYABILITY SKILLS (MBA-DS-302)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Answer the following:

- Digital skills is a necessary condition for employ ability. (*True/False*)
- Mention any three things to keep in mind before giving a job interview.
- Why is body language non-verbal communication?
- Which is more important for you: high salary or desired designation? This interview question can be answered as \_\_\_\_\_.
- For effective communication \_\_\_\_\_ and \_\_\_\_\_ are essential.
- We need to upskill on a regular basis to stay relevant. (*True/False*)
- Difficult goals, when accepted, result in higher performance because \_\_\_\_\_.
- What skills are required for being a good negotiator?
- Differentiate between 'a leader and a manager'.
- Your answer to the interview question "how can you say you are qualified for this job when you do not have any previous experience" would be \_\_\_\_\_.

[CO-3,4][L-4] **2×10**

### **PART-A**

Q.2 Explain different types of conflict with suitable examples. [CO-2][L-3] **20**

Q.3 a) What factors should be kept in mind while making persuasive presentations to the audience? [CO-3][L-4] **10**

b) "Leadership style needs to be collaborative and inclusive". How will you lead your team keeping the above statement in mind? [CO-3][L-4] **10**

Q.4 Flipkart has given a recruitment advertisement. Make your resume to be sent to Flipkart assuming you did your summer internship in an E-commerce company. [CO-4][L-2] **20**

Q.5 Analyse growing sectors/industries in India which offer tremendous opportunity from employability perspective. What factors have led to their growth? [CO-2][L-2] **20**

### **PART-B**

Q.6 Read the Caselet and answer the question given below:

Rajesh Khanna, the advertising manager in Lintas Advertising & Associates, has two assistants. One is Shelley, an account executive who gets clients for the company. The second assistant is Reena, a copywriter. She does the actual writing and designing of the ads for the clients. Shelley and Reena usually have a close working relationship because they work as a team on all clients' accounts. Shelley gets the clients and discusses their needs with them. After this she informs Reena about the conversation and the clients' needs so that Reena can design the right ad. Once Reena completes the ad, Shelley presents it to the client. If the ad is a success, it is usually Shelley who gets the praise because she is the one who interfaces with the client. In the past, Reena was not bothered by the recognition Shelley got because she always knew she was the one who designed the ad. But the last ad that Reena designed brought in a Rs 10 lakh contract to the firm. Khanna immediately gave a raise to Shelley for bringing the client but did not give Reena any recognition or credit. Naturally, this caused friction between Shelley and Reena and their relationship began to deteriorate. Four days after

**P.T.O.**

Shelley got the raise, their conflict reached a peak. Shelley borrowed Reena's stapler (a trivial occurrence) and forgot to return it. Reena created a scene and refused to talk to Shelley for the next few days. The problem was brought to Khanna's attention as his department's productivity was declining. For the ads to be developed, the assistants had to work as a team. Khanna summoned the employees to his office, delivered a long lecture and insisted that the two should begin working on the next ad. He expected them to finish the ad by noon the following day. Shelley and Reena walked out of Khanna's office without resolving the problem. They did get the work done the next day but their close relationship was now history.

***Question:***

What steps do you think Rajesh Khanna should have taken to develop a win-win situation for a sustainable solution? [CO-3][L-5] **20**

**End Semester Examination, Dec. 2023**  
MBA – Third Semester  
**MODELING USING EXCEL (MBA-DS-BA-301)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

**Q.1 Multiple choice questions:**

- a) What is the intersection of a column and a row on a worksheet called?
  - i) Column
  - ii) Value
  - iii) Address
  - iv) Cell
- b) Which function in Excel tells how many numeric entries are there?
  - i) NUM
  - ii) COUNT
  - iii) SUM
  - iv) CHKNUM
- c) In MS-Excel what does SUMIF function do?
  - i) Adds up cell values based on a condition
  - ii) Adds all the numbers in a range of cells
  - iii) Returns a subtotal in a list or database
  - iv) Both (a) & (b)
- d) An Excel file is generally called a / an :
  - i) Spreadsheet
  - ii) Worksheet
  - iii) Workbook
  - iv) Sheet
- e) With which of the following all formulas in excel starts?
  - i) /
  - ii) \*
  - iii) \$
  - iv) =
- f) Which of the following formulas is not entered correctly?
  - i) =10+50
  - ii) =B7\*B1
  - iii) =B7+14
  - iv) 10+50
- g) On an excel sheet the active cell is indicated by?
  - i) A dotted border
  - ii) A dark wide border
  - iii) A blinking border
  - iv) By italic text
- h) You want to track the progress of the stock market on a daily basis. Which type of chart should you use?
  - i) Pie chart
  - ii) Row chart
  - iii) Line chart

**P.T.O.**

- iv) Column chart
- i) An Excel file is generally called a / an:
  - i) Spreadsheet
  - ii) Worksheet
  - iii) Workbook
  - iv) Sheet
- j) Which command will you choose to convert a column of data into row?
  - i) Cut and Paste
  - ii) Edit >> Paste Special >> Transpose
  - iii) Both of above
  - iv) None of above

**2×10**

### **PART-A**

- Q.2 What is the utility of pivot tables in MS Excel? Explain the different types of charts used by managers for data analysis and decision making. [CO-2][L-6] **20**
- Q.3 Explain the different types of errors that can be committed while building formula in excel and how can they be rectified. [CO-1][L-5] **20**
- Q.4 Explain the steps to do the following formatting on excel:
  - a) Central align.
  - b) Border the table.
  - c) Change color of text.
  - d) Change decimal point.[CO-3][L-3] **5×4**
- Q.5 Demonstrate the use of the following excel formula with the help of an example:
  - a) SUMIFS.
  - b) VLOOKUP.[CO-4][L-5] **10×2**
- Q.6 Explain the different ways to use filters for management decision making with the help of an example. [CO-4][L-5] **20**

### **PART-B**

- Q.7 Demonstrate how managers use different excel functions for analyzing data using an example. [CO-3][L-4] **20**

**End Semester Examination, Dec. 2023**  
MBA – Third Semester  
**BUSINESS STRATEGY AND ANALYTICS (MBA-DS-BA-302)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Evaluate how can business analytics can be used by a cricket team?
- b) What strategies are implemented by a company experiencing product downfall in market?
- c) Types of KPI.
- d) Is balanced scorecard appropriate for measuring performance? Why?

[CO-1][L-2] **5×4**

**PART-A**

Q.2 Analyze how marketing strategy of a company (producing cosmetics) can be enhanced with help of different types of analytics? What all data can be collected and what all decisions can be taken based on data analysis? Explain with examples. [CO-1][L-5] **20**

Q.3 What do you understand by "SMART" KPI. Explain with examples. Assume that have a small 3-star hotel in Goa. What are the KPI's that you would monitor to track performance of your business? [CO-3][L-2] **20**

Q.4 How are the four aspects of balanced scorecard related with each other and to the performance? Assume that you have a small pre nursery school KIDZEE with 20 teachers, with a business of providing IT solutions to other firms. Develop a detailed balanced scorecard that you would use to track its performance. [CO-2][L6] **20**

Q.5 Write short notes on the following:

- a) Different types of dashboards and their usage at different levels of management in a company. [CO-3][L-6] **10**
- b) Strategic management process. [CO-2][L-3] **10**

**PART-B**

Q.6 You have recently joined in as the chief analytics officer & business strategy head at an online shopping store called DresSMart Inc. that specializes in apparel and clothing. One day you had the chief marketing officer of the company come rushing to you office looking unusually worried. The board of directors has given him hefty targets for sales and slashed his marketing budgets into half at the same time. You immediately identify that you are dealing with a common business problem of improving business revenue with reduced cost. You have also realized that this is a great opportunity for you to establish analytics practices in the company since there is a quick opportunity for you to improve the Profit & Loss (income statement).

Additionally, the CMO informed you that last year they had carried out marketing campaigns with different offers on the product catalog. A direct mailing product catalog was sent to some hundred thousand customers from the base of over a couple of million customers last year with the response rate of 4.2%. The direct mailers were later followed up with SMS and email messaging. While the strategy was designed to

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increase market share, the company lacked the processes and systems necessary to capture and analyze the customer insights that were needed. They had amassed a large amount of customer activity and transaction data on their eCommerce platform, but having the data is only the first step. They needed a way to organize and analyze that data, so they could better understand the impact of their marketing activities.

