P2148

[5804]-101
First Year BBA
INTERNATIONAL BUSINESS
Principles of Management (101)
(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *Q. No. 1 and Q. No. 6 are compulsory.*

    2)   *Solve any 3(three) questions from the remaining question numbers 2, 3, 4 and 5.*

    3)   *Figures to right side indicate full marks.*

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

    i)   _____ is concerned with future events.

        a)   Directing   b)   Decision-making

        c)   Forecasting   d)   Organising

    ii)   _____ is an inevitable factor for achieving economic growth.

        a)   TQM   b)   Change

        c)   Stress   d)   Disaster

    iii)   _____ is closely inter-wined with behaviour.

        a)   Motivating   b)   Staffing

        c)   Controlling   d)   Directing

    iv)   In a formal organisation, "Power" is associated with _____.

        a)   control   b)   an individual

        c)   relationship   d)   position

    v)   Outsourcing is _____.

        a)   Importing

        b)   A firm having someone else do part of what it previously did itself

        c)   Exporting

        d)   Building a factory in another country to produce for that country's market.

P.T.O.

vi) _____ is the deliberate effort to attain the expected outcome through a determined future course of action.

    a) Organising   b) Directing

    c) Planning   d) Staffing

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

Group A	Group B
i) Organisation	a) Dr. Verghese Kurien
ii) Managerial Role	b) Theory X
iii) Amul	c) Bench Marking
iv) Autocratic Leadership	d) Division of work
v) TQM	e) Interpersonal, Informational and Decisional

Q2) Describe Management as an Art, Science and Profession.   **[15]**

Q3) Explain peter Drucker's contribution to managerial Thoughts.   **[15]**

OR

Explain the principles of scientific management.

Q4) What do you mean by motivation? Critically examine the Maslow's Hierarchy of needs theory of motivation.   **[15]**

OR

What is forecasting? Describe various techniques of forecasting.

Q5) What is stress management? Explain causes and effects of stress management.   **[15]**

OR

What is management of change? Explain causes of change in the organisation and describe principles of change management.

Q6) Write short notes (any 3) :   **[15]**

    a)   Features of controlling.

    b)   Contribution of IRD Tata.

    c)   Role of manager.

    d)   Crisis management.

    e)   Principles of Direction.

అ అ అ

[5804]-102

First Year B.B.A. (I.B.)

BUSINESS COMMUNICATION SKILLS (102)

(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]　　　　　　　　　　　　　　　　　　　　　*[Max. Marks : 50*

Instructions to the candidates:

　　1)　Attempt all questions.

　　2)　Figures to the right side indicate full marks.

Q1) A)　Fill in the blanks :　　　　　　　　　　　　　　　　**[5 × 1 = 5]**

　　a)　Communication _____ has changed the way the world conduct business.

　　　　i)　Technology　　　　　　　ii)　Trading

　　　　iii)　Telephone　　　　　　　iv)　Controlling

　　b)　Voice mail is a _____ based system.

　　　　i)　Computer　　　　　　　ii)　Communication

　　　　iii)　Customer　　　　　　　iv)　High speed

　　c)　An _____ report can be denied at any time.

　　　　i)　Written　　　　　　　ii)　Special

　　　　iii)　Informal　　　　　　　iv)　Oral

　　d)　Physical barriers to communication are

　　　　i)　Interpretation of words　ii)　Denotations

　　　　iii)　Time and distance　　　iv)　Connotations.

　　e)　The qualities of good business letter is collectively called as _____.

　　　　i)　P's of communication　ii)　T's of communication

　　　　iii)　C's of communication　iv)　W's of communication

P.T.O.

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

	Set A		Set B
i)	Conciseness of Message	a)	Dale
ii)	Chronemics	b)	Brevity
iii)	Useful in letter for quick reference	c)	Time
iv)	Feature of communication	d)	Informal
v)	Grapevine	e)	Meaning based

Q2) What are the Barriers in communication?   **[10]**

OR

Explain different types of Business letters.

Q3) What are the causes for Breakdown of Oral Communication?   **[10]**

OR

What are the advantages of Voicemail.

Q4) Write short notes on any four :   **[4 × 5 = 20]**

a)   Need for effective communication

b)   7 C's of communication

c)   Forms of written communication

d)   Sales letter

e)   E-mails

f)   Sign language

❧❧❧

[5804]-103

BBA (International Business)
BUSINESS ACCOUNTING (103)
(2019 CBCS Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) Use of calculator is allowed.

2) Figures to the right indicate full marks.

Q1) a) Multiple Choice Questions.   **[5]**

    i) A person who buys goods on credit from the firm is known as
_____.

      a) A debtor   b) A creditor

      c) A Businessman   d) A manager

    ii) _____ concept states that accounts should be presented at fixed
intervals only.

      a) Matching   b) Periodicity

      c) Conservation   d) Consistency

    iii) Which note is prepared when goods are returned to the suppliers.

      a) Credit Note   b) Debit Note

      c) Ledger Note   d) None of the above

    iv) Trial Balance is _____.

      a) An Account   b) A statement

      c) Ledger   d) None of the above

    v) Computer gives same results without any variation is _____
feature of computer system.

      a) Speed   b) Consistency

      c) Storage   d) Reliability

P.T.O.

b) True or False. **[5]**

   i) Bank Loan given is an asset of the business.

   ii) Patent & Trademarks are current assets.

   iii) Real account records Incomes & Expenditure.

   iv) Contra Entries are related to Cash & Bank both.

   v) Wages are an example of Indirect Expenses.

c) Classify the Accounts into Real, Personal & Nominal. **[5]**

   i) Wadia College A/c

   ii) Land & Building A/c

   iii) Salary A/c

   iv) Mr. Arun A/c

   v) Motor Car A/c

d) Answer in one sentence. **[5]**

   i) What is cost concept?

   ii) Name 4 books of subsidiary books.

   iii) What is a Balance sheet?

   iv) Define BRS

   v) Give long form of ERP.

Q2) Journalise the following transactions in the books of M/s Sakshi Traders for the year 2022. **[10]**

1/6/2022   Started business with cash ₹ 40,000 & Machinery worth ₹ 20,000

2/6/2022   Deposited in Bank of Maharashtra ₹ 10,000

4/6/2022   Purchased goods from Kamal on credit ₹ 15,000

6/6/2022   Sold goods ₹ 10,000 @ 5% Cash Discount

7/6/2022   Cash Purchases ₹ 12,000

8/6/2022   Paid Salary ₹ 5,000 & insurance ₹ 2,000

10/6/2022 Withdrawn ₹ 3,000 for personal use from Bank

12/6/2022 Paid Anish ₹ 4,000 by Cheque

14/6/2022 Purchased goods from Jay on Credit ₹ 8,000 @ 10% Trade Discount.

15/6/2022 Purchased furniture from Kamal furniture Mart ₹ 10,000 and half the amount paid in Cash

Q3) Enter the following transactions in the proper subsidiary books of Ashish Traders, Pune for March, 2022. **[10]**

1. Sold goods to Aakash ₹ 1,500 @ 20% Trade Discount

5. Bought goods ₹ 975 at a Trade discount of ₹ 75 from Amar

9. Purchased goods from Anthony ₹ 630 subject to a Trade Discount of ₹ 30

11. Damaged goods received from Aakash ₹ 150 gross

12. Defective goods of ₹ 100 net returned to Amar

18. Purchases made from Avinash ₹ 600 for Credit

21. Furniture amounting to ₹ 3,000 was introduced as additional capital.

Prepare purchase Book, sales Book, Purchase Return book & Journal Proper.

Q4) From the following Trial Balance of Bharat, Pune. Prepare Trading a/c, Profit & Loss a/c and Balance sheet as on 31ˢᵗ March, 2022 **[20]**

Particulars	₹	Particulars	₹
Land & Building	87,000	Capital	2,00,000
Plant & Machinery	17,500	Sales	94,000
Goodwill	20,000	R.D.D.	1,500
Drawings	22,600		
Cash in hand	1,795	Creditors	7,500
Stock on 1ˢᵗ April 2021	27,000		
Wages	10,000		
Purchase	69,000		
Carriage Inward	600		
Travellers Commission	6,000		
Insurance	2,000		
Motor Car	3,000		
Carriage Outward	1,400		
Salaries	15,000		
Bank Charges	105		
Debtors	20,000		
	3,03,000		3,03,000

The following adjustments are to be considered.

i)   On 31st March, 22 Stock was valued at ₹ 46,000.

ii)   Insurance prepaid ₹ 800.

iii) Outstanding Salary ₹ 1,000.

iv)   Depreciate plant & Machinery @ 10% p.a & motor Car @ 20% p.a

v)   Greate R.D.D @ 10% on Debtors

Q5) The Cashbook of Rajesh showed a Debit balance of ₹ 5,400 on 31/3/18 but bank Pass book showed altogether a different bal & on comparing C.B & P.B You find foil issues.   **[10]**

i)   Cheques amounting to ₹ 3,200 issued but not presented for payment before 31/3/18.

ii)   Cheques paid into bank but not collected & credited before 31/3/18 ₹ 1,700.

iii) Bank Charges debited ₹ 20 in Pass book, did not appear in Cash book till 31/3/18

iv)   Interest credited by Bank ₹ 350 did not appear in C.B. till 31/3/2018

You are requested to prepare a Bank Reconciliation statement so as to show bank balance as per P.B. as on 31/3/18.

ॐॐॐ

P2151

[5804]-104

F.Y. BBA(International Business)
BUSINESS ECONOMICS - MICRO (104)
(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 70*
Instructions to the candidates:

   1)   *Q. No. 1 to Q. No. 6 are compulsory.*

   2)   *Solve any 3(three) questions from the remaining question numbers 2, 3, 4 and 5.*

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

       i)   _____ economics deals with individual consuming units.

       ii)   The economy combining the components of both capitalistic and socialistic system is known as _____.

       iii)   The geometric method measures price elasticity at different _____ on a demand curve.

       iv)   The combination of AFC and AVC gives the firm its _____.

       v)   Accounting cost is also known as _____ cost.

       vi)   Product homogeneity is a characteristic of _____.

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

	A		B
i)	Scope of Business Economics	a)	Direct and Indirect demand
ii)	Types of Demand	b)	Price and quantity of commodity sold
iii)	Total Revenue	c)	Decision - making
iv)	Large number of buyers and sellers	d)	Macro economics
v)	Aggregate Economy	e)	Monopolistic competition

Q2) Explain the role of market forces in solving Economic problems. **[15]**

Q3) Explain in detail the law of Demand. **[15]**

Q4) Explain the concept of cost and describe the importance of cost analysis. **[15]**

Q5) Explain the price and output determination in the short-run under monopoly. **[15]**

Q6) Compulsory (Attempt any 3 short notes out of 5) : **[15]**

    a)   Forms of Economy

    b)   Elasticity of supply

    c)   Income Elasticity

    d)   Concepts of AR, MR & TR

    e)   Characteristics of monopolistic competition

మీ మీ మీ

[5804]-105
F.Y. B.B.A. (I.B.)
105 : BUSINESS MATHEMATICS
(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1)   All questions are compulsory.
2)   Figures to the right indicate full marks.
3)   Use of statistical tables and calculator is allowed.
4)   Symbols have their usual meanings.

Q1) A)   Fill in the blanks :   **[5 × 2 = 10]**

   a)   If $x : y = 6 : 8$ and $x = 42$, then $y = $ _____.

   i)   40   ii)   48

   iii) 56   iv)   None

   b)   Fourth proportional to 4, 6, 8 is _____.

   i)   10   ii)   12

   iii) 14   iv)   None

   c)   A man sold 12 pens for the cost price of 15 pens then profit is
        _____%.

   i)   25   ii)   50

   iii) 40   iv)   None

   d)   12% of 800 = _____.

   i)   90   ii)   80

   iii) 95   iv)   None

   e) $^{15}C_4 = $ _____ .

   i)   1360   ii)   1365

   iii) 1400   iv)   None

P.T.O.

B) State whether the following statements are true or false : **[3 × 2 = 6]**

a) $1 + 2 + 3 + ... + n = \dfrac{n(n-1)}{2}$.

b) If number of rows of matrix A is not equal to number of columns of matrix B then we can find the product of two matrices A and B.

c) Objective function may be either maximize or minimize.

Q2) Attempt any four of the following : **[4 × 4 = 16]**

a) Find n if ${}^{n}P_4 = 18[(n–1)P_2]$.

b) Evaluate the following determinant $\begin{vmatrix} 4 & -3 & 2 \\ 1 & 2 & 1 \\ 3 & 1 & -2 \end{vmatrix}$.

c) Find the simple interest on Rs. 2,000 at 6% p.a. for 5 months.

d) The population of a city according to 1971 census was 84,500 and it rose to 1,10,000 in 1981. Find the percentage increase in the population.

e) A commission agent gets 12% commission upto a sale of Rs. 30,000/- and 15% on the sales exceeding Rs. 30,000/-. In a month, his sales are Rs. 67,000/- find his commission.

f) Find the values of x, y and z if $\begin{vmatrix} 2x-1 & 3 \\ 4 & 2 \\ 3z-1 & 5 \end{vmatrix} + \begin{vmatrix} 7 & 2 \\ 1 & y+3 \\ z & -4 \end{vmatrix} = \begin{vmatrix} 10 & 5 \\ 5 & 9 \\ 11 & 1 \end{vmatrix}$.