Read the case study carefully given above and answer the following questions:

Discuss how this company can utilize analytics to develop a data-driven marketing plan. What all decisions can be taken based on data analysis? Explain in detail with examples.  
[CO-4][L-3] **20**



# End Semester Examination, Dec. 2023

MBA – Third Semester

## MARKETING ANALYTICS (MBA-DS-BA-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

### Q.1 **Multiple choice questions:**

- a) Marketing engineering involves:
  - i) Building marketing campaigns.
  - ii) Creating innovative products.
  - iii) Applying mathematical models to marketing problems.
  - iv) Social media management.
- b) What does STP stand for in strategic marketing analytics?
  - i) Segmentation, Targeting, Positioning.
  - ii) Sales, Testing, Promotion.
  - iii) Strategy, Tactics, Planning.
  - iv) Statistical, Trends, Predictions.
- c) Which method is used to forecast sales in marketing analytics?
  - i) Ratio to moving average method.
  - ii) Price skimming.
  - iii) Hierarchical clustering.
  - iv) Perceptual mapping.
- d) What is the purpose of perceptual mapping?
  - i) Forecasting sales trends.
  - ii) Identifying customer segments.
  - iii) Analyzing social media data.
  - iv) Visualizing product positioning.
- e) What is the primary goal of conjoint analysis?
  - i) Predicting customer segmentation.
  - ii) Evaluating product design preferences.
  - iii) Analyzing social media sentiment.
  - iv) Calculating CLV metrics.
- f) Which analytics approach aims to provide recommendations for future actions?
  - i) Descriptive analytics.
  - ii) Diagnostic analytics.
  - iii) Predictive analytics.
  - iv) Prescriptive analytics.
- g) Non-linear pricing is often associated with:
  - i) Seasonal products.
  - ii) Dynamic pricing.
  - iii) Fixed pricing.
  - iv) Cost-based pricing.
- h) Winter's method is commonly used for:
  - i) Price optimization.
  - ii) Forecasting sales with seasonal patterns.
  - iii) Social media analysis.
  - iv) Customer segmentation.

- i) Principal Component Analysis (PCA) is utilized for:
  - i) Identifying key customer segments.
  - ii) Predicting product prices.
  - iii) Analyzing the correlation between variables.
  - iv) Calculating CLV metrics.
- j) What is the primary goal of price bundling?
  - i) Maximizing profit.
  - ii) Simplifying pricing for customers.
  - iii) Competing with rivals.
  - iv) Reducing customer choice.

[CO-1,2,3,4][L-2] **2×10**

### **PART-A**

- Q.2 What is social media analytics? What types of data and metrics are typically analyzed in this field? Imagine you are a social media manager for a retail company. Describe the steps you would take to measure the effectiveness of a recent social media marketing campaign. Include specific metrics you would track. [CO-1][L-4,5] **20**
- Q.3 Define cluster analysis in the context of data analytics. What is the primary goal of cluster analysis? You are a marketing analyst for a retail company. Describe how you would use cluster analysis to segment customers based on their purchasing behavior. What actionable insights can you derive from these segments? [CO-3][L-4] **20**
- Q.4 Define Customer Lifetime Value (CLV) and explain its significance in customer-centric marketing strategies. Discuss the importance of customer retention strategies in increasing CLV using examples of loyalty programs or initiatives that have been successful in achieving this goal. [CO-2][L-3] **20**
- Q.5 What factors should a company consider when deciding whether to implement a price bundling strategy? You are a marketing manager for a software company. Design a price bundling strategy for your software products, considering different customer segments. Justify your choices. [CO-2][L-5] **20**
- Q.6 Discuss the basic principles of Principal Component Analysis (PCA) and how it is used in perceptual mapping. Analyze a perceptual map of a product category of your choice (e.g., automobiles, soft drinks) created using PCA. Identify clusters of products and explain their positioning relative to consumer preferences [CO-3][L-4] **20**

### **PART-B**

Q.7 ***Case study:***

Global Mart, a leading e-commerce giant, has been revolutionizing online shopping for the past decade. Known for its extensive product range, competitive pricing, and user-friendly interface, the company has amassed a diverse customer base worldwide. Global Mart's success is rooted in its commitment to delivering a seamless shopping experience.

The company's journey began with a mission to provide customers with access to a wide range of products, from electronics to fashion and beyond. Over the years, it has expanded its presence internationally, catering to the ever-evolving needs of online shoppers.

However, as Global Mart continues to grow, it faces a significant challenge in optimizing its e-commerce platform to enhance customer satisfaction and drive revenue. With millions of users and countless products, understanding customer behavior and preferences has become increasingly complex. Global Mart possesses a vast dataset, including customer browsing and purchase history, product inventory, website traffic, and user reviews. The company is also actively collecting real-time data on user interactions with the platform.

Global Mart seeks guidance on how to leverage data analytics to elevate its e-commerce platform's performance. The company aims to enhance user experiences, boost sales, and streamline its operations. The following questions require actionable insights:

Read the case study given above and answer the following questions:

- a) How can Global Mart utilize data-driven insights to understand customer behavior and preferences on its e-commerce platform? Provide specific examples of data points that can be collected and analyzed. [CO-4][L-4] **10**
- b) How can data analytics contribute to optimizing the content displayed on Global Mart's e-commerce platform? Additionally, how can it inform the scheduling of promotions and product launches to maximize user engagement and conversions? [CO-4][L-4,5] **10**

# End Semester Examination, Dec. 2023

MBA – Third Semester

## BIG DATA ANALYTICS (MBA-DS-BA-306)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Explain **any four** of the following:

- Use of predictive analytics.
- Use of Web Data analytics.
- Usage of SQL.
- What is machine learning?
- HIVE QL.

[CO-1,2,3][L-2] **5×4**

### **PART-A**

Q.2 Explain the usage of Hadoop? What are the various components of Hadoop Ecosystem?  
[CO-2][L-5] **20**

Q.3 Write short notes on:

- Spark & SparkML.
- H2O & No-Sql.

[CO-1][L-4] **10×2**

Q.4 Explain the process of installing HIVE and features of HIVE. Explain the different components and features of HIVE.  
[CO-4] [L-5] **20**

Q.5 Explain the different data processing operators in pig with suitable examples.  
[CO-3][L-4] **20**

Q.6 What is map reduce? How does it process data? Discuss the various formats of map reduce programming.  
[CO-2][L-2] **20**

### **PART-B**

Q.7 **Case study:**

Big data is used quite significantly in higher education. For example, The University of Tasmania. An Australian university with over 26000 students has deployed a Learning and Management System that tracks, the other things, when a student logs onto the system, how much time is spent on different pages in the system, as well as the overall progress of a student over time.

In a different way the use of Big Data in education, it is also used to measure teacher's effectiveness to ensure a pleasant experience for both students and teachers. Teacher's performance can be fine-tuned and measured against student numbers, subject matter, student demographics, student aspirations, behavioral classification, and several other variables.

On a governmental level, the Office of Educational Technology in the U. S. Department of Education is using Big Data to develop analytics to help correct courses for the students who are going astray while using online Big Data certification courses. Click patterns are also being used to detect boredom. Big Data Providers in this industry include Knewton and Carnegie Learning and MyFit/Naviance.

*Read the case study carefully given above and answer the following questions:*

Analyze the case given above. Explain big data analytics & its types. Discuss the applications of Big Data in the present day in various sectors and industries. Categorize the major technological challenges and issues in managing Big Data Analytics with the solutions for addressing those challenges.  
[CO-1][L-4] **20**

# End Semester Examination, Dec. 2023

MBA — Third Semester

## SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MBA-DS-FN-301)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Differentiate between **any two** of the following:

- Industrial analysis and company analysis.
- Security return and security risk.
- Investment and gambling.

[CO-1][L-2] **10×2**

### **PART-A**

Q.2 "The strength of the company can be assessed by examining certain quantitative and qualitative factors". Discuss. [CO-4][L-3] **20**

Q.3 Discuss the use of the following in technical analysis:

- Support and resistance level.
- Candle sticks.
- Moving averages.
- Point and figure chart.

[CO-1][L-5] **5×4**

Q.4 What is EIC framework? Explain its relevance in equity analysis. [CO-3][L-4] **20**

Q.5 Comptech Ltd. declared a dividend of Rs. 5 last year. The company is likely to grow at the rate of 5% for next 4 years and thereafter at constant rate of 8% forever. If the company belongs to risk class of 12% would you recommend to buy the share at the rate of Rs. 125. [CO-3][L-4] **20**

Q.6 What is an efficient portfolio in the context of Harry Markowitz model? Explain the role of investors' preferences in identifying optimal portfolio. [CO-2][L-6] **20**

### **PART-B**

Q.7 Given below are the likely returns in case of shares of M Ltd. and N Ltd. in the various economic conditions. Both the shares are presently quoted at Rs. 100 per share.

<b>Economic Conditions</b>	<b>Probability</b>	<b>Returns of M Ltd.</b>	<b>Returns of N Ltd.</b>
High growth	0.4	7	15
Low growth	0.3	11	13
Stagnation	0.2	12	9
Recession	0.1	14	6

- Find expected return of both securities.
- Risk on security M and N.
- Covariance between the returns on security M and N.
- Coefficient of correlation between security M and N.

[CO-1][L-6] **5×4**

**End Semester Examination, Dec. 2023**  
MBA — Third Semester  
**FINANCIAL MARKETS AND SERVICES (MBA-DS-FN-302)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are compulsory. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Digital payments methods are gaining prominence over the traditional methods. Discuss the different methods of payments- traditional and digital- stating their limitations and significance. [CO-3][L-4] **20**

**PART-A**

Q.2 CRR and SLR are two quantitative methods of control used by the RBI. Explain and illustrate the difference in the two methods of control. [CO-1][L-2] **20**

Q.3 'Consortium banking system is more prevalent than the multiple banking'. Do you agree, justify your answer. [CO-5][L-5] **20**

Q.4 Discuss the following financial regulatory authorities:  
a) RBI.  
b) SEBI [CO-4][L-5] **20**

Q.5 'Commercial banks normally award preference to housing loan as against vehicle advance as the former has lower interest rate and are given for a longer period.' Justify the statement with reasons. [CO-5][L-4] **20**

Q.6 'Mutual funds give investors access to diversified, professionally managed portfolios at a low price' Discuss. [CO-4][L-3] **20**

**PART-B**

Q.7 You are a budding manager, your parents are happy with your growth and achievements in life; and are planning to give a gift of Rs. 50,000 in the form of a saving in your name. They seek your preference whether the money should be saved in your name in a bank or in an insurance policy. What is your preference considering cost, convenience, liquidity, safety, security, risk, growth and other factors? Justify your answer. [CO-3][L-3] **20**

**End Semester Examination, Dec. 2023**  
MBA — Third Semester  
**FINANCIAL DERIVATIVES (MBA-DS-FN-306)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

- Q.1
- a) A person who agrees to buy an asset at a future date has gone:
    - i) Long.
    - ii) Short.
    - iii) Back.
    - iv) Ahead.
  - b) A disadvantage of a forward contract is that:
    - i) It may be difficult to locate counterparty.
    - ii) The forward market suffers from lack of liquidity.
    - iii) These contracts have default risk.
    - iv) all of the above.
  - c) The advantage of forward contracts over future contracts is that they:
    - i) are standardized.
    - ii) have lower default risk.
    - iii) are more liquid.
    - iv) none of the above.
  - d) If you sold a short contract on interest rate futures you hope interest rates:
    - i) rise.
    - ii) fall.
    - iii) are stable.
    - iv) fluctuate.
  - e) The price specified on an option that the holder can buy or sell the underlying asset is called the:
    - i) premium.
    - ii) call.
    - iii) strike price.
    - iv) put.
  - f) The seller of an option is \_\_\_\_\_ to buy or sell the underlying asset while the purchaser of an option has the \_\_\_\_\_ to buy or sell the asset.
    - i) Obligated; right
    - ii) Right; obligation
    - iii) Obligated; obligation
    - iv) Right; right
  - g) The amount paid for an option is the:
    - i) Strike price.
    - ii) Premium.
    - iii) Discount.
    - iv) Commission.
    - v) Yield.
  - h) A put option gives the owner:
    - i) the right to sell the underlying security.
    - ii) the obligation to sell the underlying security.
    - iii) the right to buy the underlying security.
    - iv) the obligation to buy the underlying security

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- i) If you buy a call option at strike price of 115, and at expiration the market price is 110,  
i) the call will be exercised.  
ii) the put will be exercised.  
iii) the call will not be exercised.  
iv) the put will not be exercised.
- j) If you buy a put option at strike price of 115, and at expiration the market price is 110,  
i) the call will be exercised.  
ii) the put will be exercised.  
iii) the call will not be exercised.  
iv) the put will not be exercised.

[CO-1][L-2] **2×10**

### **PART-A**

Q.2 Write short notes on any one of the following:

- a) Binomial option pricing model.  
b) Black scholes model.

[CO-4][L-3] **10×2**

Q.3 Avinash buys a call option for December expiry with a strike price of Rs. 400 at a premium of Rs. 74. Under what circumstances will the holder of the option make a profit? Under what circumstances will the option be exercised? Draw a diagram illustrating how the profit from a long position in the option depends on the stock price at maturity of the option.

[CO-1][L-5] **20**

Q.4 Illustrate the different margins applicable to a trader in the derivative market with the help of an example.

[CO-3][L-4] **20**

Q.5 Illustrate any 2 derivative strategies that can be used by the traders in the derivative market along with the purpose of these strategies.

[CO-2][L-6] **20**

### **PART-B**

Q.6 Radha Limited is a exporter of Indian handicrafts. Their major international clients make payment to them in dollars. The owner of the company Mr. Radhey Shyam is concerned about the impact of currency movement on their cash-flows. He hires a consultancy firm for designing the derivative strategy to hedge the risk of foreign currency movement. As the consultant of the company, you are required to develop a hedging strategy for Radha Limited and how it will help them to counter the effects of foreign currency movements.

[CO-1][L-6] **20**



**End Semester Examination, Dec. 2023**  
MBA – Third Semester  
**PERFORMANCE MANAGEMENT IN ORGANIZATION**  
**(MBA-DS-HROB-301)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Choose the correct option:

- a) When goal setting, performance appraisal, and development are consolidated into a single, common system designed to ensure that employee performance supports a company's strategy, it is called\_\_\_\_\_.
- i) Strategic organizational development
  - ii) Performance management
  - iii) Performance Appraisal
  - iv) Human Resource management
- b) Steps involves in employer's movement for performance management is
- i) Total quality
  - ii) Appraisal issues
  - iii) Strategic planning
  - iv) All of above
- c) Performance management combines performance appraisal with \_\_\_\_\_ to ensure that employee performance is supportive of corporate goals.
- i) Goal setting
  - ii) Incentive systems
  - iii) Training
  - iv) All of the above
- d) Which method is used for evaluating the performance of executives or supervisory positions?
- i) Psychological Appraisals
  - ii) Assessment Centres
  - iii) Behaviourally Anchored Rating Scales
  - iv) 360 degree feedback
- e) Ranking of all employees measuring a specific trait by making pairs of employees is called
- i) graphic rating scale method
  - ii) management by objectives
  - iii) alternation ranking method
  - iv) paired comparison method
- f) How performance appraisal can contribute to a firm's competitive advantage?
- i) Ensures legal compliances
  - ii) Minimizing job dissatisfaction and turnover
  - iii) Improves performance
  - iv) All of the above
- g) Performance evaluation can be defined as a process of evaluating
- i) Past Performance
  - ii) Present Performance
  - iii) Future Performance
  - iv) Past and Present Performance
- h) \_\_\_\_\_ is the personnel activity by means of which the enterprise determines the extent to which the employee is performing the job effectively.
- i) Job evaluation
  - ii) Work evaluation
  - iii) Performance evaluation
  - iv) None of the above
- i) First step in 'appraising process' is
- i) defining the job
  - ii) training session
  - iii) feedback session
  - iv) interview sessions
- j) In 360-degree feedback, ratings are collected from
- i) supervisors
  - ii) subordinates
  - iii) peers
  - iv) all of above

**2×10****PART-A**

- Q.2 Discuss following in detail:  
 a) Performance management system.  
 b) Performance management vs performance appraisal.  
 c) Elements of effective performance appraisal system.  
 d) Objectives of performance appraisal. [CO-4][L-3] **5×4**
- Q.3 Explain various methods of performance appraisal. [CO-2][L-1] **20**
- Q.4 Discuss various errors in rating and variations in standard of rating. [CO-3][L-3] **20**
- Q.5 What is competency mapping? Discuss in context to performance planning. [CO-4][L-3] **20**
- Q.6 "Performance management system has an impact because of reward system". Explain how? [CO-4][L-6] **20**

**PART-B**

- Q.7 **Case study:**  
 a) Candy Ltd was successful candy manufacturer. In the mid-1990's the company faced a problem its performance appraisal system. The system was demotivating the employees than motivating them. Employees were discouraged and disgruntled. Candy Ltd appraised its employees once in a year. It required them to document their accomplishment and the managers used to assess and assign rating. The rating was on forced distribution. This system resulted in inequitable rating. The company came up with a new system of performance appraisal the new system focused on appraising employees half yearly and the numerical rating system was removed. Further the company prohibited the appraisal guidelines of the use of subjective assessments of performance. Both employee and the manager had to prepare a written document on how well the employee met present performance target. They meet and discuss the performance and provided the feedback, improvements and resolving any differences between them. The new system emphasized both the positive and negative aspects of employee's performance. The discussion was focused on the merits, performance, and relationship with peers and position in salary range.  
 Questions-  
 i) What is performance appraisal?  
 ii) Give the meaning of old method of performance appraisal followed by Candy Ltd?  
 iii) What did the new system of PA emphasize on? [CO-4][L-6] **10**
- b) At a time when the retail industry was undergoing rapid change and increased competition, SAC Group knew it needed to find more efficient and effective ways to keep its managers focused on performance management and results. Performance Management Process SAC Group was using a complex, 100% paper process for performance reviews and check-ins for more than 15,000 global employees. They wanted to move toward a digital performance management strategy, but knew they needed to simplify the process first. SAC Group set up four traditional components that were stretched across three strategic touch points throughout the year. These touch points were supplemented

with ongoing performance conversations that could be initiated by any employee, at any time.