Q3) Attempt any four of the following : **[4 × 4 = 16]**

a) Define the following terms :

i) Decision variables   ii) Optimum solution

b) The following data relates to the marks of a group of students :

Marks	Below 10	Below 20	Below 30	Below 40	Below 50
No. of Students	15	38	65	84	100

How many students got marks more than 30?

c) Ratio of two numbers is 3 : 5 and the sum of the numbers is 232, find the bigger number.

d) Find the compound interest on Rs. 5,000 at 4% p.a. for 5 years.

e) Find the adjoint of the matrix $A = \begin{bmatrix} 4 & 3 \\ 7 & 5 \end{bmatrix}$.

f) The price of a mobile hand set is Rs. 20,000. An agent charges commission at 4%. If he earns Rs. 40,000. Find the number of mobile sets sold by him.

Q4) Attempt any four of the following :   [4 × 4 = 16]

a) If $^nC_8 = {}^nC_6$, find $^nC_3$.

b) If 8, y and 50 are in continued proportion, find y.

c) Define the following terms :
   i) Diagonal matrix
   ii) Upper Triangular matrix

d) Solve the following LPP by graphical method
   Maximize $Z = 3x_1 + 2x_2$
   Subject to $2x_1 + x_2 \leq 2$
                     $3x_1 + 4x_2 \geq 12$
                     $x_1 \geq 0, x_2 \geq 0$

e) Find the value of x if $\begin{vmatrix} 5 & 5 & x \\ x & 5 & 5 \\ 5 & 5 & 4 \end{vmatrix} = 0$.

f) What is the difference between simple interest and compound interest at 10% p.a. on Rs. 1,500 for 2 years.

Q5) Attempt any one of the following :   [1 × 6 = 6]

a) If $A = \begin{bmatrix} 2 & 3 \\ -1 & 4 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 0 \\ -1 & 2 \end{bmatrix}$ verify that $|AB| = |A||B|$.

b) If x varies directly as y and inversely as z and $x = 12$ when $y = 9$ and $z = 16$, find y when $x = 9$ and $z = 24$.

ॐॐॐ

[5804]-106A
F.Y. BBA-(IB)
106 : BUSINESS DEMOGRAPHY
(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

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

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

    i) The study of demograpy is important for _____

        a) Health Planning

        b) Planning related to migration

        c) Only a)

        d) Both a) & b)

    ii) Measuring number of people who die is _____

        a) Infant rate   b) Mortality rate

        c) Migration rate   d) Fertility rate

    iii) Which of the following factor affects population density?

        a) Climate   b) Immigration

        c) Transportation   d) All of above

    iv) Which of the following factor affects Sex Ratio?

        a) Unequal rights & opportunities

        b) Female infanticide

        c) Early marriage

        d) All of above

    v) Age & Sex Pyramid is also known as _____

        a) Population Pyramid   b) Population Chart

        c) Growth Pyramid   d) Sex Ratio

P.T.O.

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

	Set A		Set B
i)	Fertility	a)	Number of deaths in a given period.
ii)	Mortality	b)	Relationship between total population & total cultivated area.
iii)	Nutritional density	c)	Relationship between total agricultural population & cultivated area of region.
iv)	Agricultural density	d)	Ratio between total population of urban area & area of urban land.
v)	Urban density	e)	Number of live births during a period of time

Q2) Long Answer Questions (Any 1) : **[15]**

a) What do you mean by demography? Illustrate the need of demographic studies for business.

b) Explain the concept of age & sex pyramid with the help of suitable diagram.

Q3) Long Answer Questions (Any 1) : **[15]**

a) Define population distribution. Discuss the factors influencing distribution of population.

b) Explain the concept of urbanization. Discuss the various concepts/aspects of Urbanization.

Q4) Write Short Notes (Any 2) : **[10]**

a) Scope of demography.

b) Migration.

c) Factors affecting population density.

d) Factors affecting literacy Ratio.

e) Dependent & working population.

♣ ♣ ♣

[5804]-201

F.Y. B.B.A.

INTERNATIONAL BUSINESS

201 : Basics of Cost Accounting

(2019 Pattern) (CBCS) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Use of calculator is allowed.*

Q1) a)   Fill in the blanks :   **[5]**

     i)   Need for cost Accounting arises because of limitations of _____ accounting.

     ii)   _____ is the price paid for something.

     iii)   _____ is a statement which provides for the assembly of the detailed cost of a cost centre or a cost unit.

     iv)   Carriage on purchases is the part of direct _____ cost.

     v)   _____ means the allotment of whole items of cost to cost centre or cost units.

   b)   Write True or False :   **[5]**

     i)   A cost centre is a location, person or item of equipment, for which costs may be ascertained and used for the purposes of control.

     ii)   All overheads are costs, but all costs may not be overheads.

     iii)   Operating costing deals with costing of services.

     iv)   Variable overheads vary with the volume of output.

     v)   Allocation of cost is always direct.

Q2) Explain the cost concepts, 'Cost,' 'Costing', 'Cost Accounting' and 'Cost Accountancy'. Also explain the objectives of cost Accounting.   **[15]**

OR

Define the term 'Element of Cost'. State the various elements of cost with suitable examples.

Q3) Write short notes on any two : **[10]**
   a) Cost centre
   b) Allocation of overheads
   c) Cost plus contract
   d) Difference between job costing and contract costing

Q4) The following information has been obtained from Srujan Ltd. Solapur for a quarter ending 31ˢᵗ March, 2019. **[15]**

	₹
Stock of Raw Materials on 01-01-2019	1,00,000
Stock of Raw Materials on 31-03-2019	74,000
Purchases of Raw Material	6,00,000
Travelling Expenses	5,000
Carriage Inward	10,000
Carriage outward	15,000
Depreciation on plant	18,000
Factory Rent	12,000
Office Rent	10,000
Bad debts	7,000
Productive wages	20,000
Traveller's salary and commission	4,000
Expenses regarding purchases of material	4,000
Gas, fuel and water	8,000
Manager's salaries	9,000
(He devotes 2/3 of his time to factory)	
Sales	10,48,000

Prepare a cost sheet showing :
   a) Cost of Material consumed
   b) Prime cost
   c) Works cost
   d) Cost of production
   e) Total cost
   f) Profit

Q5) The following information relates to Aditya Builders, Akola for the year ended 31-03-2019. **[10]**

	₹
Contract Price	6,00,000
Plant & Machinery as on 1-4-2018	30,000
Materials	1,70,600
Labour charges	1,48,750
Engineer's fees	6,330
Outstanding wages	5,380
Uncertified work	12,000
Overhead Expenses	8,240
Material Returned to stores	1,600
Material on hand at site	3,700
Plant & machinery on hand at site on 31-03-2019	22,000
Value of work certified	3,90,000
Cash Received	3,51,000

Prepare contract Account for the year ended on 31-3-2019 showing seperately the amount of profit that may be taken to the credit of profit and loss Account.

Q6) A product of Infocia Ltd. Delhi passes through two distinct processes 'A' and 'B'. From the following information you are required to prepare process 'A' Account, Process 'B' Account, Abnormal loss A/c and Abnormal Gain A/c. **[10]**

Particulars	Process 'A' ₹	Process 'B' ₹
Materials (Introduced 20,000 Units in Process 'A')	30,000	3,000
Labour	10,000	12,000
Overheads	7,000	9,850
Normal loss	10%	4%
Scrap value of Normal loss	1/-per unit	2/-per unit
Output	17,500 units	17,000 units

There is no stock or work in progress in any processes.

❖ ❖ ❖

[5804]-203

F.Y. B.B.A.

INTERNATIONAL BUSINESS

203 : Commercial Geography

(2019 Pattern) (Semester - II) (CBCS)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) All questions are compulsory.

2) Figures to right side indicate full marks.

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

     i) _____ industry needs wood as a raw material.

         a) Furniture   b) Paper

         c) Boxmaking   d) All of these

     ii) _____ is the costliest medium of transport.

         a) Airways   b) Roadways

         c) Railways   d) Waterways

     iii) _____ sector activites are based on agriculture.

         a) Tertiary   b) Secondary

         c) Primary   d) None of these

     iv) Kashmir is known for

         a) Tourism   b) Apples

         c) Kesar   d) All of these

     v) _____ is a form of cloth design.

         a) Kolapuri   b) Bandhari

         c) Willow   d) Meenakari

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

     i) Solar energy   a) Maharashtra

     ii) GI   b) Solar cell

     iii) Golden quadrilateral   c) Seaport

     iv) Cochi   d) Alphanso mango

     v) Sugar industry   e) Connected highway

C) One sentence **[5]**

   i) What is meant by silk routes?

   ii) Define commercial geography.

   iii) Mention 2 advantages of trade.

   iv) Write 2 applications of solar energy.

   v) Mention 2 sources of electricity.

D) Fill in the blanks **[5]**

   i) GI Stands for _____.

   ii) _____ energy plant is located at Tarapur.

   iii) _____ forests are found in west bengal.

   iv) _____ transport means is used to carry heavy loads over long distances.

   v) CPCC stands for _____.

Q2) Any 3 out of 5 long answer questions to be attempted. **[30]**

   a) Explain in detail the various commercial sectors of the economy with suitable examples.

   b) Write a detailed note about the different types of forests & their significance.

   c) Explain the various factors affecting the choice of industry location.

   d) Explain the importance of transportation in business.

   e) Explain scope of commercial geography.

Q3) Short notes (any 4 out of 6) **[20]**

   a) Solar energy

   b) Local Localisation process

   c) Road transportation

   d) Importance of rural industry.

   e) Scope of commercial geography.

❧ ❧ ❧

P2157

[5804]-204

F.Y. B.B.A. (IB)

204 : PRINCIPLES OF MARKETING

(2019 Pattern) (CBCS) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Figures to right indicate full marks.*

Q1) Objective Type Questions :

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

i)   _____ are human needs as shaped by individual and personality and culture.

   a)   Needs   b)   Demands

   c)   Values   d)   Exchanges

ii)   A _____ is the set of actual and potential buyers of a product.

   a)   market   b)   audience

   c)   group   d)   segments

iii)   Marketing is _____.

   a)   System   b)   Process

   c)   Is an Science and Art   d)   All the above

iv)   Product, Price, Place and _____.

   a)   promotion   b)   performance

   c)   placement   d)   practice

v)   _____ is an activity of selling and purchasing of goods or services.

   a)   Manufacturing   b)   Purchasing

   c)   Marketing   d)   Production

P.T.O.

B) Define the term : **[5]**
  i)   Marketing Environment
  ii) Product mix
  iii) Functions of marketing
  iv) Role of marketing manager
  v)   Market segmentation

C) Match the pairs : **[10]**

A		B	
i)	Product development	a)	Employee
ii)	Price	b)	Political factor
iii)	Place	c)	Location of sales
iv)	Promotion	d)	Developing new products for sales
v)	Internal marketing environment factor	e)	Advertising
vi)	External marketing environment factor	f)	Packaging
vii)	Physical Evidences	g)	Directly/Indirectly involved in business process
viii)	People mix	h)	Combination of Traditional & digital marketing
ix)	Digital marketing	i)	Promotion of brands to connect with potential customers through internet
x)	Hybrid marketing	j)	Products that are presumed to be environmentally safe
xi)	Green marketing			

Q2) Long answer questions (any 3) : **[10 marks each]**
  a) What is marketing? Explain the objectives of marketing with reference to marketing in developing economy.
  b) Explain the various factors that affects the marketing environment.
  c) What is market segmentation? Explain the importance of market segmentation in day today business activities.
  d) Explain the Rural marketing with reference to its contribution in Indian economy.
  e) What is marketing mix? Explain the different elements of marketing mixes.

Q3) Short notes (Any 4) :   **[5 marks each]**

    a)   Green marketing

    b)   Product life cycle

    c)   Elements of market segmentation

    d)   Marketing Environment

    e)   Challenges of marketing manager

ॐ ॐ ॐ

P2158

[5804]-205
First Year B.B.A. (IB)
205- BUSINESS STATISTICS
(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

   1)   *Answer all questions.*

   2)   *Neat diagrams must be drawn wherever necessary.*

   3)   *Figures to the right indicate full marks.*

   4)   *Assume suitable data if necessary.*

Q1) a)   Fill in the blanks :   **[5 × 2 = 10]**

       i)   Data obtained by observing values of quantitative variables are referred to as _____.

           (Discrete data, continuous data, Quantitative data)

       ii)   The process of arranging data into rows and columns is called _____.

           (Classification of data, tabulation of data)

       iii)   The empirical relation between Mean, Median and Mode is _____.

           (Mode = 3Median – 2 Mean), (Mode = 2 Median – 3Mean)

           (Mode = Median + Mean)

       iv)   Standard deviation is always _____.

           (Positive, Negative, Zero)

       v)   The highest range of the correlation (*r*) is _____.

           (0 and 1), (–1 and 0), (–1 and +1)

b) State whether the following statement are true or false. (3 out of 5)

[3 × 2 = 6]

i) The frequency distribution indicates how many times each value in a data set occurs.

ii) The histogram is a measure of central tendency.

iii) The 'mean', the 'median' and the 'mode' are all measures of central tendency.

iv) The mean of a set of scores is the sum of all the scores in the set and divided by the numbers of scores.

v) The 'variance' and the 'standard deviation' are two different terms indicating same concept.