As SAC Group evolved its company-wide performance approach, they were happy to see immediate progress. 92% of employees were participating in goal-setting reviews, setting an average of six goals per employee. However, when they dug into the data, they found that 35% of individual goals created were misaligned or did not have an impact on the organization and its strategic priorities. They knew they needed to get better at goal alignment if they wanted to meet important business objectives.

Explore the three ways SAC Group simplified performance management.

- i) They scheduled ongoing performance conversations and continuous feedback. Although the three formal performance touch points in place were working, SAC Group knew teams needed to have goal conversations more frequently. They implemented informal "check-ins" that could be launched by any employee at any time. To ensure adequate time was made for important performance conversations and other performance related activities, SAC Group implemented "Performance Days" — days strictly dedicated to employee performance. On these days, no task-related meetings are scheduled, and all work is set aside for the day. Conversations between managers, employees, and teams are all centered on performance.
- ii) They created intuitive goal conversation templates. SAC Group recognized that simply having more performance conversations wasn't enough — the conversations needed to include healthy dialogue, debate, and collaboration from managers and employees. They created 1-on-1 templates to help guide managers and employees through an effective and productive goal conversation. Check-in templates could be customized to the needs and work of individual teams and team members. The templates helped ensure conversations were focused on creating clear, aligned, and motivating goals.
- iii) They used recognition to keep performance conversations fresh. SAC Group wanted to bring performance conversations full circle by recognizing employee performance daily. They created recognition toolkits for managers including fun notecards, gift cards, and employee recognition tips. They also launched an online, peer-to-peer recognition program that generated an average of 140 recognition stories each week. By taking time to uncover the needs of its employees, and delegating time for managers to focus on performance, SAC Group was able to listen and act on employee voices and evolve their performance strategy for success.

**Question:**

Evaluate the likely effectiveness of performance management process at SAC Group, within the context of your organization or an organization of your choice.

[CO-4][L-5] **10**

# End Semester Examination, Dec. 2023

MBA – Third Semester

## COMPENSATION AND BENEFIT MANAGEMENT (MBA-DS-HROB-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 **State whether the following state are TRUE or FALSE:**

- a) Job evaluation refers to pay relationships among different jobs/ skills within a single organization.
- b) Rucker plan does not define risk of doing business to employees.
- c) Gratuity is as an incentive as it is long-term oriented.
- d) Team rewards are based on ability to contribute to the group performance but not necessarily relies on to draw best out from others.
- e) Board of directors qualifies as special groups to be compensated in organizations.

**Fill in the blanks:**

- f) Internal and external alignment come together in the \_\_\_\_\_ structure.
  - i) Pay
  - ii) Pay policy
- g) Links benchmark jobs and market rate paid by competitors.
  - i) Market line
  - ii) Pay line
  - iii) Pay jobs
- h) \_\_\_\_\_ objective in a pay model decides the alignment of compensation structure with the legal framework of country
- i) \_\_\_\_\_ act as a tool for external alignment of compensation.
- j) Two components of CEO pay \_\_\_\_\_. [CO-1][L-4] **2×10**

### **PART-A**

Q.2 What factors determine the relevant market for a survey? Describe major decisions involved in job analysis? [CO-3][L-4] **20**

Q.3 What factors shape an organization's external competitiveness? What is a relevant market? What difference does it make when determining people pay? [CO-1][L-2] **20**

Q.4 You supervise in a company that is a low payer relative to competitors. What things do you have control over to increase the likelihood that workers will feel fairly treated? [CO-2][L-4] **20**

Q.5 What are key considerations in the design of employee benefits program? Also reflect on the emerging trends/ developments in the employee benefits. [CO-3][L-3] **20**

### **PART-B**

Q.7 **Case study:**

How is executive compensation determined by compensation committees? Some researchers suggest that principles from equity theory (making comparisons to referent others) might explain variations in executive pay. To set what is considered a "fair" level of pay for top executives, members of the board find out how much executives with

**P.T.O.**

similar levels of experience in similar firms (similar inputs) are being paid and attempt to adjust compensation (outcomes) to be equitable. In other words, top executives in large oil firms are paid similarly to top executives in other large oil firms, top executives in small hospitals are paid similarly to top executives in other small hospitals. In many cases, simply changing the referent others can change the salary range considered acceptable. According to one view of justice theory; this should be perceived as equitable, although executives may encourage boards to consider specific referent others who are especially well-paid. Critics of executive compensation change the debate by focusing on the ratio of executive compensation to that of the company's lowest-paid employees. Researcher Gary Cooper notes, "In business, it is important to reward success and not simply status." Cooper believes all employees should share the company's good fortune in profitable periods. He has recommended that CEO compensation be capped at 20 times the salary of the lowest paid employee. In fact, the average S&P 500 CEO is paid 263 times what the lowest-paid laborer makes. This is eight times more than the ratio from the 1950s, which might serve as another reference point for determining what is considered "fair".

Read the case study carefully given above and answer the following questions:

- a) How does the executive compensation issue relate to equity theory? [CO-4][L-5] **10**
- b) Who do you think should be the referent others in these equity judgments? What are the relevant inputs for top executives? [CO-4][L-5] **10**

# End Semester Examination, Dec. 2023

MBA – Third Semester

## ORGANIZATION CHANGE AND DEVELOPMENT (MBA-DS-HROB-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Answer the following:

- a) Name any two model's of organization change?
- b) Define role of change agents in OD intervention.
- c) Name any two structural interventions.
- d) Why appreciation and concerns exercise is important for organizations?
- e) What is first step of action research process?
- f) Beckhard's confrontation meeting involves \_\_\_\_\_ management.
- g) 'Getting whole system in room' phrase is used for \_\_\_\_\_ intervention.
- h) Why priority setting step should be done before goal setting?
- i) Is Diversity and Inclusion an OD interventions? *True /False*
- j) \_\_\_\_\_ interventions includes changes in how the overall work of an organization is divided into units, who reports to whom, methods of control, the arrangement of equipment and people, work flow arrangements and changes in communications and authority. [CO-1][L-2] **2×10**

### **PART-A**

Q.2 What is the validity of action research in OD? Under what circumstances it should be used as a part of OD? [CO-1][L-2] **20**

Q.3 Discuss the systems approach in managing change in organizations. Explain the categories of interventions used in OD. [CO-2][L-2] **20**

Q.4 Explain five salient features of a contract used for organization development. Explain organization mirroring intervention and its advantages in organization development. [CO-4][L-3] **20**

Q.5 Describe any three methods of data collection before using a particular team-building interventions. Define steps of techno-structural intervention. [CO-2][L-2] **20**

### **PART-B**

Q.6 **Case study:**

Ursula M. Burns is not your typical CEO. She is unusually low key, avoiding the limelight many of her fellow CEOs—from Apple's former CEO Steve Jobs to GEs Jeffrey Immelt—seem to relish. When asked what first surprised her about being CEO, she mentioned the flood of attention. "The accolades I get for doing absolutely nothing are amazing. What have I done?" she asked. "The real story is not Ursula Burns. I just happen to be the person standing up at this point representing Xerox." We respectfully disagree. Burns is indeed notable as the first African American female CEO of an S&P 100 company. But the real story is the way she is quietly reshaping the culture of the industrial giant. Historically, Xerox was a photocopying company, so successful that its name became a verb However, in the 1980s and 1990s, as that business model declined, so did Xerox's profits. When Anne Mulcahy took over Xerox in 2001, some said

**P.T.O.**

she won the job no one else wanted. She and Burns planned a bold transformation that included job cuts, but also investing in new technologies.

Since Burns took over in 2009, she has pushed forward two major initiatives. One is product focused: getting Xerox into information technology services. In 2011, Xerox rolled out Xerox Cloud, a set of business services that includes mobile printing and business process management. Burns' other initiative is cultural: she thinks Xerox's culture is getting in its way. Burns wants Xerox's 130,000 employees to embrace risk-taking, initiative, and frankness. "Terminal niceness" is how Burns describes a key tenet of Xerox's old culture; one she thinks is often counterproductive to growth and innovation.

Maybe, says Burns, Xerox needs to function more like a real family. "When we're in the family, you don't have to be as nice as when you're outside of the family," she says. "I want us to stay civil and kind, but we have to be frank— and the reason we can be frank is because we are all in the same family." This delicate balance between civility and frankness requires humility. After all, one of the key ways to lead others to be frank is to be honest about your own limits. Burns does that. "I cannot be viewed as the solution to all problems in this company," she notes. She does not expect perfection in herself, or in others. People actually believe that before they come to you that they have to have perfection," Burns laments. She would much prefer people be honest, open, and decisive. "Decide," she implores. "Do things." Burns grew up in a gang-infested area of New York City without a father in her life and credits her mother with raising her aspirations and inspiring her humility. Her mother would often bluntly tell Burns to try to be better. Like every major CEO, Burns is a millionaire. Yet she still shops for groceries. She drives herself to work. She cleans her own house. "Where you are not who you are," her mother often told her. Burns appears to have lived that credo.

Read the case study carefully given above and answer the following questions:

- a) With quiet determination, she's trying to make Xerox's culture, in some ways, reflect who she is. [CO-3][L-4] **10**
- b) Explain the role of organizational culture in providing stability to an organization? [CO-3][L-4] **10**

# End Semester Examination, Dec. 2023

MBA – Third Semester

## MANAGING MULTINATIONAL ENTERPRISES (MBA-DS-IB-303)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 3

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

**Q.1 Choose the correction option:**

- a) Which among the following is not the benefit of being an MNC?
  - i) Create employment
  - ii) Enhances profitability
  - iii) Domestic business improves
  - iv) Helps in utilizing resources
- b) Name any two MNCs, those who are innovation based multinational.
  - i) Apple
  - ii) Tesla
  - iii) HMT watches
  - iv) Ambassador cars
- c) Which among the following, does not comply with VRIO framework?
  - i) Valuable
  - ii) Ramification
  - iii) Rare
  - iv) Inimitable
  - v) Original
- d) Which among the following is not a form of joint venture?
  - i) Sharing of ownership and management
  - ii) Third-party location
  - iii) Licensing/Franchising arrangements
  - iv) Contract manufacturing
  - v) Management contracts
- e) While selecting which markets to enter, which of the following factors is not important for consideration?
  - i) Economic factors
  - ii) Currency stability
  - iii) Political factor
  - iv) Infrastructure
  - v) Male and female population ratio

[CO-1][L-1] **2×5**

**Answer the following:**

- f) Challenges faced by international manager.
- g) Two factors that are important while deciding compensation for expatriates
- h) Draw organizational structure for a company having a global presence with multiple products.
- i) Six Sigma
- j) Draw a Diagram for Porter's five forces.

[CO-2][L-2] **2×5**

### **PART-A**

**Q.2** Indian-origin Company Godrej plans to manufacture and market its hair dye products globally through the recently acquired company in the USA, what sort of staffing decisions do they have to take. In the case of expatriates, what problems are envisaged? What sort of training is to be imparted to these expatriates? [CO-2][L-6] **20**

**Q.3** Narrate with examples the ethical dilemmas/issues any MNC may have to face. When confronted with decisions, how do managers decide upon an ethical course of action? [CO-4][L-4] **20**



- Q.4 Patanjali intends to make its presence globally, what are the three basic decisions they have to make? Which type of entry strategies will be most suitable for them and why? Explain the factors which will determine the market selection [CO-3][L-5] **20**
- Q.5 Apple has set up its manufacturing base in India to avail its low-cost advantages, should a firm make or buy the component parts that go into their final product? What are the advantages and disadvantages of outsourcing and buying on your own? Justify your answer with relevant examples [CO-3][L-3] **20**
- Q.6 "MNCs and its Collaborations", Is it a bane or boon for the Indian Economy? Why do collaborations crumble, and how can be safeguarded, justify your answer with suitable real-life examples. [CO-4][L-5] **20**

### **PART-B**

Q.7 **Case study:**

#### **TOYOTA'S GLOBALIZATION STRATEGIES**

In January 2004, the leading global automobile company and Japan's number one automaker, Toyota Motor Corporation (Toyota), replaced Ford Motors (Ford), as the world's second-largest automobile manufacturer; Ford had been in that spot for over seven decades. In 2003, Toyota sold 6.78 million vehicles worldwide while Ford's worldwide sales amounted to 6.72 million vehicles (General Motors, the world's largest car manufacturer sold 8.60 million vehicles).

According to reports, while Toyota's market share in the US increased from 10.4% in 2002 to 11.2% in 2003, Ford's declined from 21.5% to 20.8% during the same period. Reaching the No.2 slot was a major achievement for Toyota, which had begun as a spinning and weaving company in 1918. Ford was reportedly plagued by high labor costs, quality-control problems, a lack of new designs and innovations, and a weak economy during the early 21st century, which made it vulnerable to competition. Toyota, aided by its new product offerings and strong financial muscle had successfully used this scenario to surpass Ford and affect a dramatic increase in its sales figures.

Toyota had emerged as a formidable player in almost all the major automobile markets in the world. Interestingly, one of its strongest markets was the US, the world's largest automobile market and the home turf of Ford and GM. Toyota had emerged as a strong foreign player in Europe as well, with a 4.4% market share. In China, which the company had identified as a strategic market for growth in the early 21st century, it had a 1.5% market share. The other major markets in which the company was fast strengthening its presence were South America, Southwest Asia, Southeast Asia, and Africa. Back home in Japan, it enjoyed a market share of over 43%. Analysts attributed Toyota's growing sales across the world to its aggressive globalization efforts that began in the mid-1990s.

#### **Early Globalization Efforts**

In June 1995, Toyota announced the 'New Global Business Plan,' aimed at advancing localization (of production) and increasing imports (through collaboration with foreign automobile companies) over a three-year period. A major objective of this plan was to increase Toyota's offshore production capacity to 2 million units by 1998.

As part of the localization efforts, Toyota focused on increasing overseas production significantly by establishing new plants and expanding the capacity of the existing plants for major initiatives taken under the New Global Business Plan.

Apart from this short-term global business plan, Toyota also came up with a long-term global business vision in June 1996, named the 'Global Vision 2005.' The major components of "Global Vision 2005" were, asserting a competitive edge in technology and accelerating globalization, while sustaining market leadership in Japan, by reclaiming its above 40% market share. As part of its globalization efforts, the company

focused more on increasing the production of automobiles in the areas where they were sold.

#### Domestic Problems & Solutions

According to industry observers, the above scenario was due to a host of reasons such as excessive capacity, choosy customers, surplus workforce and intensified competition within Japan, in 1998, Japan sales accounted for a mere 38% of the company's total sales, as compared to 52% in 1990. Also, Toyota's Japan sales contributed to a very small share of its total profits. US sales contributed to the majority share (80%) of the profits, followed by Europe. By the late 1990s; young buyers accounted for 30% of the customer base as compared to over 45% in the late 1980s. In 1998, models from rival companies such as Honda and BMW were more popular than the ones offered by Toyota. According to reports, Japanese youngsters felt that Toyota cars 'lacked attitude.' Toyota realized that by losing its young customers to other companies, it ran the risk of losing its future market as well. Analysts claimed that despite its efforts to cater to the young, the company had failed to give them zippy compact minivans and sports utility vehicles.

#### The Second Phase of Globalization

Cho decided to focus more on localization - he believed that by doing so, Toyota would be able to provide its customers with the products they needed, where they needed them. This was expected to help build mutually beneficial, long-term relationships with local suppliers and fulfil Toyota's commitments to local labour and communities. Cho defined globalization as 'global localization.' Therefore, besides focusing on increasing the number of manufacturing centres and expanding the sales networks worldwide, Toyota also focused on localizing design, development, and purchasing in every region and country.

#### The 2010 Global Vision

In April 2002, Toyota announced another corporate strategy to boost its globalization efforts. This initiative, termed the '2010 Global Vision' was aimed at achieving a 15% market share (from the prevailing 10%) of the global automobile market by early 2010, exceeding the 14.2% market share held by the leader GM.

The theme of the new vision was 'Innovation into the Future,' which focused on four key components: Recycling Society; the Age of Information Technology; the Development of Motorization on a Global Sale; and a Diverse society

#### Which Way to Drive from Here?

By the end of 2003, Toyota seemed to be well on its way to achieving its globalization goals - worldwide sales of 6.57 million units in fiscal 2004; sales of 2.12 million units in North America by 2004; a 5% market share (800,000 units sales) in Europe by 2004; a 15% market share in the global market and a 10% market share in China by 2010.

Analysts felt that the following factors were helping the company in its quest to become a truly global automobile major: strong financial condition, globally efficient production system, unique corporate culture, and the ability to-develop a product range that met the unique needs and desires of customers in different regions.

Read the case study carefully given above and answer the following questions:

- a) What are the various strategies adopted by Toyota to be a global leader? As an international manager do you have any other plan by which a company can make its position sustainable? [CO-3][L-6] **10**
- b) What are the learning's you draw from this case study? [CO-2][L-2] **10**

# End Semester Examination, Dec. 2023

MBA - Third Semester

## INTERNATIONAL SUPPLY CHAIN MANAGEMENT (MBA-DS-IB-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Define the following:

- a) Time charter party.
- b) Inbound logistics.
- c) Drivers of supply chain.
- d) Role of warehousing in supply chain.

[CO-1,2,3,4][L-2] **4×5**

### **PART-A**

Q.2 "SCOR model is the analysis of the performance of the organization and its every step". Discuss this statement with its importance for organizations. [CO-4][L-2] **20**

Q.3 "The purpose of formulating strategies in Supply chain is to maintain supply in the market and enhance customer satisfaction". Explain with all strategies involved.