Q2) Attempt any four of the following : (4 out of 6)   **[4 × 4 = 16]**

a) Represent the data given below by histogram :

Income (in Rs.)	Frequency
0 – 50	10
50 – 100	30
100 – 150	80
150 – 200	90
200 – 250	40
250 – 300	20

b) Find the Median of the following distribution :

X	1	2	3	4	5	6
f	8	12	16	19	20	25

c) Calculate Range and the coefficient of range from the following data :

X	10–20	20–30	30–40	40–50	50–60	60–70	70–80	80–90	90–100
f	6	4	15	24	11	3	10	16	20

d) What is coefficient of correlation?

e) Explain functions of statistics?

f) Distinguish between classification and tabulation?

Q3) Attempt any four of the following : (4 out of 6)   **[4 × 4 = 16]**

a) Draw a pie diagram for the following data of production of sugar in quintals of various countries.

Country	Production of sugar (quintals)
Cuba	62
Australia	47
India	35
Japan	16
Egypt	6

b) Calculate the Median when Mean and Mode of Distribution are 38.6 and 32.6 respectively.

c) Draw a scatter diagram for the following and indicate whether the correlation is positive or negative.

X	10	20	30	40	50
Y	20	40	60	80	100

d) What are the applications of Regression Analysis?

e) What is Primary and secondary data?

f) Define the term Range with example?

Q4) Attempt any four of the following : (4 out of 6)   **[4 × 4 = 16]**

a) Draw a multiple bar diagram for the following data :

Year	Profit before tax (in Rs) (in Lac)	Profit after tax (in Rs) (in Lac)
2010	195	80
2011	200	87
2012	165	45
2013	140	32

b) The weekly wage of 5 workers is as given below :

   1350, 1400, 1450, 1370 and 1480 compute the arithmetic mean.

c) Find standard deviation of (₹) 8, 10, 15, 24, 28.

d) Calculate Range and its Coefficient from the following data.

53, 46, 18, 16, 75, 84, 28

e) What do you mean by regression lines and regression equations?

f) What is standard deviation? Write the properties of standard deviation?

Q5) Attempt any one out of two :   **[1 × 6 = 6]**
a) If the two lines of regression are :
$4x - 5y + 30 = 0$ and
$20x - 9y - 107 = 0$
Which of these is the line of regression of x on y and y on x ? Find r_{xy}
and σ_y when $\sigma_x = 3$.

OR

b) Calculate coefficient of variations of the following data?

S. No	1	2	3	4	5	6	7	8	9	10
Weight (in Kg.)	52	56	44	32	51	48	39	58	46	54

❋   ❋   ❋

[5804] - 206

F.Y. B.B.A. (IB)

206 : FUNDAMENTALS OF COMPUTERS

(2019 Pattern) (CBCS) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *Neat diagrams must be drawn wherever necessary.*

    3)   *Figures to the right indicate full marks.*

Q1) A)   Fill in the blanks :   **[5]**

      i) $(7204)_8$ is _____ number.

      ii)   OCR is _____.

      iii)   Scanner is _____ device.

      iv)   Minicomputer is _____ than mainframe computer.

      v)   GUI is _____.

    B)   True or False :   **[5]**

      i)   Computer understand only binary language.

      ii)   Microcomputer is a standard desktop at home.

      iii)   Assembly language & binary language is same.

      iv)   The integration of star & Bus topology is Tree topology.

      v)   MAN is Mega area network.

Q2) Answer the following (Any One) :   **[10]**

    a)   Give any three Arithmetic operators of excel.

    b)   What is Networking? Explain its types.

Q3) Answer the following (Any One) :   [10]

    a)   Explain the types of printers in detail.

    b)   Explain the types of scanners in detail.

Q4) Answer the following :   [10]

    What is Internet, explain its advantage, disadvantage & uses.

Q5) Write short note (Any Two) :   [10]

    a)   Search Engine.

    b)   CPU

    c)   RAM & ROM

$$\nabla \ \nabla \ \nabla \ \nabla$$

[5804]-301
S.Y. BBA
INTERNATIONAL BUSINESS
301 : Elements of Human Resource Management
(CBCS 2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 70*

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

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

     i)   The first step in performance Appraisal process is _____

          a)   Training session

          b)   Establish performance standards

          c)   Feedback session

          d)   Interview session

     ii)   _____ is on the job training method.

          a)   Job Rotation   b)   Understudy

          c)   Role Play   d)   Both a) & b)

     iii)   _____ is managerial function of HRM.

          a)   Directing   b)   Employment

          c)   Compensation   d)   Motivation

     iv)   _____ refers to the development of work practices that challenge & motivate the employees to perform better.

          a)   Job Rotation   b)   Job Enlargement

          c)   Job Enrichment   d)   None of above

     v)   Which of the following is one of the steps in the process of Human Resource planning?

          a)   Employee branding   b)   Fore casting

          c)   Both a) & b)   d)   None of above

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

	Set A		Set B
i.	It is concerned with pre Planning of activities to be done in future	a.	Promotion
ii.	Role Play	b.	On the Job Training method
iii.	Job Instruction Training	c.	Planning
iv.	Lateral movement of an individual from one position to another	d.	Off the job training method
v.	Shift in the Position in which responsibilities and rank is increased	e.	Transfer

C) Answer in one sentence : **[5]**

i) State any two principle of HRM.

ii) State any two bases for Promotion.

iii) Define job Description.

iv) Write any two operative functions of HRM.

v) State any two off the job training methods.

D) Fill in the blanks : **[5]**

i) The act of improving knowledge of skill of an employee for doing a particular job is known as _____.

ii) TQM stand for _____.

iii) A statement that defines roles, tasks, duties, & responsibilities expected to be performed in a particular job is known as _____.

iv) MBO is one of the method of _____.

v) _____ result in increase in pay, prestige, designation and responsibilities.

Q2) Attempt any 3 questions : **[30]**

a) Define the term HRM. Explain various functions of HRM.

b) Explain in detail the process of Human Resource Planning.

c) What do you mean by performance Appraisal? Discuss the error/ problems in performance Appraisal.

d) Elaborate the different method of training.

e) State & Explain various challenges of HRM.

Q3) Write short notes (Any 4) : **[20]**

a) Benefit of training.

b) Role of HR manager.

c) Types of Promotion.

d) Job Rotation.

e) Sources of Recruitment.

f) Out sourcing.

♣ ♣ ♣

[5804]-302

S.Y. B.B.A. (I.B.)

302 : GLOBAL COMPETENCIES & PERSONALITY DEVELOPMENT

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

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Draw neat diagrams wherever necessary.*

3) *Figures to the right indicate full marks.*

Q1) Objective type questions :   **[20]**

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

   i)   The foremost skill required for learning a language is _____.

   a)   Writing skills   b)   Reading skills

   c)   Speaking skills   d)   Listening skills

   ii) Communication helps officials to _____ the employees.

   a)   Eliminate   b)   Motivate

   c)   Threaten   d)   Appraise

   iii) The document that is used to do negative communication within the organisation is called _____.

   a)   Letter   b)   Memo

   c)   E-mail   d)   Telax

   iv) Traits could be organised into three levels.

   a)   Primary, secondary, tertiary

   b)   Cognitive, emotional, physiological

   c)   id, ego, superego

   d)   Cardinal, central, secondary

P.T.O.

v) A good command over a _____ is need of speech.

    a) Practice   b) Language

    c) Gestures   d) Activity

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

Group A	Group B
i) Empathy	a) Gathering information about oneself
ii) Ethics	b) Personal worth
iii) Self-assessment	c) Non-verbal communication
iv) Self-esteem	d) Ability to emotionally understand others
v) Body language	e) Set of rules that governs the behaviour of a person

C) Answer in one sentence :   **[5]**

    i) What is verbal communication?

    ii) What are the interpersonal skills?

    iii) What do you mean by self-image?

    iv) State any two obstacles to positive thinking.

    v) Define stress.

D) Fill in the blanks :   **[5]**

    i) Few _____ traits cannot change.

    ii) Thinking oneself very different is _____.

    iii) The word 'Personality' has been derived from the Latin word ____.

    iv) _____ also refers to the degree of emotional instability.

    v) Your _____ is your pattern of thinking, feeling & behaviour that determines who you really are as an individual.

Q2) Long answer questions : (Solve any 3 out of 5)   **[3 × 10 = 30]**

    i) Define Personality. What are the factors that shape one's personality?

    ii) Explain the Johari window in detail.

iii) What is self-Image? How to develop positive self-Image?

iv) What do you mean by social Etiquettes? Provide guidelines for social Etiquettes.

v) Explain the People's skills in detail.

Q3) Write short notes on (Solve any 4 out of 6) : [4 × 5 = 20]

i) Ethics & values

ii) SWOT Analysis

iii) Self confidence

iv) Importance of Time Management

v) Body Language

vi) Self-motivation.

■■■

P2162

[5804]-303
S.Y. B.B.A. (I.B.)
303 : INTERNATIONAL ECONOMICS
(2019 Pattern) (Semester - III) (CBCS)

Time : 2½ Hours]   *[Max. Marks : 70*
Instructions to the candidates:

1) *All question is compulsory.*

2) *Draw neat labelled diagrams wherever necessary.*

3) *Figures to the right indicate full marks.*

Q1) Fill in the blanks   **[5]**

a) According to _____, economics is a study of mankind in the ordinary business of life.

b) According to _____ international trade bestows on certain Indirect and dynamic gains.

c) The _____ model is related to trade between two countries and two commodities.

d) The concept of terms of trade was introduced by _____.

e) _____ means increase in social welfare as a result of maximized national output.

(Select Answer - a) F.W. Taussig b) Ricardian c) Static Gains d) Prof. Mill e) Prof. Marshall)

Q2) True or False (Attempt any 4)   **[4]**

a) According to Classical Economist there are two methods to measure the gains from trade.

b) International trade increases national income which helps us to get low priced imports.

c) Gains are measure in terms of trade.

d) The classical economists were in favour of the free trade policy.

e) The exchange rate is the rate which is exchanged against gold standard.

P.T.O.

Q3) Match the following [5]

i)	WTO	a)	Wealth of nations
ii)	Purchasing Power Parity	b)	Special Drawing Rights
iii)	IMF	c)	Floating Currency
iv)	Euro	d)	Exchange Rate
v)	Adam Smith	e)	Preferential Trade Agreement

Q4) Write Short Notes (Attempt any 3) [24]

a) Write the importance of International Economics.

b) Write a brief note on International trade flows.

c) Explain the limitations of absolute cost advantage theory.

d) Write a brief note on Income terms of trade.

Q5) Write long answer on (Attempt any 2) [32]

a) What is International Monetary standard? Write in detail.

b) Discuss the factors influencing the terms of trade of a country.

c) Explain the objectives and functions of the World Bank.

❏❏❏

[5804]-304
S.Y. B.B.A. - (I.B.)
304 : PRODUCTION & OPERATION MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1)   All question is compulsory.

2)   Draw neat diagrams whenever necessary.

3)   Figures to the right indicate full marks.

Q1) A)   Multiple choice questions.   **[5 × 1 = 5]**

   i)   Advantage of Preventive Maintenance is :

   a)   Reduce downtime

   b)   Continuous Production

   c)   Increase life of Machines

   d)   All of above

   ii)   Material management is also called _____.

   a)   Distribuition Planning

   b)   Control and logistic management

   c)   Both of above

   d)   None

   iii)   Which of the following is Not an activity of physical distribution?

   a)   Transportation   b)   Factory inventory

   c)   Warehousing   d)   Material handling

   iv)   Verification is _____.

   a)   Product based   b)   Process Based

   c)   Quality Based   d)   Quantity Based

   v)   Centralized and De-centralized are types of _____.

   a)   Routing   b)   Scheduling

   c)   Follow - up   d)   Dis patching

P.T.O.

B) Match the pair   [5 × 1 = 5]

   Group A   Group B
   i)   Solid waste   a)   oil & Greese
   ii)   3's R   b)   Plant Design
   iii) Preventive Maintenance   c)   Plastic
   iv)   Plant layout   d)   Scheduling
   v)   Planning function   e)   Reduce

C) Answer in 1 sentence   [5 × 1 = 5]
   i)   What is Bill of Material?
   ii)   What is Preventive Maintenance?
   iii) What is Automation?
   iv)   What is full abbreviation of V.E.D?
   v)   Give any 3 Example of Material Handling System.

D) Fill in the blanks :   [5 × 1 = 5]
   i)   _____ of the transformation step is a product, i.e, it is either commodity or service.
   ii)   The _____ is to manofacturing Process is raw material, along with fuel, labour.
   iii) The unused materials are returned to stores with a material ____ note.
   iv)   _____ is a master requisition that lists all material required for job.
   v)   The flow of production is not continuous. It is _____.

Q2) Attempt any 3 out of 5.   [3 × 10 = 30]
   i)   What is Material Handling? Discuss it's various types.
   ii)   Explain the objective of Production & operation management.
   iii) Explain about Plant layout.
   iv)   Explain about Automation control system.
   v)   Explain types of inventory analysis.

Q3) Write short notes (Any 4 out of 6) $[4 \times 5 = 20]$

   i)   Codification

   ii) Process layout

   iii) Flexible manufacturing system.

   iv) Dispatching

   v)   Production Planning & control.

   vi) Inventory management.

□□□

[5804]-305
S.Y. B.B.A. (I.B.)
(A305) FRENCH - I
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Q.1. Complétez le dialogue suivant (un au choix)   **[10]**

A. M. Laperre téléphone au standard de la société 'JAPON'. Elle veut rencontrer M. Pilat, le directeur. M. Pilat n'est pas là. Elle parle à la standardiste. Complétez le dialogue.