[CO-2][L-2] **20**

Q.4 Inco terms give clarity about the responsibilities of seller and buyer along with costs involved. Explain their relevance and any three Inco terms in detail. [CO-1][L-2] **20**

Q.5 Explain AAA model of supply chain along with the different set of strategies of supply chain.

[CO-2][L-3] **20**

Q.6 "Logistics is totally based and depend on the existence of four important functions". Discuss the importance of all four core functions of logistics. [CO-3][L-3] **20**

### **PART-B**

Q.7 **Case study:**

You are working as an exporter for last 10 years and have clients in almost all the developed nations. You entered into a contract with an importer from Germany to deliver capitalist goods as per the conditions set and negotiated between you and him. Before delivery it was mentioned by the importer that cargo insurance will be done by you. Now, at the time of delivery the goods were found in bad condition which was rejected by the custom people of the importer country.

#### **Question:**

Now suggest what will be your take in this condition and how will you manage the shipment?

[CO-4][L-3] **20**

**End Semester Examination, Dec. 2023**  
MBA — Third Semester  
**FOREIGN MARKET ENTRY STRATEGIES (MBA-DS-IB-306)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 **State whether the following statements are TRUE or FALSE:**

- a) The majority of world population growth is in industrialized countries
- b) A global firm is a worldwide player with the greatest geographic business scope.
- c) International trade and international marketing are synonymous terms.
- d) From cultural point of view exporting means operating in a cross cultural environment.
- e) A long distribution channel means a longer time between production and final consumption.
- f) International marketing is defined as marketing activities performed across national boundaries.
- g) An embargo occurs when a government suspends trade with a particular country.
- h) A quota is the suspension, by a government, of trade in a particular product.
- i) U.S. marketers may engage in bribery to compete with foreign firms.
- j) Products are often in different stages in the product life cycle in different countries.

[CO-1,2][L-2] **2×10**

**PART-A**

Q.2 What are the characteristics to look for in employees when selecting them for international assignments? What are the issues involved in IHRM while doing global trading?  
[CO-3][L-3] **20**

Q.3 Briefly discuss about factors effecting global pricing decisions. Explain few pricing strategies. What factors do you consider to choose a foreign country market intermediary? Elucidate giving reasons.  
[CO-1][L-2] **20**

Q.4 You are a manufacturer of herbal skin care and hair care products based in Delhi. You intend to sell these products all over the European Union. Given the policies of EU and considering the cultural aspects, discuss in detail the process and customization you would require to do?  
[CO-3][L-1] **20**

Q.5 Suggest a suitable foreign market entry strategy for following also justify your answer:  
a) An Indian steel company planning to get into overseas-markets.  
b) A ready-made garment small-scale Indian manufacturer willing to enter US market  
c) An Internationally reputed fast food chain-quick service restaurant (QSR) willing to enter Indian markets.  
[CO-2][L-2] **20**

Q.6 Write short notes on **any two** from the following:  
a) Cross-cultural marketing arrangements.  
b) Global advertising v/s country-specific advertising.  
c) Product adaptation v/s Product standardization.  
d) Global marketing research.

[CO-1,2][L-2] **10×2**

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## **PART-B**

### **Q.7 Case study:**

KFC, a fast - food operator, faced immense resistance from some politically active consumer groups when it opened its operations in India. One group proclaimed that opening KFC outlets in the country would propagate a "Junk-Food" culture. Others proclaimed that this way " the return of imperialistic powers" and was an attempt to "Westernize the eating habits" of Indians Overzealous local authorities in the city of Bangalore used a city law restricting the use of MSG (a food additive used in he chicken served by KFC) over a certain amount as a pretext for temporarily closing down the outlet, despite the fact that the authorities did not even have the equipment to measure the MSG content in the proportions stated in law. In the capacity city of New Delhi a KFC outlet was temporarily closed down because the food inspector found a "house-fly" in the restaurant. Both of these issues got resolved through hectic consultations with these consumer groups and through legal orders issued protecting the interests of the outlets.

### ***Questions:***

- a) In view of the above situation, critically examine the impact of social and political environment on a firm's operation in international markers. [CO-2][L-2] **10**
- b) After completion of your MBA from IGNOU, suppose you have been appointed country manager (Indian operations) in KFC, what steps would you take to deal with the situation? [CO-2][L-2] **10**

**End Semester Examination, Dec. 2023**  
MBA – First Semester  
**MARKETING MANAGEMENT (MBA-DS-MK-108)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) What is marketing?
- b) What is the difference between need and want?
- c) What is the difference between marketing and sales?
- d) Differentiate between product and brand.
- e) Give two examples of products in growth stage of PLC.
- f) Write all the elements of marketing mix.
- g) What is supply chain?
- h) What are the stages of product-life-cycle?
- i) What are the major functions of a marketing manager?
- j) Name the four quadrant of BCG matrix.

[CO-1,2,3][L-2,3] **2×10**

**PART-A**

Q.2 Discuss the importance of segmentation in marketing decisions. As a marketing manager, propose and formulate STP strategy for online food delivery apps. Explain the base for your strategy. [CO-3][L-3,5] **20**

Q.3 Explain with an illustration, the stages of the product life cycle and discuss the marketing-mix strategies employed by marketers at each stage of the product life cycle. [CO-4][L-4] **20**

Q.4 a) Explain BCG matrix. Discuss its application in strategic marketing. [CO-2][L-3,4] **10**  
b) Explain the process of marketing research. [CO-2][L-3,4] **10**

Q.5 What is integrated marketing communication? Develop a communication-mix strategy for a new brand of ready-to-cook meal targeted at the new age young professionals. [CO-3,4][L-3,5] **20**

Q.6 Write short notes on the following:

- a) Marketing channels.
- b) Pricing strategies.

[CO-1,2][L-3] **10×2**

**PART-B**

Q.7 **Case study:**

**DOVE'S CAMPAIGN FOR REAL BEAUTY**

In 2004, the Dove Brand commissioned a report "The Real Truth About Beauty: A Global Report - Findings of the Global Study on Women, Beauty and Well-Being." It is rooted in the increasing concern that representations of female beauty in popular culture fed a definition of beauty that was both inauthentic and unattainable. The Dove Brand theorized, resultantly that women are in this way prevented from appreciating beauty in themselves. Furthermore, in a culture women are so highly valued on their physical appearance; these standards have the potential to negatively impact women's self-esteem, happiness, and overall well-being. Dove commissioned researchers from

**P.T.O.**

Harvard University, the London School of Economics, and Strategy One to examine the relationship women have with beauty, determine how women define beauty, learn the level of satisfaction with women's beauty and the impact beauty has on the well-being of women.

The findings were based on interviews with 3,200 women between the ages of 18-64 and were largely disheartening. World-wide, only 12% of women are satisfied with their physical appearance. No women described themselves as "gorgeous," 1% of women described themselves as "stunning" and 2% of women describe themselves as "beautiful." However there was a marked demand for broader, more inclusive definition of beauty: 68% strongly agree that the media sets and unrealistic standard of beauty and 75% wish the media did a better job of representing the broad range of women's physical attractiveness, including size and shape and age. Furthermore, components of true beauty extend beyond mere physical attractiveness, to happiness, kindness, wisdom, dignity, love, authenticity and self-realization.

With this in mind the management team at Dove saw a great opportunity. At the time they were just introducing their line of beauty products.

Read the case study carefully given above and answer the following questions:

- a) Which factors of consumer behaviour were covered under the research?  
[CO-2][L-5] **10**
- b) What opportunity, do you think Dove has as a result of this research study?  
[CO-3][L-5] **10**

# End Semester Examination, Dec. 2023

MBA — Third Semester

## INTEGRATED MARKETING COMMUNICATION (MBA-DS-MK-302)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 What are the various sales promotion methods adopted by telecom, brands. Write briefly about any three of them, with examples. [CO-1,2,3,4][L-2] **20**

### **PART-A**

Q.2 Representing the creative/media team, you are in a meeting to discuss plans for a new advertising and promotional program for a health and wellness company. The head of marketing opens the meeting by stating there is only one objective for the new campaign- to increase repeat purchases. How would you respond to this statement? [CO-3][L-3] **20**

Q.3 Consumers buy a product solution (the benefits) for their need/problem. Thus, in promotional communications, it is important to communicate benefits-not features. Comment using a specific product example. [CO-1,2,4][L-1,3,4] **20**

Q.4 What is the basis of segmenting consumer markets? Present a detailed SEC classification for a luxury sedan. [CO-3,4][L-3,4] **20**

Q.5 What is the relevance of publicity in the marketing communication mix? How would you differentiate PR and publicity? Elaborate with examples. [CO-2,3,4][L-5,6] **20**

Q.6 Why do we need to define advertising goals for measuring advertising results? What are the different dimensions of objectives for advertising? [CO-1,3,4][L-3,4] **20**

### **PART-B**

Q.7 We see many campaigns built around social causes, such as 'Pulse Polio', 'Beti Padhao, Beti Bachao', 'Jago Grahak Jago' etc. Outline the essential requirements of such campaigns, highlighting the target audience. [CO-1,4][L-2,5,6] **20**



# End Semester Examination, Dec. 2023

MBA – Third Semester

## CONSUMER BEHAVIOUR (MBA-DS-MK-303)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Name three stages of perception.
- b) Write any two ways of measuring customer satisfaction.
- c) Define "Consumer behavior".
- d) One example of avoidance-avoidance conflict.
- e) Two examples of high involvement products.
- f) Two examples of reference groups.
- g) What is brand personality?
- h) What is differential threshold?
- i) One difference between brand recognition and brand recall.
- j) One example of stimulus generalization.