M. Laperre :   Bonjour monsieur. Je voudrais parler à M. Pilat, s'il vous plaît.
Le réceptionniste :   _____ ?
M. Laperre :   M. Laperre.
Le réceptionniste :   _____ ?
M. Laperre :   Eh bien, c'est pour notre dossier, « Tourévasion ».
Le réceptionniste :   _____ ?
M. Laperre :   Ok. Voici mon numéro de téléphone. J'attends son appel. C'est urgent.
Le réceptionniste :   _____ .
M. Laperre :   Merci bien.
Le réceptionniste: _____ . Au revoir.

B. Dans l'avion Berlin et Paris.

M. Dumarty :   Excusez-moi, vous êtes brésilienne?

Mme Lachaise: _____ . Et vous?

M. Dumarty :   Je suis français, mais j'habite en Allemagne.

Mme Lachaise: _____ .

M. Dumarty :   Je travaille dans l'aéronautique. Et vous?

Mme Lachaise :   _____ .

M. Dumarty :   Vous êtes marié ?

Mme Lachaise :   _____ .

M. Dumarty: Oui, je suis marié et j'ai deux fils. Et vous ?

Mme Lachaise :   _____ .

P.T.O.

Q.2. Grammar [10]

A. Choisissez la bonne réponse (2 au choix)   (2)

1. Où (habitez/.habiter)-vous ?

2. Le poste ne (répondre) pas.

3. Je (devoir) contacter le directeur.

B. Donnez le féminin des mots soulignés (choisissez la bonne réponse): (2 au choix)(2)

1. Le directeur arrive en retard. (le directeure/la directrice)

2. M. Lebrun est suisse. (Mme Lebrun/Mme Lebrune)

3. Le directeur envoie un mél. (La client/le client)

C. Quelle heure est-il ?(Choisissez la bonne réponse) (2 au choix)   (2)

1. 8 h 30 – (il est huit heures trente/il est dix-huit heures)

2. 16 h 20 – (il est seize heures/il est seize heures vingt)

3. 19 h – (il est dix-neuf heures/il est neuf heures)

D. Complétez avec de, du, de la, des (2 au choix)   (2)

1. Je contacte le directeur _____ société Socatex.

2. Quel est votre numéro _____ téléphone ?

3. On pose _____ questions sur la famille.

E. Choisissez la bonne réponse (au, à la , aux)(2 au choix)   (2)

1. Je voyage _____ Japon.

2. Je travaille _____ GDF – Suez.

3. La température _____ sol est de 19° .

Q.3. Vocabulaire [10]

A. Répondez au questions (3 au choix)   (3)

1. Quelle est votre profession ?

2.Comment s'appelle un habitant du Brésil ?

3. Aimez-vous voyager en avion ?

4. Dans quel secteur, GDF-Suez travaille-t-il ?

B. Reliez les deux colonnes (4)

A.	B.
1. Un habitant du Japon	a. Négoce et service.
2. Carrefour	b. Chinois
3. Louis Dreyfus	c. Grande distribution
4. Un habitant de la Chine	d. Japonais

C. Donnez le contraire (3 au choix) (6)

1. Je <u>déteste</u> les voyages.

2. Je voyage <u>rarement.</u>

3. On <u>commence</u> tard.

4. Nous pouvons <u>sortir.</u>

Q.4. Compréhension

Mathieu : Non ! Je déteste l'avion. En avion, j'ai peur et j'ai toujours froid. Je déteste les longs trajets. Je n'aime les plateaux-repas. Pendant le voyage, je préfère dormir et je ne regarde jamais les films.

A. **Dites vrai ou faux :** (3)
1. Mathieu aime l'avion.
2. Il préfère lire dans le vol.
3. Il regarde toujours les films.

B. **Cherchez le contraire dans le texte : chaud, aimer** ` (2)

Q.5. A. Traduisez en anglais (4)

Nous devons organiser une réunion avec les délégués. Est-ce que vous êtes libre mardi ? Autre chose : je dois contacter Mme Langlois, la responsable des ventes de la société Socatex, est-ce que vous avez ses coordonnés ?

B. Traduisez en français (3 au choix)   **(6)**

1. We are visiting the city.
2. You have a meeting with M. Perez.
3. Don't hang up, please.
4. I'm calling you because I am in Paris.

Q. 6. Écrivez **un paragraphe**   **(5)**

Nom :	Bozon
Prénom:	Catherine
Nationalité:	Italienne
Pays de résidence:	La France.
Situation de famille:	Mariée
Nombre d'enfants:	2 filles

OU

Nom :	Isabelle
Prénom:	DeCruz
Nationalité:	Espagnole
Pays de résidence:	La Belgique.
Situation de famille:	Célibataire
Secteur d'activité professionnelle:	Chef des resources humaines

⌘⌘⌘

[5804]-306

S.Y. B.B.A. (I.B.)

B 305 : GERMAN - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

Instructions to the candidates:

[Max. Marks : 50

 1) *All questions are compulsory.*

 2) *Figures to the right indicate full marks.*

Frage 1: Beantworten Sie die folgenden Fragen! (Any 3)   [03]

1. Nennen Sie zwei Länder in Europa!

2. Um wie viel Uhr beginnt Ihr Deutschkurs?

3. Wie alt sind Sie?

4. Wo wohnen Sie?

5. Wie heißt Ihr Vater?

Frage 2: Übersetzen Sie ins Englisch!   [03]

Das ist Michael Wächter. Er ist Professor und kommt aus der Schweiz. Jetzt wohnt er in Berlin. Seine Wohnung hat ein Wohnzimmer, ein Schlafzimmer, eine Küche, ein Bad und einen Balkon. Das Schlafzimmer und die Küche sind sehr klein. Aber das Wohnzimmer und Schlafzimmer sind groß und hell.

Frage 3: Wortschatz   [12]

A: Schreiben Sie die Zahlen in Wörtern! (Any 3)   (03)

1. 18   3. 46

2. 500   4. 33

B: Ergänzen Sie die Vokale! (Any 3)   (03)

1. F __ R N S __ H E R   3. S __ S S __ L

2. S P __ N I __ N   4. R __ D I E R G __ M M I

P.T.O.

C: Ergänzen Sie das richtige Wort! (Any 3) (03)

1. Müller: Familienname / Klara: _____

2. Musik : _____ / Fußball: _____

3. Französisch: _____ / Frankreich: _____

4. Berlin: Hauptstadt / München: _____

D: Welches Wort passt nicht? (Any 3) (03)

1. Kuli, Bleistift, Lineal, Flur

2. Frankfurt, München, Österreich, Stuttgart

3. Japanisch, Spanisch, Italien, Türkisch

4. Schreibtisch, Lampe, Tasche, Stuhl

Frage 4: Grammatik : [18]

A: Ergänzen Sie die Verben in richtigen Formen! (Any 3) (03)

1. Annika _____ gut Englisch. (sprechen)

2. Ich _____ die Wohnung sehr gut. (finden)

3. Herr und Frau Müller, _____ Sie heute Zeit? (haben)

4. Max und Milli, _____ ihr aus Deutschland? (kommen)

B: Ergänzen Sie die Personalpronomen! (Any 3) (03)

1. Das ist Herr Schneider. _____ wohnt in Indien.

2. Manuel und Sam sind Freunde. _____ spielen zusammen Gitarre.

3. Wo arbeiten _____, Frau Schwarzmeier?

4. Tamina kommt aus Italien. Jetzt wohnt _____ in Deutschland.

C: Ergänzen Sie den Artikel (bestimmt/unbestimmt/nominativ/akkusativ) (Any 3) (03)

1. Hast du _____ Bleistift?

2. Das ist _____ Sofa.

3. Ich möchte gern _____ Kaffee, bitte!

4. Hier sind _____ Fotos.

D: Ergänzen Sie die Possessivartikel! (Any 3)   (03)

1. Wir wohnen in Deutschland. Das ist _____ Haus.

2. Das ist Frau Schneider und das ist _____ Auto.

3. Markus, ist das _____ Bleistift?

4. Ich komme aus Indien. Das ist _____ Schule.

E: Ergänzen Sie die Verben ,sein' oder ,haben' im Präteritum! (Any 3)   (03)

1. Sabine, _____ du schon mal in Indien?

2. Ich _____ am Freitag keine Zeit.

3. Ich _____ gestern in Mumbai.

4. Sarah und Max _____ eine große Wohnung.

F: Bilden Sie die Fragen! (Any 3)   (03)

1. sprechen, Welche, Sie, Sprachen ?

2. Mittagspause, du, Wann, machst ?

3. du, Japanisch, Lernst ?

4. ihr, Kommt, Indien, aus ?

Frage 5: Lesen Sie den Text und beantworten Sie die Fragen!   [10]

Maria und ihre Familie
Mein Name ist Maria. Ich bin 30 Jahre alt. Zu meiner Familie gehören außer mir noch drei weitere Personen. Mein Mann Markus ist 31 Jahre alt. Wir haben zwei Kinder. Unser Sohn Heinrich ist drei Jahre alt. Unsere Tochter Valerie ist ein Jahr alt. Wir haben auch einen Hund und zwei Katzen. Der Hund heißt Maya und die Katzen Lana und Micki.

Wir wohnen in einem Dorf. Die Stadt ist nicht weit von uns entfernt. Unser Haus ist klein und hat einen Garten. Dort spielen die Kinder gerne.

Heinrich geht in den Kindergarten, und Valerie ist bei mir zu Hause. Meine Eltern leben im Ausland, aber die Eltern meines Mannes leben in der Nähe. Ich gehe sie mit den Kindern besuchen. Oft passen sie auch auf die Kinder auf. Ich bin Journalistin und arbeite meistens von zu Hause aus. Mein Mann ist Koch und arbeitet oft am Wochenende oder abends.

A: Beantworten Sie die Fragen in einem ganzen Satz: (05)

1. Wie viele Kinder hat Maria mit Markus?

2. Wer ist Heinrich?

3. Wo lebt Maria mit ihrer Familie?

4. Wo leben Marias Eltern?

5. Welche Berufe haben Maria und Markus?

B: Schreiben Sie richtig oder falsch. (05)

1. Zu Marias Familie gehören vier Personen.

2. Maria hat keine Haustiere.

3. Maria wohnt in der Stadt.

4. Die Schwiegereltern von Maria leben in der Nähe.

5. Der Mann von Maria arbeitet oft am Wochenende oder abends.

Frage 6: Schreiben Sie 6-8 sätze über das Thema! (Any 1 Topic) [04]

Meine Familie

OR

Meine Wohnung

□□□

[5804]-307

S.Y. B.B.A. (I.B.)
(A 306) : SUPPLY CHAIN MANAGEMENT - I
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:

   1) All questions are compulsory.

   2) Figures to the right indicate full marks.

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

   i) Supply Chain Management includes, _____.

       a) Transportation   b) Material Handling

       c) Storage   d) All of these

   ii) Transportation services also called as _____.

       a) Financial   b) Marketing

       c) Logistics   d) Sales

   iii) Information technology is helpful in improviding right _____.

       a) Information   b) Westage

       c) Over production   d) Product Packaging

   iv) For Service Industry like SCM bonding with _____ is important.

       a) Manufacturers   b) Customers

       c) Land owners   d) Sellers

   v) Proficient Supply Chain Management variance should be _____.

       a) High   b) Low

       c) Medium   d) Not good

P.T.O.

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

Coloumn - A		Coloumn - B
i)	Zero defects in Manufacturing	a) Continuous improvement
ii)	"Kaizen" is a Japanese term meaning	b) is the goal of total Quality Management
iii)	A sequence of business and information links is called a	c) Procurement
iv)	"Green Manufacturing" & "green distribution" terms refers to	d) Supply Chain
v)	Selecting suppliers for raw material and purchasing items are called	e) Green Supply Chain Management

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

a) State the objectives and functions of Supply Chain Management. What is meant by Supply Chain strategy?

b) State the objectives and functions of Scheduling. What are the factors affecting scheduling?

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

a) What are the various current trends (IT trends) in SCM? What are the steps involved in process of implementing an IT - enabled SCM system?

b) How Supply Chain management is different from Customer Relationship Management? Also give their applications?

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

a) What is supply chain network design?

b) Integrated logistics management?

c) What is Block chain?

d) What is mean by storekeeping?

e) Material Handling.

f) Bullwhip Effect.

□□□

[5804]-308

S.Y. B.B.A. (I.B.)

B 306 : LOGISTICS MANAGEMENT - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours] [*Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) A) Multiple choice Questions : [5]

i) _____ is the task of buying goods of right quality, in right quantity at right time and right price.

   a) Supplying   b) Purchasing

   c) Scrutinizing   d) None of the above

ii) _____ is not a part of the supply chain management system.

   a) Supplier   b) Manufacturer

   c) Information flow   d) Competitor

iii) _____ is the provision of service to customers before, during and after purchase.

   a) Customer service   b) Product management

   c) Purchase management   d) None of the above

iv) Buying according to requirements is called _____.

   a) Seasonal buying   b) Hand to mouth buying

   c) Tender buying   d) Speculative buying

v) JIT (Just in time) is a practice followed by _____.

   a) Japan   b) America

   c) Britain   d) China

P.T.O.

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

i)	VLCC	a)	Continuous improvement
ii)	Kaizen	b)	Fastest mode of transport
iii)	Inbound logistics	c)	Network of highways
iv)	Air transport	d)	Procurement logistics
v)	Golden Quadrilateral	e)	Very large crude container

Q2) Solve any 1 out of 2 long answer questions. **[10]**

a) Explain in detail the objectives of logistics management.

b) What are the various factors affecting the choice of a mode of transportation?

Q3) Solve any 1 out of 2 long answer questions. **[10]**

a) Explain in detail various inventory management techniques.

b) Explain the role and advantages of information technology in supply chain management.

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

a) 3PL

b) Milk run

c) Role of inventory management in logistics.

d) Advantages of warehouse automation.

e) Reverse auctions

f) JIT (Just in time)

❏❏❏

P2167

[5804]-401

S.Y. B.B.A. (I.B.)
401 : IMPORT EXPORT PROCEDURE
(2019 CBCS Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 70*
Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Figures to the right indicate full marks.*

Q1) a)   Fill in the blanks (Attempt Any 5 out of 6)   **[5]**

    i)   _____ is based on the UN layout key.

    ii)   Mate's Reciept is prepared before _____.

    iii)   _____ is an arrangement in which are manufacturer or service firm distributes a second firms product or service.

    iv)   The estabilishment of an _____ represents a cross between exporting and overseas manufacturing.

    v)   A bonded warehouse may store deposited goods up to a period of _____.

    vi)   Import duty may be paid in designated banks or through _____ challans.

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

	Group A		Group B
i)	ANF - 1	a)	Printed on green paper
ii)	Bill of entry for ex-bond clearance	b)	1962
iii)	Agent	c)	Physical export
iv)	Direct export	d)	Respectable business representation
v)	Customs act	e)	Profile of importer or exporter

c) True or False [4]

i) Bill of entry for home consumption is also known as Red bill of entry.

ii) White shipping bill in triplicate is used for export of duty free goods.

iii) DFRC Scheme was first announce in EXIM Policy 1990 - 1991.

iv) The market development assistance (MDA) scheme was launched in the year 1963.

v) Marking appear in certain order.

Q2) Short answers (Attempt any 3 out of 4) [24]

a) Write a note on

i) Duty draw back schemes

ii) Advance license

b) Explain the various Import documents.

c) Discuss the below :

i) Commercial Invoice

ii) Role of overseas agent.

d) Elaborate any four advantages of Mergers and Acquisitions.

Q3) Long Answers (Attempt any 2 out of 4) [32]

a) What are the legal dimensions of the import procedure? Explain.

b) Explain the various documents used for the transportation of goods.

c) Elaborate on the process of shipment of goods.

d) Explain the customs clearance procedure of imported goods.

❑❑❑

P2168

[5804]-402

S.Y. B.B.A. (I.B.)

402 : RESEARCH METHODOLOGY

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Figures to the right indicate full marks.*

Q1) A)   Fill in the blanks (Any 5)   **[5]**

i)   Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering _____ information.

   a)   Descriptive   b)   Analytical

   c)   Empirical   d)   Applied

ii) Research design is a blue print, outline and a _____.

   a)   Proposal   b)   Strategy

   c)   Plan   d)   Printout

iii) The questions in your questionnaire which have no options are called as_____ questions.

   a)   Multiple choice questionsb)   Closed ended questions

   c)   Open ended questions   d)   Structured questions

iv) The last page of research report is _____.

   a)   Title Page   b)   Findings

   c)   Appendix   d)   Bibliography

v)   The observation method collects _____ data.

   a)   Pure and Implied   b)   Verbal and Non-Verbal

   c)   Basic and Applied   d)   Implied and Analytical

P.T.O.

vi) An abstract is a _____.

    a) Synopsis   b) Finding

    c) Recommendation   d) Review

B) Match the following :   **[5]**
    i) Applied research   a) Secondary Data
    ii) Quota sampling   b) Dissertation
    iii) Questionnaire   c) On the basis of Objectives
    iv) Newspapers   d) Type of sampling
    v) Thesis is also known as   e) Primary Data

C) True or False (any 4)   **[4]**
    i) Research corrects perceptions as well as expands them.
    ii) Simple random sampling is also known as probability sampling.
    iii) Secondary Data is easy to collect, as it is already available.
    iv) Research report is nothing but a part of research itself.
    v) Basic research related to some abstract idea or theory.

Q2) Short Answer (any 3)   **[24]**
    a) Describe the Objectives of Research.
    b) Explain the types of Random Sampling.
    c) What do you mean by Contents of Research Report.
    d) Explain the "*Internal*" Sources of Secondary Data.

Q3) Long Answer (any 2)   **[32]**
    a) Explain the research process in detail.
    b) Discuss the Merits and Demerits of a good questionnaire.
    c) What is a Research Design? Explain its need and importance.
    d) Explain in detail the characteristics of Research Report.

□□□

[5804]-403

B.B.A. - (I.B.)

403 : BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   Attempt all Questions.

    2)   Figures to the right indicate full marks.

Q1) A)   Multiple Choice Questions: **[5×1=5]**

    a)   Primary stackholders are

        i)   Customer

        ii)   Shareholder

        iii) Supplier

        iv) Creditor

    b)   Corporate social responsibility relate to:

        i)   Ethical conduct

        ii)   Environmental practice

        iii) Community investment

        iv) All of above

    c)   Ethics is a

        i)   Pure science

        ii)   Normative science

        iii) In exact science

        iv) Exact science

d) Committee established Food Corporate Governance is:

    i) Cadbury Committee

    ii) Tata Committee

    iii) Narayan Committee

    iv) K.M. Birla Committee

e) Adverse social impacts could be in form of

    i) Loss of Land

    ii) Loss of structure

    iii) Loss of Life

    iv) All of above

B) Match the pair: [5×1=5]

Group A		Group B	
a)	Solar power	i)	Environmental legislation
b)	Environmental Act - 1986	ii)	1948
c)	National Green Tribunal Act	iii)	Moral philosophy
d)	Factories Act	iv)	Green Energy
e)	Normative Ethics	v)	2010

C) Answer in 1 sentence:

a) What is Ethics?

b) "Ethics deal with right action of individual". Who said it?

c) Name any 3 unfair trade practice.

d) Name any 3 types of customer.

e) Forest degradation due to which gas in environment?

D) Fill in blanks:

    a) _____ reflects Pearson's sense of right & wrong.

    b) Ethics is branch of _____.

    c) 3 c's of business Ethics, compliance, contribution and _____.

    d) Good Ethical Behaviour increases _____ of business & business man.

    e) CSR stands for _____.

Q2) Answer any 3 out of 5:   **[3×10=30]**

    a) What do you mean by value? Explain it's feature.

    b) Explain Business ethics with scope.

    c) What is Whistle Blower Act? Explain Employee right : Privacy & Safety.

    d) Enlist types of responsibilities.

    e) Explain Government Policy for promoting Economic development.

Q3) Short note (any 4 out of 6):

    a) Relationship management structure.

    b) Causes of Environmental problem.

    c) Environmental ethics.

    d) Ethics of employer.

    e) Environmental Legislation.

    f) Steps in Ethical Decision making.

✦ ✦ ✦

[5804]-404

Second Year B.B.A. - IB
404 : MANAGEMENT INFORMATION SYSTEM
(2019 CBCS Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Neat diagrams must be drawn wherever necessary.*

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

a)   _____ is an important factor of a Management Information System (MIS).

   i)   Information

   ii) System

   iii) Planning

   iv) Personnel

b)   _____ is a type of antivirus program.

   i)   Quick Hill

   ii) McAfee

   iii) Kapersky

   iv) All of above

c)   A first computer virus is _____.

   i)   I Love you

   ii) Blaster

   iii) Sasser

   iv) Creeper

d) G.D.SS stands for _____.

   i) Group Discussion Support System

   ii) Group Decision Service System

   iii) Group Decision Support System

   iv) Goal Decision Support System

e) You can protect sensitive data from prying eyes using _____.

   i) File permissions

   ii) File locks

   iii) Passwords

   iv) Encryption

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

a) Decision making process — Information

b) Prototyping model — Decision making activities

c) MIS — Copyrights & related right

d) IPR — Prototype

e) DSS — Identify the problem or apportunity

C) Answer in one sentence: **[5]**

a) What is Logical system design?

b) What is information?

c) What is open system?

d) What do you mean by upper Case Tool?

e) What is EIS?

D) Fill in the blanks: **[5]**

a) _____ is the type of MIS.

b) RAD is form of _____.

c) EIS are flexible tools which offer a wide and through access to _____.

d) The _____ represents facts and rates.

e) _____ is the backbone of any organization.

Q2) Solve any (3) Three out of (5) Five. Answer the following long answer questions: **[3×10=30]**

a) What is the use of information for competitive advantages?

b) What is system? Explain system design in detail.

c) What is Executive Information System? Explain along with it's application.

d) Define the term 'Intellectual Property Rights' related to it's service?

e) Explain the various system building approaches?

Q3) Attempt any (3) Three of Six (6). Write a short note: **[4×5=20]**

a) Decision making tools.

b) Simulation.

c) Planning.

d) D.S.S. (Decision Support System).

e) Feedback control.

f) Advantages of MIS.

✈ ✈ ✈

[5804]-405

S.Y.B.B.A. - (I.B.)
A 405 : FRENCH-II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q.1. Complétez le dialogue suivant (un au choix)   **[10]**

A. M. Lalande va dans une agence de publicité pour faire la publicité de son agence de
voyages. Il discute avec le webmestre.

M. Lalande :   Bonjour. Nous devons faire la de la publicité pour nos voyages. _____
_____?

Le webmestre :   Un e-mail commercial?

M. Lalande: C'est une bonne idée.   _____ .

Le webmestre: Je vois une page avec des photos des destinations en promotion .

M. Lalande: _____?

Le webmestre: Oui, le nom du pays et le prix du voyage.

M. Lalande: C'est super. _____?

Le webmestre: Oui, on peut mettre des rubriques spécifiques, comme ''l'hôtel'', ''vol''…

M. Lalande: Parfait! _____?

Le webmestre: En haut de la page.

B.

Mme Pinot et Mme Marmont vont au restaurant, "Magix". Elles ont un réservation. Elles commandent le
Menu Trio avec la salade 'César' comme entrée. steak tartare avec des frites comme plat principal et une tarte
aux pommes comme dessert. Elles prennent le vin rouge et une bouteille d'eau.

Mme Pinot: Bonjour monsieur, nous avons une table réservée au nom de Pinot.

Le serveur : Oui, mesdames, c'est par là.

(…)

Le serveur: Vous avez choisi?

Mme Pinot: Nous prendrons _____ .

Le serveur: Et comme plat principal?

Mme Marmont: _____ .

Le serveur: Et comme garniture?

Mme Pinot: _____ .

Le serveur: Et pour le dessert?

Mme Pinot: _____.

Le serveur: Et pour boire?

Mme Marmont: _____ .

Le serveur: C'est noté.

Q.2. Grammar [10]

A. Choisissez la bonne réponse   (2)

1. Les passagers ont pris/a pris le vol.

2. L'ingénieur fera/feront leur travail.

P.T.O.

3. Nous devons/doit envoyer un mél.

B. Choisissez la bonne réponse (2 au choix)   (2)

1. Je déjeune (avec/dans) les collaborateurs.

2. Les Français arrivent au bureau entre/en 8 h et 9 h 30.

3. Vous êtes invités de/chez des Français.

C. Choisissez la bonne réponse (2 au choix)   (2)

1. Nous venons avec nos/notre photos.

2. Vous voyez votre/vos message ?

3. Les clients envoient leurs/leur mél.

D. Choisissez la bonne réponse (2 au choix)   (2)

1. Cette/ce vol arrive de Lyon.

2. J'ai vérifié mon boîte mail ce/ces matin.

3. Le directeur sort avec ces/cette cliente.

E. Choisissez la bonne réponse (accord des adj) (2 au choix)   (2)

1. Le client brésilien/brésiliens habite au Portugal.

2. J'étudie les nouveaux/nouvelles circuits.

3. Un Français peut travailler pleine/plein temps

Q.3. Vocabulaire [10]

A. Répondez au questions (2 au choix)   (4)

1. Quel plat conseillez-vous à des Français dans votre pays ?

2. A quelle heure arrivez-vous au college ?

3. Quel âge avez-vous ?

B. Reliez les deux colonnes (4)   (4)

A.	B.
1. Chocolats	a. Maison meublée à louer
2. Sac	b. Chez le chocolatier
3. Un dessert	c. En cuir
4. Un gîte	d. Salade de fruits

C. Donnez le contraire (2 au choix) **(2)**

1. Les appartements sont <u>souvent</u> au centre-ville.

2. Les hôtes arrivent le <u>premier.</u>

3. Il fait très <u>chaud.</u>

Q.4. Compréhension **(5)**

La semaine dernière ma mère a commandé un sac et une ceinture le 15/02 mais je n'ai pas reçu ma commande. J'ai envoyé un mail au service après-vente mais ils n'ont pas répondu. N'achetez pas sur ce site.

A. **Dites vrai ou faux :**
   1. Ma mère a commandé une robe.
   2. J'ai envoyé un mail au service après-vente.
   3. Le service-après-vent a répondu.
B. **Donnez le contraire : dernière**
C. **Donnez l'infinitif : répondu.**

Q.5. A. Traduisez en anglais **(4)**

En France, le style de vêtements portés au travail dépend du secteur d'activité, de la fonction ou du statut des personnes et de la culture de l'entreprise.

Les personnes portent des tenues plus décontractés et « branchés » dans la publicité, la mode et les métiers artistiques. Les vêtements sont plus classiques (costume avec ou sans cravate pour hommes. robe ou tailleur jupe ou pantalon pour femme) dans les secteurs de la finance, des assurances. du conseil etc.