[CO-1,2,3][L-2,3] **20**

### **PART-A**

Q.2 How important is the study of consumer behaviour? How it influences the marketing strategies of an organisation? [CO-1][L-3,5] **20**

Q.3 What is perception? How the perception is formed? Explain the various steps with the help of examples. [CO-3][L-4] **20**

Q.4 Which of the stages of the family life cycle would constitute the most lucrative segment/segments for the following products and services? Justify your answer.

- a) Domino's pizza.
- b) Mobile telephones.
- c) Mutual funds.

[CO-2][L-5] **20**

Q.5 Explain the Howard-Seth Model of consumer behaviour. [CO-4][L-3] **20**

Q.6 Define 'Culture'. What are the most important characteristics of culture that reflects its nature? Why is the study of culture important to marketers? [CO-3,4][L-3,5] **20**

### **PART-B**

Q.7 **Case study:**

The global retailer IKEA, has deliberately designed products to address the target market and further reduced costs by facilitating operations with local suppliers. Although the products are not very expensive, they have a good quality. Customers are aware of this and know that they will not be faced with a huge budget surprise at IKEA. Besides, customers know that if they need any furniture for their home, they can find it at IKEA for the best price. In this case, it can be said that customers with a medium-economic level are main market targets for IKEA.

IKEA's main shoppers are classified as not-old, mid-range and upward mobile, preferring low-priced yet trendy furniture and home products. The company's CEO defines IKEA's target market in the US as someone who travels abroad, loves to take risks, enjoys fine dining and wine, has frequent flies, and adopts consumer technologies early.' Recently, IKEA has developed product plans to increase the use of waste or recycled materials due to the increasing demand of its customers for environmentally friendly products.

#### **Question:**

Read the above case carefully and explain how a clear understanding of the target market will help IKEA in designing the marketing strategy. [CO-1,2][L-4,5] **20**

**End Semester Examination, Dec. 2023**  
MBA - Third Semester  
**SERVICES MARKETING (MBA-DS-MK-304)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** and **PART-B** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Mention few differences between goods and services
  - b) Write any two ways of measuring customer satisfaction.
  - c) Name few companies in the E-commerce sector.
  - d) Pest control is not a service industry. True/False
  - e) Services contributes more to India's GDP compared to agriculture. True/False
  - f) Why do communication gaps occur?
  - g) Mention the 7P's applicable for the service industry.
  - h) Differentiate between consumer goods and industrial goods.
  - i) Why do companies employ CRM?
  - j) Explain the term 'value' from the perspective of brand building. [CO-2,3,4][L-2,3]
- 2×10**

**PART-A**

- Q.2 Comment on the strategy of automobile dealer NEXA' keeping in mind key Services marketing parameters [CO-3][L-4] **20**
- Q.3 Keeping macro-economic factors in mind, evaluate the factors that have led to the growth of service sector in India. [CO-2][L-3] **20**
- Q.4 Demand for services is market generated but the supply must always be kept constant. Is it justified to say so? Discuss with respect to 'chase demand' and 'match supply' strategies. [CO-1][L-2] **20**
- Q.5 Why do service gaps occur? How can we minimize them? [CO-4][L-4] **20**
- Q.6 Represent the blueprint process of a passenger taking a trip on a domestic flight. The blueprint must be well labeled. [CO-1][L-2] **20**

**PART-B**

- Q.7 Recall a recent service experience that you have gone through. Discuss the preservice expectations and post-service perceptions with respect to five elements each under the SERVQUAL parameters. [CO-4][L-4] **20**

# End Semester Examination, Dec. 2023

MBA – Third Semester

## MANAGING SALES PROCESS (MBA-OE-004)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1** and **Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

**Q.1 Choose the correct option:**

- a) The process of planning, analyzing, controlling and implementing the activities of sales force is classified as:
- |                              |                             |
|------------------------------|-----------------------------|
| i) Indirect sales management | ii) direct sales management |
| iii) Sales force management  | iv) persuasion management   |
- b) The field sales force is also called as
- |                             |                         |
|-----------------------------|-------------------------|
| i) Inside sales force       | ii) outside sales force |
| iii) Channel intermediaries | iv) none of the above   |
- c) The tools of sales promotion that are used to trigger short term customer involvement or to build customer relationships are classified as
- |                               |                         |
|-------------------------------|-------------------------|
| i) In bound promotion         | ii) outbound promotion  |
| iii) Organizational promotion | iv) consumer promotions |
- d) The step of personal selling process in which the sales person learns about potential buyer before making a call for sale is classified as
- |                 |                      |
|-----------------|----------------------|
| i) Pre-approach | ii) sales nomination |
| iii) Qualifying | iv) prospecting      |
- e) The sales promotion tool through which resellers are persuaded to carry brand, provide shelf space, promote advertising and push to final buyers is classified as:
- |                                |                        |
|--------------------------------|------------------------|
| i) Point of purchase promotion | ii) trade promotion    |
| iii) Event promotion           | iv) off deal promotion |

**Answer the following in brief:**

- f) Outline the steps involved in personal selling process.
- g) What is the meaning of – qualifying a prospect?
- h) Personal selling is used extensively in what kind of products?
- i) The sales force can play a pivotal role in marketing orientation strategy- justify this statement.
- j) Why is relationship marketing important in sales management? [CO-1, 2][L-2] **2×10**

### **PART-A**

- Q.2 What are the three major tasks involved in the implementation stage of the sales management process? [CO-3][L-3] **20**
- Q.3 If a company chooses to employ its own sales force, what are the three organizational structures it may use predominantly? [CO-3][L-3] **20**
- Q.4 Outline the advantages and disadvantages of advertising as compared to personal selling. [CO-3][L-3] **20**
- Q.5 What are the different qualitative and quantitative methods for sales forecasting? Explain any one in detail. [CO-3][L-3] **20**

**P. T. O.**

Q.6 What is a sales budget? Mention few salient features / important points to be remembered for a sales budget. [CO-3][L-3] **20**

**PART-B**

Q.7 **Case study:**

Every day, McDonald's serves almost four million customers in the UK alone – about the population of New Zealand. Worldwide, that figure's more like 69 million – roughly the size of Great Britain's own populace. So, with such a vast empire and *super-sized* customer database, how does this fast food giant ensure their customers keep lovin' it? With an industry-leading CRM strategy, that's how.

McDonald's partners with Astute Solutions, allowing the restaurant chain greater insights into consumer feedback and satisfaction levels. Being able to assess restaurants by region, or even individually, means that McDonald's can quickly spot potential customer relationship issues, and resolve them before they become a serious problem.

And, with Astute Solutions, McDonald's can also:

- Provide both its franchisees and corporate managers with live access to customer information.
- Integrate data from its dynamic network of restaurants into an effective CRM tool
- Increase the accuracy of its reporting, and inform more intelligent decision-making

As Christopher Garrity, McDonald's' own Senior Director of Customer Satisfaction, espouses:

"CRM [is a] critically important function for any large company. It's clear that Astute understands the important role it plays, and meets the ever-changing needs of our prime customers through continued innovation."

*Prime* customers was the pun intended? We don't know.