B. Traduisez en français (3 au choix) **(6)**

1.We bought shoes.

2. This is a good idea.

3. You climb to the 4th floor.

4. I play tennis.

Q.6. Écrivez un paragraphe **(5)**

A. Décrivez les repas en France.

B. Décrivez votre emploi du temps.

❖ ❖ ❖

[5804]-405   3

[5804]-406
S.Y. B.B.A (IB)
B405 : GERMAN - II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Frage 1: Beantworten Sie die folgenden Fragen! (Any 3)   **[03]**

1. Wo kann man Brot kaufen?

2. Wohin reisen Sie gern? Warum?

3. Was essen Sie zum Abendessen?

4. Nennen Sie 2 Musiker in Indien!

5. Wie alt ist dein Vater?

Frage 2: Übersetzen Sie ins Englisch!   **[05]**

Tante Klara

Pauls Tante Klara wohnt nicht in Madrid. Sie lebt in Deutschland! Sie ist Friseurin in Berlin. Ihre Wohnung ist über dem Friseursalon. Jeden Tag steht sie um sieben Uhr auf. Dann frühstückt sie mit ihrer Tochter Susan Eier und Orangensaft. Um acht Uhr geht sie nach unten und öffnet den Laden. Ihre Tochter nimmt den Bus zur Schule. Sie essen zusammen zu Mittag um zwei Uhr am Nachmittag. Um sechs Uhr am Abend beendet Tante Klara ihre Arbeit. Sie schaut immer die Nachrichten im Fernsehen, bevor sie ins Bett geht.

Frage 3: Wortschatz   **[11]**
A: Ergänzen Sie das richtige Wort! (Any 3)   **(03)**

1. Der **W**_____ klingelt um 6 Uhr. ich muss aufstehen.

2. Anja hat eine **P** _____ am Abend. Sie kauft Getränke, Pizzas und lädt Freunde ein.

3. Sie spricht Marathi zu Hause. Das ist ihre **M**_____.

4. Ich lese Bücher, spiele Karten und schwimme in meiner **F**_____.

P.T.O.

B: Welches Verb passt am besten? (Any 3)   (03)

1. Am Telefon oder Handy _____.

2. Hausaufgaben _____.

3. Mein Kopf _____ weh.

4. Ein Buch: _____.

C: Bilden Sie die Sätze! (Any 3)   (03)

1. Paul- Nachts- arbeiten- müssen- .

2. Leer- der- Kühlschrank- ist - .

3. tragen- du- oder- ein Kleid- Jeans - ?

4. Vater- Sozialarbeiter- mein- Beruf- ist - .

D: Welches Wort passt nicht? (Any 2)   (02)

1. Apfel - Banane - Spinat - Birne

2. Tür - Treppe - Salat - Wand.

3. der Zug – der Bus – das Fahrrad – das Taxi

Frage 4: Grammatik :   [18]

A: Ergänzen Sie das Perfekt! (Any 4)   (04)

1. Als Studentin _____ Conny an der Freien Uni Chemie _____. (studieren)

2. Nach dem Studium _____ sie nach München _____. (fahren)

3. Sie _____ mit Paul _____. (telefonieren)

4. Er _____ einen Brief _____. (schreiben)

5. Der Zug _____ _____. (abfahren)

B: Ergänzen Sie die Präposition! (Any 4) (04)

(in - auf - am - um - für - an)

1. Meine Mutter hat ein Kleid ___ mich gekauft.

2. Es gibt viele Geräte ___ dem Büro.

3. Die Bücher sind ___ dem Tisch.

4. Das Paket ist ___ Montag angekommen.

5. Der Zug kommt pünktlich ___ 9 Uhr.

C: Ergänzen Sie die Adjektivendungen! (Any 4) (04)

1. Nach dem langweilig ___ Unterricht möchte ich eine Pizza essen.

2. Meine alt___ Freundin hat mir geholfen.

3. Peter trägt einen schwarz___ Mantel.

4. Liechtenstein ist ein klein ___ Land.

5. Lia kauft ein schön ___ Regal .

D: Konjugieren Sie und ergänzen Sie die Modalverben! (Any 3) (03)

1. "_____ du mir bei Hausaufgaben helfen?" (können)

2. Im Krankenhaus _____ man nicht laut sprechen. (dürfen).

3. Ich _____ im Dezember nach Paris fahren." (wollen)

4. Du _____ mir jetzt das Geld zurückgeben. (sollen)

E: Schreiben Sie die Sätze im Imperativ! (Any 3) (03)

1. Kleider- deine- waschen. (du)

2. Supermarkt-in- gehen- den. (Sie)

3. Jeden Tag - Yoga - machen. (ihr)

4. bald- mir- schreiben. (du)

Frage 5: Lies den Text und beantworte die Fragen ! [08]

Der Alexanderplatz heißt kurz "Alex". Der Platz ist im Berliner Stadtteil Mitte. Er liegt sehr zentral. Viele Touristen besuchen den Alexanderplatz. Täglich kommen mehr als 360.000 Menschen. Er ist eine wichtige Sehenswürdigkeit der Stadt Berlin. Der Name kommt von Alexander I von Russland.

Am Alexanderplatz gibt es einen Bahnhof. Der Bahnhof ist groß. Viele Züge, S-Bahnen, U-Bahnen, Straßenbahnen und Busse fahren hier. Auch der Bus Linie 100 fährt zum Alexanderplatz.

Auf dem Alexanderplatz gibt es viele Geschäfte und Einkaufszentren. Man kann hier gut bummeln. Es gibt auch Hotels am Alexanderplatz. Ein Hotel heißt Park Inn. Auf dem Platz steht auch die Weltuhr. Sie ist zehn Meter hoch. Auf der Uhr kann man die Namen und Uhrzeiten von 148 Städten sehen. Und: Auf dem Alex steht der Fernsehturm. Er ist 365 Meter hoch. Kein Gebäude in Deutschland ist so groß.

A: Beantworten Sie die Fragen in einem ganzen Satz: (03)

1. Wo liegt der Alexanderplatz in Berlin?
2. Wie viele Besucher besuchen jeden Tag den Alexanderplatz?
3. Welcher Bus fährt zum Alexanderplatz?

B: Schreiben Sie richtig oder falsch. (05)

1. "Alex" liegt im Süden von Berlin.
2. Alexanderplatz ist eine wichtige Sehenswürdigkeit in Berlin.
3. Auf dem Alexanderplatz kann man einkaufen und bummeln.
4. Die Weltzeituhr zeigt Uhrzeiten von mehr als 100 Städten.
5. Alle Häuser in Deutschland sind so groß wie der Fernsehturm auf dem Alex.

Frage 6: Schreiben Sie 6-8 sätze über das Thema! (Any 1 Topic) [05]

- **Mein Traumberuf**
- **Mein Land 'Indien'**

♣ ♣ ♣

SEAT No. :

[Total No. of Pages : 2

[5804]-407

S.Y. B.B.A. (International Business)
A406 : INTERNATIONAL WAREHOUSE & SUPPLY CHAIN MANAGEMENT - II
(CBCS 2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   *All questions are compulsory.*
   2)   *Figures to the right indicate full marks.*

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

      a)   _____ plays an important role in supply chain management.

          i)   Finance   ii)   Marketing

          iii)   Information system   iv)   Strategy

      b)   The selection of international locations of warehouses is often decided on the basis of _____.

          i)   Land   ii)   Tax incentives

          iii)   Forms   iv)   Rules

      c)   SCM includes _____.

          i)   Transportation   ii)   Material handling

          iii)   Storage   iv)   All of the above

      d)   _____ are mostly used to transport liquid and gases.

          i)   Rods   ii)   Tubes

          iii)   Pipelines   iv)   Lighter

      e)   Keeping stock updated in the warehouse is the function of _____.

          i)   Supply chain Management

          ii)   Retail Management

          iii)   Sales Management

          iv)   Personal Management

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

a)	International Trade	i)	Receiving
b)	JIT	ii)	Warehouses established in foreign country
c)	First warehouse process	iii)	Just in Time
d)	SCM	iv)	Increased revenues
e)	Overseas warehouse	v)	Supply Chain Management

Q2) Answer the following long answer (Any 1 out of 2): **[10]**

a) Explain the concept of warehouse and explain in detail the various functions of warehouses.

b) Explain SCM. Explain in detail supply chains impact on stores and warehousing.

Q3) Answer the following long answer (Any 1 out of 2): **[10]**

a) Explain in detail warehouse management systems and modern trends in warehousing.

b) What is international supply chain management and explain the issues in international SCM.

Q4) Write short notes (Any 4 out of 6): **[20]**

a) eSCM - benefits and communication networks.

b) Impact of SCM on global business.

c) Role of a warehouse manager.

d) Global warehousing.

e) Warehouse locations.

f) Warehousing costs.

✈ ✈ ✈

S.Y. B.B.A. (International Business)
B406 : INTERNATIONAL LOGISTICS AND PORT MANAGEMENT - II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   All questions are compulsory.

    2)   Figures to the right indicate full marks.

Q1) A) Fill in the blanks: **[5]**

    a) The fastest and most costly mode of transport.

        i) Air transport   ii) Water transport

        iii) Road transport   iv) Rail transport

    b) _____ handles all the logistical aspects of the transaction in International Trade.

        i) Export Trading Companies

        ii) Export Management Company

        iii) Export Packers

        iv) Fright Forwarders

    c) Certificate of Inspection is a document prepared on the request of a _____.

        i) Buyer   ii) Seller

        iii) Port Authority   iv) Transport Agency

    d) The main benefits of containerization are _____.

        i) Standardisation   ii) Flexibility

        iii) Safety & Security   iv) All of the above

    e) Container corporation of India Pvt. Ltd. (CONCOR) Commenced it's operations in _____.

        i) November, 1990   ii) November, 1989

        iii) November, 1987   iv) November, 1988

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

	I		II
a)	Corgo Positioning	i)	Unit Load Device
b)	Commercial Invoice	ii)	Fourth pany Logistics
c)	ULD	iii)	Placing the container at the place of loading
d)	4PL	iv)	Full Container Load
e)	FCL	v)	Provided by seller to the buyer

Q2) Attempt any <u>ONE</u> of the following: **[10]**

a) What are the different roles that are played by Logistics Intermediaries.

b) Define International Logistics Management. Explain objective and scope of International Logistics in brief.

Q3) Attempt any <u>ONE</u> of the following: **[10]**

a) Define the term Port. Explain important functions and features of Ports in brief.

b) Define CONCOR. Explain Core functions and Logistics Services offered by CONCOR.

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

a) 3 PL.

b) Certificate of Origin.

c) Just in Time (JIT) in Port Operation.

d) Containerisation.

e) Types of Ports.

f) Phases of Port Development.

✈ ✈ ✈

[5804]-501

T.Y. B.B.A. (International Business)
501 : INTERNATIONAL RELATIONS
(CBCS - 2019 Pattern) (Semester - V)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1)   Q.1 and Q.6 are compulsory.

2)   Solve any three from Q.2 to Q.5.

3)   Figures to right indicates full marks.

Q1) **A)**   Fill in the blanks: **[5]**

      a)   International Relations (IR) is also reffered as _____.

      b)   FERA in India is replaced by _____.

      c)   _____ is the head quarter of WTO.

      d)   GATT was established the year _____.

      e)   SAARC comprises of _____ member countries.

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

a)	WTO	i)	8 August 1967
b)	NAFTA	ii)	The Agreement on-Trade-Related Aspects of Intellectual property Rights
c)	SAARC	iii)	Multinational Negocration trade negocration body
d)	TRIPS	iv)	1985
e)	Tariff	v)	Duty

P.T.O.

Q2) Explain in detail issues of socio-cultural relations. **[15]**

Q3) Explain in detail levels of economic integration. **[15]**

Q4) Explain in detail fundamental principles and functions of WTO. **[15]**

Q5) What are the causes of inequality of income and wealth in India? **[15]**

Q6) Short Notes (Any 3 out of 5): **[15]**

    a)   Importance of culture ay workplace.

    b)   Forms of Commodity Agreement.

    c)   SAARC.

    d)   Importance of Political Relations.

    e)   Effects of Tariffs on an economy.

✈ ✈ ✈

Total No. of Questions : 3]

SEAT No. :

P2175

[Total No. of Pages : 3

[5804]-502

T.Y. B.B.A. (I.B.)

502 : INTERNATIONAL BUSINESS LAW

(2019 Pattern) (Semester - V)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1)   All questions are compulsory.

2)   Figures to the right indicates full marks.

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

a)   _____ is the father of International Law.

i)   Suerez

ii)   Oppenhein

iii)   Hago Grotius

iv)   Peter

b)   Where are annual sessions of UNCITRAL held?

i)   New York

ii)   Vienna

iii)   Geneva

iv)   Britan

c)   UNCITRAL model law on E-commerce.

i)   1996

ii)   1994

iii)   1995

iv)   1997

P.T.O.

d) EU stands for _____.

   i) Export union

   ii) European union

   iii) EXIM union

   iv) Export unit

e) One of the following policy is about exports & imports?

   i) Fiscal Policy

   ii) Monetary Policy

   iii) Commercial Policy

   iv) Finance Policy

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

   Group A   Group B

   a) International finance corporation   i) 1961

   b) UNDP   ii) 1995

   c) OECD   iii) 1956

   d) WTO   iv) 1965

C) Answer in one sentence: **[5]**

   a) State any two functions of IFC.

   b) What is the Long form of OECD?

   c) Define International Trade.

   d) What is Letter of credit?

   e) What is Bill of Lading?

D) Fill in the blanks: **[5]**

a) _____ broadly means a science which deals with the body of customs, rules, principles, treaties etc., which are binding upon the members of the International Community.

b) _____ is a document of title, a receipt for shipped goods & a contract between a carrier & shipper.

c) Commercial letters, standby letters, revocable letter etc are the types of _____.

d) To ensure that trade flows as smoothly, predictably & freely as possible, these are the functions of _____.

e) The main function of _____ is to help the developing countries achieve accelerated economic development.

Q2) Long answer questions: (Solve any 3 out of 5) **[3×10=30]**

a) What is International Law? State the scope & objectives of International Law.

b) State the objectives & functions of UNCTAD.

c) Explain the significance of International Dispute settlement Machinery in the era of globalisation.

d) What is FEMA? Explain the main regulations provided by FEMA.

e) What are the functions of Export Promotion Council?

Q3) Short note. Solve any 4 out of 6: **[4×5=20]**

a) United Nations Development Programme.

b) Structure of OECD.

c) UNCITRAL Model of Electronic Commerce.

d) International Support System for traders.

e) Ministry of Commerce.

f) W.T.O. Dispute Redressal System.

✈ ✈ ✈

[5804]-503

T.Y.B.A. - I.B.

BUSINESS REPORTING & ANALYSIS (503)

(2019 Pattern) (Semester - V)

Time : 2½ Hours]   [*Max. Marks : 70*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Figures to the right indicates full marks.*

Q1) A) Fill in the Blanks (any 5):   **[5]**

     a) _____ includes tools like discounts, coupons free samples etc.

       i) Sales Promotion

       ii) Marketing

       iii) Advertising

       iv) Promotion

     b) T in PESTEL analysis stands for _____ Factors.

       i) Technical

       ii) Transfer

       iii) Technological

       iv) Team

     c) All financial statements have _____ that display the company name, name of the report, and date of activity.

       i) Headings

       ii) Information

       iii) Websites

       iv) Glow boards

d) _____ include economic growth, interest rates, exchange rates and the inflation rate.

   i)   Economic Factors

   ii) Delomorphic Factor

   iii) Ecological Factor

   iv) Behavioural Factor

e) _____ is one of the important steps in personal selling.

   i)   Advertising

   ii) Communication

   iii) Reporting

   iv) Marketing

f) The _____ is a model used to analyse the portfolio of strategic business units, investments and products according to their cash generating capabilities.

   i)   ABC Matrix

   ii) BCG Matrix

   iii) BBC Matrix

   iv) CCC Matrix

B) Match the following: [5]

   a) Responsibility of owners   i)   Maximum 200 Members

   b) Star   ii) Minimum 7 Members

   c) Private Company   iii) Cost-benefit analysis

   d) Public Company   iv) Creating goodwill

   e) Kind of Economic Analysis   v)   Expand

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

a) Business Reports carry information on facts related to business activities.

b) The value chain of the organization creates the value for the product and service.

c) Writing a report is an involved process. It requires information to be collected and research performed.

d) In the BCG (Boston Consulting Group) Matrix, a business that has a low market share in a industry characterized by high market growth is termed as Star.

e) The value chain of the organization creates the value for the product and service.

Q2) Short Answer (any 3): **[24]**

a) Write an elaborate note on Business Reporting.

b) What is Segment Analysis?

c) Explain Value Chain.

d) Explain the Types of Company Analysis.

Q3) Long Answer (any 2): **[32]**

a) Explain concept of Business Report and uses of Business Report.

b) Discuss various Business Industries with reference to following analysis parameters: Growth Drives, CSF and KPI.

c) Explain in detail factors to be considered for Marketing and Financial Reporting.

d) What is Business Analysis Process? What are common steps for the process of Business Analysis?

✈ ✈ ✈

[5804]-504

T.Y.B.B.A. - IB
504 : FOREIGN EXCHANGE MANAGEMENT
(2019 Pattern) (Semester - V)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

   1) All questions are compulsory.

   2) Figures to the right indicates full marks.

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

    a)   A foreign currency account maintained by a bank abroad is it
        _____ account.

       i)   nostro

       ii)   vostro

       iii) loro

       iv) foreign bank account

    b)   An authorized person under FEMA does not include _____.

       i)   an authorized dealer

       ii)   an authorized money charger

       iii) an offshore banking unit

       iv) an exchange broker

    c)   The market forces influencing the exchange rate are not fully
        operational under _____.

       i)   floating exchange rate system

       ii)   speculative attack the market

       iii) fixed exchange rate system

       iv) all of the above

P.T.O.

d) The reduction in the value of a currency due to market forces is known as _____.

   i) revaluation

   ii) depreciation

   iii) appreciation

   iv) none of the above

e) The selling rate is also known as _____.

   i) Bid rate

   ii) Offer rate

   iii) Spread

   iv) None of the above

B) Match the following: [5]

   a) Loro account   i) Foreign currency quotation

   b) Indirect Quotation   ii) 29th December 1999

   c) FEMA   iii) Their account with them

   d) Hedging   iv) determined by demand & supply

   e) Flexible rate   v) risk management strategy

C) One sentence: [5]

   a) Which type of foreign exchange system does India have?

   b) What does the acronym SWIFT stand for?

   c) What is meant by spot transactions?

   d) What is meant by TT selling rate

   e) What does the acronym FEMA stand for?

D) Fill in the blanks: **[5]**

a) Under _____ system exchange rate is freely determined by the market with no interference from central authority.

b) NEER stands for _____.

c) _____ of currency is the fall is the value of domestic currency is relation to foreign currency.

d) _____ are a hedging tool where two parties exchange currency.

e) FEMA has replaced _____.

Q2) Answer the following questions in detail. (any 3 out of 5): **[30]**

a) What is meant by foreign exchange management explain its objectives in detail.

b) What is meant by 'managed exchange rate'? Explain its advantages & limitations.

c) Explain in detail the functions of foreign exchange market.

d) Write in detail about techniques of exposure management.

e) Write in detail about various foreign currency accounts.

Q3) Write short notes (any four out of six): **[20]**

a) Fema - Features & importance.

b) Spot transactions.

c) TT buying rate.

d) Multinational banking.

e) SWIFT payment system.

f) Exchange control.

✈ ✈ ✈

[5804]-505

T.Y. B.B.A. (I.B.)
505(A) : INTERNATIONAL MARKETING MANAGEMENT - I
(2019 Pattern) (Semester - V)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

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

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

   a) International marketing ensures _____ utilization of resources.

      i) Minimum   ii) Maximum

      iii) Normal   iv) Proper

   b) International marketing selection process includes _____.

      i) Segmentation of market   ii) Availability

      iii) Profitability   iv) All of above

   c) International marketing plan must address payment and _____.

      i) Credit   ii) Paperwork

      iii) Lien   iv) Receipt

   d) Distribution channels vary depending on which of the following?

      i) Target market size   ii) Competition

      iii) Intermediaries   iv) All of above

   e) International marketing environment is _____ in character.

      i) Stable   ii) Static

      iii) Flexible   iv) Fluid & Flexible

B) One sentence questions: **[5]**

    a) International Marketing.

    b) Distribution channel.

    c) Vertical Marketing.

    d) Product.

    e) Price.

Q2) Explain different principles of International Marketing.   **[10]**

<div align="center">OR</div>

What are the factors influencing the market selection decision?   **[10]**

Q3) Explain the various international marketing strategies.   **[10]**

<div align="center">OR</div>

Explain the different pricing methods.   **[10]**

Q4) Write short notes on (any four):   **[20]**

    a) Problems of market segmentation.

    b) Types of Packaging.

    c) Sponsorship marketing.

    d) Joint Venture.

    e) Objectives of International marketing.

    f) Branding.

<div align="center">✈ ✈ ✈</div>

[5804]-506

T.Y. B.B.A. (I.B.)

505(B) : INTERNATIONAL FINANCIAL MANAGEMENT - I

(2019 Pattern) (Semester - V)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw figures wherever necessary.*

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

     a)   _____ represents the structure of financial payment mechanisms, settlements, practices institutions and associations that govern international trade and payments around the globle.

         i)   International monetary system   ii)   National system

         iii)   Persion system   iv)   Local financial system

     b)   IDA is a part of _____.

         i)   World Bank   ii)   IMF

         iii)   ADB   iv)   BIS

     c)   _____ is issued in a currency other than the currency of the country or market in which it is issued.

         i)   Euro bond   ii)   Foreign bond

         iii)   Convertible bonds   iv)   Municipal bond

     d)   _____ standards can be viewed as Indian accounting standards converged to IFRS standards.

         i)   IFRS   ii)   Ind-AS

         iii)   Basic   iv)   Indian GAAP

     e)   _____ refers to the financial institutions and regulations acting at the international level, as opposed to those that act on a national or regional level.

         i)   Global financial system   ii)   National system

         iii)   Persion system   iv)   Local financial system

B) Match the pairs: [5]

Part - I		Part-II	
a)	Balance of Trade	i)	Global Accounting Standards
b)	IFRS	ii)	Export of merchandise Goods-Import of merchandise goods
c)	CAC	iii)	1930
d)	IMF	iv)	France
e)	BIS	v)	International Monetary Fund

Q2) Attempt any <u>ONE</u> of the following: [10]

a) Explain meaning, characteristics and structure of Balance of Payment.

b) Explain in detail the concept of Credit Rating with the example of any three International Credit Rating Agencies.

Q3) Attempt any <u>ONE</u> of the following: [10]

a) Explain the concept 'International Capital Market? Explain any two International Capital Markets.

b) Explain the techniques used in International Cash Management.

Q4) Write short notes (Any Four):   [20]

a) Structure of Foreign Exchange Market.

b) IMF.

c) ADR's.

d) Euro Bond.

e) Letter of credit.

f) Balance of Trade.

✈ ✈ ✈

P2180

[5804]-507

T.Y. B.B.A. (IB)

A506 : LEGAL DIMENSIONS IN INTERNATIONAL MARKETING (II)

(2019 CBCS Pattern) (Semester - V)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1) A)   Select the correct option (Attempt any 4 out of 5):   **[4]**

    a)   GSP is _____.

        i)   Generalized System of Preferences

        ii)   Generalized System of Policies

        iii)   Generalized System of Parity

        iv)   Generalized System of Protocols

    b)   IMF is headquartered in _____.

        i)   Paris   ii)   Geneva

        iii)   Washington D.C.   iv)   London

    c)   IMF came in existence in _____.

        i)   1940   ii)   1945

        iii)   1950   iv)   1955

    d)   "Working to foster global monetary cooperation, secure financial stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world" is the mission of _____.

        i)   World Bank   ii)   IMF

        iii)   WTO   iv)   UNCTAD

    e)   UNCTAD was established in _____.

        i)   1954   ii)   1964

        iii)   1968   iv)   1972

B) Match the pairs: **[4]**

    a) UNCTAD   i) International Trade

    b) IMF   ii) 1973

    c) FERA   iii) Geneva

    d) WTO   iv) United Nations General Assembly

C) State True or False: **[4]**

    a) The first UNCTAD conference took place in Geneva.

    b) IMF belongs to World Bank group.

    c) WTO is headquartered in Geneva.

    d) WTO regulates and facilitates International Politics.

Q2) Solve any Two: **[14]**

    a) Explain the complexities of International Trade Law.

    b) Explain functions of IMF.

    c) Explain FEMA.

    d) Explain TRIP and TRIM.

Q3) Solve any Two: **[24]**

    a) Explain Taxation on foreign income.

    b) Explain regulation and treaties related to Joint Ventures.

    c) Explain dispute settlement rules and procedures with respect to IMF.

    d) Explain the Contract of Enforcement and Dispute Settlement.

✈   ✈   ✈

[5804]-508

T.Y.B.B.A. (I.B.)

B506 : LEGAL DIMENSIONS IN FINANCIAL MANAGEMENT - II

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1) A)   Select correct option and rewrite the sentence: **[5]**

    a)   Consideration in simple term means:

        i)   Anything in return   ii)   Something in return

        iii)   Everything in return   iv)   Nothing in return

    b)   An agreement enforceable by law is a:

        i)   Promise   ii)   Contract

        iii)   Obligation   iv)   Lawful promise

    c)   The minimum number of members in a private company and public company are:

        i)   Three and seven respectively   ii)   Two and seven respectively

        iii)   Two and nine respectively   iv)   None of the above

    d)   FEMA replacing FERA came into force with effect from:

        i)   1st January 2005   ii)   1st June 2000

        iii)   1st July 2006   iv)   1st July 1995

    e)   Which of these institutions is not a part of the World Bank Community?

        i)   IFC   ii)   IDA

        iii)   WTO   iv)   IBRD

P.T.O.

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

	Group (A)		Group (B)
a)	Coercion	i)	It involves moral or mental pressure
b)	It refers to the competence of the parties to make a contract.	ii)	An agreement enforceable by law
c)	Contract	iii)	Express contract
d)	Quasi-Contract	iv)	Tacit Contract
e)	Undue Influence	v)	It involves the physical force or threat.
		vi)	Not an actual contract but it resembles a contract.
		vii)	Capacity to Contract

Q2) Solve any one: **[10]**

   a) Define a 'Company'. What are the main features of a company.

   b) Define a 'Contract'. Explain in detail essentials of a Valid Contract.

Q3) Solve any one: **[10]**

   a) What is FEMA? Explain important provisions of FEMA.

   b) Explain in detail the role of World Trade Organization (WTO) in Financial Management at Global Level.