Read the case study carefully given above and answer the following questions:

- a) What are the types of customer retention programs that can be suggested to MCD? [CO-4][L-4] **10**
- b) What are the major pitfalls of Customer retention programs for such big companies? [CO-4][L-4] **10**

**End Semester Examination, Dec. 2023**  
OPEN ELECTIVE - COMMON FOR ALL BRANCHES  
**ANALYTICS FOR BUSINESS STRATEGY (MBA-OE-005)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Explain the role of cross functional teams in strategy implementation. [CO-2][L-1]
- b) How can analytics be used by a cricket team and in other sports? Explain. [CO-1][L-2]
- c) How is analytics used by companies regarding customer data? [CO-1][L-2]
- d) What are the four aspects of balance scorecard? [CO-2][L-2]
- e) Name any four types of KPI. [CO-3][L-2]
- f) Name any two defensive strategies. [CO-3][L-1]
- g) What is diversification? [CO-4][L-1]
- h) What is KPI used for? [CO-3][L-2]
- i) Name any two types of dash boards. [CO-4][L-2]
- j) Explain SWOT. [CO3][L-2] **2×10**

**PART-A**

Q.2 Analyze how marketing strategy of a company producing cosmetics can be enhanced with help of different types of analytics? Specify the data which can be collected and decisions to be taken based on data analysis. [CO-1][L-5] **20**

Q.3 As even the vegetable vendors are now shifting to online mode. Do a strategic - SWOT analysis of the environment to understand the need for this change? [CO-4][L-4,5] **20**

Q.4 What do you understand by "SMART" KPI. Explain using example of a small hotel in Shimla. What are the KPI's that you would monitor to track performance of your business? [CO-3][L-2] **20**

**PART-B**

Q.5 a) Different types of dashboards and their usage at different levels of management in a company? [CO3][L6] **10**  
b) Strategic management process. [CO4][L3] **10**

Q.6 How are the four aspects of balance scorecard related with each other and contribute to performance? Develop a detailed Balance-scorecard that an airline would use to track its performance. [CO-2] [L6] **20**

Q.7 "Dashboards show how can be used data to your advantage." Evaluate the given statement. Discuss the key issues to be kept in mind while designing a dashboard. Develop a dashboard for online business. [CO-3] [L-2,6] **20**

# End Semester Examination, Dec. 2023

MBA – Third Semester

## BASICS OF TOURISM (MBA-OE-008)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B is compulsory**. Attempt any **FOUR** questions from **PART-A**. Marks are indicated against each question.

### **PART-A**

- Q.1 What environmental factors have led to tourism being a growing sector in the Indian economy? Discuss with examples. [CO-1][L-1,2] **20**
- Q.2 As a domestic tourist in India, what are the popular circuits or tourist routes to look forward to? [CO-3][L-1,2] **20**
- Q.3 Why are Accessibility and Amenities important for tourism? Explain any two aspects under each of them. [CO-2,3][L-1,2,3] **20**
- Q.4 As a nation with rich culture and heritage, how can tourism be further promoted in India? Suggest any five ways which are not widely implemented presently. [CO-3][L-3,4,5] **20**
- Q.5 Tourism professionals are spread across aviation, hospitality, tours& travel etc. Enlist at least ten attributes which are essential for these professionals. [CO-2,3][L-2,3] **20**
- Q.6 Why is India often called a 'tourism bouquet'? Discuss with respect to adjectival tourism. [CO-3][L-1,2,3] **20**

### **PART-B**

- Q.7 International tourist arrivals at various major cities in India have been increasing in post COVID times. Discuss factors which have led to this phenomenon. [CO1, 2,3][L-3,4] **20**

**End Semester Examination, Dec. 2023**  
OPEN ELECTIVE - COMMON FOR ALL BRANCHES  
**BASICS OF ENTREPRENEURSHIP (MBA-OE-002)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 and Q.7 (PART-B)** are **compulsory**. Attempt any **THREE** questions from **PART-A**. Marks are indicated against each question.

Q.1 **Choose the correction option: (FALSE OR TRUE):**

- a) Entrepreneur should have resilience
- b) Ideas originate on personal whims and wishes
- c) Each business idea is an opportunity
- d) All business does not require in-depth research it can be on practical experience
- e) SHG means – Self Health Group [CO-1] [L-2] **2×5**

**Answer the following in brief:**

- f) Intrapreneur.
- g) Design Thinking.
- h) Pros and Cons of being an entrepreneur.
- i) Leasing.
- j) LLP. [CO-1] [L-1] **2×5**

**PART-A**

Q.2 Why does India need more Entrepreneurs? How entrepreneurs can transform the country? What sort of traits and skill sets one entrepreneur should possess? [CO-2][L-2,3] **20**

Q.3 Write down any five business ideas you have in mind. Evaluate your idea feasibility/opportunity through RAMP model technique and have internal and external environment scanning. [CO-3][L-4] **20**

Q.4 Why and what for Business Plans and Forecasting made? Describe the key sections of the Business Plan. [CO-4][L-5] **20**

Q.5 What are the various financing options available for any startup? Which funding option do you prefer for your startup venture? justify your answer. [CO-2][L-4] **20**

Q.6 In India what sort of challenges are faced by Women Entrepreneurs? Share the success story of any Woman Entrepreneur and describe the challenges faced by her and the success factors of her entrepreneurial journey. [CO-2][L-5] **20**

**PART-B**

Q.7 **Case study: Chulha**

After completing their MBA, Adesh and Nishant got jobs in the IT sector and were based in Bangalore. Nishant was from Delhi and Adesh was from Kolkata. Both were missing home cooked food and found the offering from the office canteen to be highly unappetizing. They tried out some of the tiffin services but did not find them satisfactory. After thinking about it for some time, they decided to quit their jobs and start a professionally managed tiffin service in Bangalore.

They found certain gaps in the current local tiffin service providers which could be easily addressed:

**P. T. O.**

1. Quality is not maintained by other tiffin providers. In Chulha, one of the partners will be directly responsible for quality control to ensure that quality is maintained.
2. Usually the food is cooked by the owner who is a Kannada and has no idea about the taste buds of non-Kannadas who are the main clientele. Chulha plans to have north Indian cooks who can satisfy the demands with non-locals.
3. Currently no tiffin provider has a feedback mechanism in place. Also people have to eat what has been prepared without having any choice. Chulha has developed a website which among other things will deal with these requirements. A forum on the site will help them judge the tastes of their customers and they can adapt the tiffins accordingly.
4. The website (www.chulha.co.in) is going to be the main marketing tool. They will be employing a professional company to optimize it for google search so that it is easily accessible. They will depend on positive word of mouth to spread the word. Some add-ons will be provided from the word go. Apart from a veg and non-veg menu, they also plan to have a rice-only and a chapatti-only option for various food habits. Later they were planning on regional meals like Gujrati Thali and Bengali Thali.

It was also planned to introduce a good sweet dish like shahi tukra or caramel custard. With all these extra services that they are planning on providing, they feel they can charge a premium. Currently the usual rate for a veg tiffin is Rs.80. With average cost of a veg tiffin at Rs.60, they can afford to charge the same as others but they decided to go with a slight premium. Veg meal @ Rs.100 Non-veg meal @ Rs.120

Their justification is that the average IT professional will be willing to spend a little more for better food. The average Lunch & Dinner costs of a typical IT professional: @Rs.100 for 25 days in a month (except Sundays), the cost comes to Rs.5000 p.m. An average single IT professional earns Rs.80,000 p.m. His expenses: House Rent: Rs.15000 Food: Rs.10000 Shopping etc: Rs.10000 Weekend Entertainment: Rs.6000 (Rs.1500 per weekend)

Read the case study given above and answer the following questions:

- a) Do you think is it a viable business? [CO-3][L-4] **10**
- b) If you would have been owner of Chulha startup, how you will acquire customers for your business? And how would you create value proposition for customers? [CO3-][L-6] **10**



**End Semester Examination, Dec. 2023**  
BBA (G) International Business — First Semester  
**INTRODUCTION TO MANAGEMENT DYNAMICS (MGMT-510)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following in brief:
- a) Describe any four important roles of a manager. [CO-3][L-5]
  - b) What is business environment? [CO-4][L-4]
  - c) Describe in brief the role of organizing in management. [CO-6][L-2]
  - d) What do you understand by structure of an organization? [CO-1][L-6]
  - e) What do you understand by change management? [CO-2][L-2]
  - f) Discuss the any two important techniques of controlling. [CO-1][L-4]
  - g) Graphically represent the horizontal, vertical and grapevine communication. [CO-6][L-3]
  - h) What do you understand by directing? [CO-3][L-5]
  - i) Can leadership change the culture of an organization? Discuss with an example. [CO-4][L-6]
  - j) "The term management and administration are interchangeable and are often used as synonymous". State the reason. [CO-2][L-1] **2×10**

**PART-A**

- Q.2
- a) What do you understand by corporate social responsibility? Explain the concept using live examples from the industry. [CO-2,3][L-4,6] **10**
  - b) Discuss the meaning, methods and importance of departmentalization. [CO-4,5][L-2,5] **10**
- Q.3
- a) "Management is the art of getting things done, and a science of decision making". Discuss. [CO-1,4,6][L-4,6] **10**
  - b) Discuss the role of planning in management. [CO-1,4,6][L-4,6] **10**
- Q.4 Write notes on (**any two**) of the following in about 200 words each:
- a) Levels of management. [CO-5,3][L-2,4]
  - b) Maslow's theory of motivation. [CO-6,5][L-3,4,5]
  - c) Situational theory of leadership. [CO-1,4][L-1,6] **10×2**

**PART-B**

- Q.5 Is it possible to manage conflicts in management? Discuss some of the techniques to manage conflicts. [CO-1,4][L-2,5] **20**
- Q.6 How morale is related with motivation and productivity? What measures would you take as a manager or leader to build the morale of your team members? [CO-6,5][L-4,5] **20**
- Q.7 Differentiate between the following:
- a) Micro-environment and Macro-environment. [CO-1,3][L-1,3]
  - b) Groups and Teams. [CO-2][L-2,4] **10×2**