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

   a) Provisions relating to preferential treatment of developing countries.

   b) Discharge of Contract.

   c) Shares and share capital.

   d) Prospectus.

   e) Regulatory framework of WTO.

   f) Foreign Investment.

✈   ✈   ✈

[5804]-601

T.Y.B.B.A. - (I.B.)

GC - 601 : NEW VENTURE CREATION AND START-UPS

(2019 CBCS Pattern) (Semester - VI)

Time : 2½ Hours]　　　　　　　　　　　　　　　　　　　　*[Max. Marks : 70*

Instructions to the candidates:

　1)　All questions are compulsory.

　2)　Figures to the right indicate full marks.

Q1) A)　Fill in the Blanks (attempt any 5):　　　　　　　　　**[5]**

　　a)　An individual who initiates, creates and manages a new business can be called _____.

　　　　i)　A Manager　　　　　　ii)　A Leader

　　　　iii)　A Professional　　　　iv)　An Entrepreneur

　　b)　The Indian Government promoting and fostering entrepreneurship through _____.

　　　　i)　Start up India　　　　　ii)　Make in India

　　　　iii)　Use in Bharat　　　　iv)　Option (i) & (ii)

　　c)　_____ investor is an individual who provides capital for a business or business start-up, usually in exchange for convertible debt or ownership equity.

　　　　i)　Angel　　　　　　　　ii)　Venture Capital

　　　　iii)　Retail　　　　　　　iv)　None of the above

　　d)　_____ is the design or symbol that is created by an organization & identifies its offering and services.

　　　　i)　Tagline　　　　　　　ii)　Logo

　　　　iii)　Brand　　　　　　　iv)　Slogan

P.T.O.

e) _____ is the process of creating something new?

    i) Modeling   ii) Innovation

    iii) Planning   iv) None of the above

f) SIDBI was established in the year _____.

    i) 1988   ii) 1989

    iii) 1990   iv) 1992

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

a)	Risk Bearing	i)	The loss of other alternatives when one alternative is chosen.
b)	Opportunity Cost	ii)	An Obligation to Act to benefit society at large
c)	Ethics	iii)	Prominent Role in Developing & Promoting industries.
d)	Social Responsibility	iv)	Willingness to Assume Risk
e)	DICs	v)	Aspects Related to human Behavior

C) True or False (attempt any 4):   **[4]**

a) Technical feasibility considers only financial aspects of the starting new venture.

b) The Small Industrial Development Bank of India (SIDBI) is a financial Institution of Government of India.

c) Social Responsibility is an ethical ideology or theory that an entity, be it an organization or individual, to make social welfare.

d) Make in India is also called as Use in India.

e) Full form of DIC is District Industries Centers.

Q2) Write a Short notes (attempt any 3):   **[24]**

   a)   Characteristics of Entrepreneurship.

   b)   Activities of DICs.

   c)   Target Market Generation and Potential Tapping.

   d)   International Entrepreneurship Opportunities.

Q3) Answer the following questions (attempt any 2):   **[32]**

   a)   Define the term Entrepreneurship. Explain the different entrepreneurial
        traits of Women entrepreneurs which make them a successful entrepreneur.

   b)   What is meant by Business Promotion? Explain Different Methods to
        Promote a New Venture after COVID-19 Pandemic.

   c)   What is Business Plan? Explain the need and importance of business
        plan along with various elements of the Business Plan.

   d)   What is KVIC? Explain the objectives and functions of KVIC.

✈   ✈   ✈

[5804]-602

T.Y.B.B.A. - (I.B.)

602 : INTERNATIONAL PROJECT MANAGEMENT

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1) **A)**   Define the term: **[5]**

        a)   Project.

        b)   W.B.S.

        c)   Project Management.

        d)   Strategic Planning.

        e)   Schedule.

    B)   Multiple choice questions: **[5]**

        a)   Which one of the following is not considered in resource management.

            i)   Identifying resources

            ii)   Influencing resources

            iii)   Assigning resources to activities

            iv)   Matching resources to the schedule

        b)   _____ is a set of activities which are networked in the order & aimed towards achieving the goal of project.

            i)   Project   ii)   Process

            iii)   Project management   iv)   Project cycle

c) Critical path method is _____.

   i) Time oriented technique   ii) Event oriented

   iii) Target oriented technique   iv) Activity oriented technique

d) Who is not an internal stokeholder of a project?

   i) Project Manager   ii) Project Resource Supplier

   iii) Project sponsor   iv) None of above

e) Activity is a network diagram is represented by?

   i) Rectangles   ii) Arrows

   iii) Squares   iv) Circles

C) True or False: **[5]**

a) Termination is the last stage of project life cycle.

b) WBS is breaking the project systamitically into levels.

c) Planning is the first stage of project management process.

d) CPM is a shortest path of project.

e) PERT is program evaluation & Review Techniques.

D) Fill in the blanks: **[5]**

a) Following are the responsibilities of P.M. _____.

   i) Budgeting

   ii) Cost control

   iii) Tracking project expenditure

   iv) All of above

b) _____ which is captured in WBS.

   i) Life cycle phase   ii) Logical order

   iii) Scope of project   iv) Project cost

c) _____ tools for quality planning.

   i) Flow charts   ii) Check sheet

   iii) Histogram   iv) All of above

d) A horizontal bar chart that shows project task against a calender is called _____.

    i) Milestone   ii) Goal

    iii) Giant chart   iv) PERT chart

e) Controlling functions finds out how for _____ derivates from standards.

    i) Actual performance   ii) Improvement

    iii) Corrective actions   iv) Cost

Q2) Solve any three questions out of five: **[30]**

a) What are the various principles of project management?

b) What are the various measures of performances of a project?

c) Define C.P.M.? Explain its characteristics.

d) Explain different tools & techniques of cost estimation.

e) Explain the importance of control system.

Q3) Write short notes on (any four):   **[20]**

a) 7's of Project Management.

b) EVM.

c) Giant Chart.

d) Training.

e) Quality Assurance.

f) Types of project.

✈ ✈ ✈

[5804]-603

T.Y.B.B.A. - IB

603 : DECISION MAKING AND RISK MANAGEMENT

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1)   All questions are compulsory.

2)   Figures to the right indicate full marks.

Q1) A)   Fill in the Blanks (any 5):   **[5]**

    a)   _____ is a stage in Herbert Simon Model.

        i)   Design   ii)   Develop

        iii)   Delete   iv)   Direct

    b)   _____ is a step-in creative decision-making process?

        i)   Planning   ii)   Preparation

        iii)   Evaluation of Alternatives   iv)   Follow up

    c)   In case of IDEAL problem-solving model, 'E' stands for _____.

        i)   Explore possible strategies   ii)   Experience

        iii)   Emotions   iv)   Experiment

    d)   _____ is the mirror image of leadership.

        i)   Followership   ii)   Controlling

        iii)   Organizing   iv)   Planning

    e)   Conflict refers to a _____ between team members.

        i)   Agreement   ii)   Confirmation

        iii)   Disagreement   iv)   Friendship

    f)   _____ helps manager's indecision making by accessing large volumes of information generated from various related information systems involved in organizational business process.

        i)   Emotional intelligence   ii)   Sensitivity analysis

        iii)   Decision support system   iv)   All of these

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

Column - I		Column - II	
a)	Ladder of inference	i)	Structured problem
b)	Two factor theory of Motivation	ii)	Phase in problem solving model
c)	Programmed decisions	iii)	Area in Kepner-Tregoe Model
d)	Look back and learn	iv)	Herzberg
e)	Problem analysis	v)	Process of Abstraction

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

a) A choice made from available alternatives is called a decision.

b) Decision making is easy, given that everybody makes decisions everyday.

c) Programmed decisions are decisions that are made for situations that have occurred often in the past and allow decision rules to be developed to guide future decisions.

d) Nonprogrammed decisions require six steps, however, programmed decisions being structured and well understood requires only one step.

e) The main difference between risk and uncertainty is that with risk you know the probabilities of the outcomes.

Q2) Short Answer (any 3): **[24]**

a) What are the Steps in Decision-Making Process?

b) Why decisions fail?

c) What is Ladder of Inference? What are its various steps?

d) Explain briefly the characteristics of decision making?

Q3) Long Answer (any 2): **[32]**

a) What is creative decision-making process? Explain its stages.

b) What is Followership? What are the types of followers?

c) What is Leadership? What are the qualities of a good leader?

d) What are the Decision Models in Strategic Management?

✈ ✈ ✈

P2185

[5804]-604

T.Y. B.B.A. - (I.B)

604 : MANAGEMENT OF AGRIBUSINESS & AGRI EXPORTS

(2019 Pattern) (Semester - VI) (CBCS)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Figures to the right indicate full marks.*

Q1) **Compulsory question:**   **[20]**

    Objective type questions:

   A)   Multiple choice questions (Solve any 5 out of 6):   **[5]**

     i)   _____ is a distinct process consisting of planning, organizing, actuating and controlling performance to get results.

         a)   Agribusiness   b)   Agribusiness Management

         c)   Management   d)   Agriculture

     ii)   The world agribusiness was explained in the year _____ by Prof. Ray A. Goldberg & John H. Devis.

         a)   1952   b)   1955

         c)   1957   d)   1959

     iii)   Agricultural marketing refers to marketing of _____ products.

         a)   Industrial   b)   Rural

         c)   Farm   d)   None of these

     iv)   In India, _____ markets are existed for food grain.

         a)   Spot   b)   Regional

         c)   Perodic   d)   None of these

                                                              P.T.O.

v) Long form of IOB is _____.

    a) International Overseas Bank

    b) Indian Overseas Bank

    c) Indian Overdraft Bank

    d) International Overdraft Bank

vi) _____is one of largest microfinance company announced first rainfall insurance programme in India.

    a) RBI   b) UTI

    c) IDBI   d) Basix

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

Group - A	Group - B
a) SCB	i) Regional Rural Bank
b) RRB	ii) State Co-operative Bank
c) NABARD	iii) National Bank for Agriculture & Rural development
d) PACS	iv) Primary Agriculture credit society
e) DCCB	v) Prime Agriculture credit society
	vi) District Central Co-operative Bank

C) Answer in one sentence   **[5]**

    a) Which bank known as apex institute in agriculture finance in India.

    b) Enlist two ICT application initiates by Goverment of India.

    c) How many times primary market held in a week.

    d) APEDA stands for?

    e) AOA stands for

D) Fill in the blanks (any 5 out of 6)   **[5]**

    a) SHG stands for_____.

    b) Secondary market also called as _____.

    c) The person who pays bill is known as _____.

    d) The Person to whom payment to be made is known as _____.

    e) Agriculture products are mainly _____in nature.

    f) Contract farming was inproduced by_____ company in India.

Q2) Long Answer questions (Solve any 3 out of 5)   **[30]**

   a)   State & explain the various factors influencing selection of foreign markets
        for agriculture commodity?

   b)   Explain the term ICT & its application of ICT in Agribusiness.

   c)   Define Agriculture marketing. Write down classification of agriculture
        marketing in details.

   d)   Define self help group. Write down its features & explain models of self
        help group.

   e)   Enlist & explain the factors influencing selection of foreign market.

Q3) Short notes (solve any 4 out of 6)   **[20]**

   a)   Pre requisites for effective agriculture Marketing

   b)   ICT & its role in Agribusiness.

   c)   Types of agriculture Marketing.

   d)   Types of contract farming

   e)   Types of Mate's Receipts.

   f)   Importance of Agriculture marketing

❖   ❖   ❖

[5804] - 605

T.Y. B.B.A.-(I.B.)

605A: INTERNATIONAL SERVICES MANAGEMENT - I

(Semester - VI) (2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *Question No.1 is compulsory.*

    2)   *Figures to the right side indicate full marks.*

    3)   *Use diagrams wherever necessary.*

Q1) A)   Objective Type Questions.(Compulsory)

        Multiple choice Questions.   **[5×1=5]**

    i)   "Services are economic activities that create value and provide benefits for customers at specific times and places...." This definition of services was given by whom?

        a)   American Marketing Association

        b)   W.J.Regan

        c)   Christopher Lovelock

        d)   R.Judd

    ii)   Cars offered by two companies with different accessories, discount and after sales services are examples of which type of service?

        a)   Hybrid

        b)   Pure Tangible Goods

        c)   Tangible Goods with accompanying services

        d)   Services with accompanying Tangible Goods

    iii) Which particular feature of services creates the problem of standardizing the service and hence, the same service cannot be provided again.

        a)   Intangibility   b)   Variability

        c)   Perishability   d)   Simultaneity

    iv) Which one of the following is NOT a stage in the purchase process of services by a consumer?

        a)   Pre-Purchase stage   b)   Information search stage

        c)   Service encounter stage d)   Post-Purchase stage

v) Which stage of New service Development involves transformation of the concept of new service offering into actual service?
   a) Idea Generation   b) Commercialization
   c) Service Development   d) Concept Development

B) Match the Pairs   [5×1=5]

Group A	Group B
i) Dr. Christian Gronroos	a) 4Ps Marketing Mix
ii) E.J. Mc Carthy	b) Service Triangle Model
iii) Booms and Bitner	c) 7P's Marketing Mix
iv) Kapferer	d) GAP Model
v) Zeithaml, Parsuraman, Berry	e) Brand Identity-Prism Model

Q2) Long Answer Questions (Solve Any 2 out of 4)   [2×10=20]

a) Explain the various factors affecting Consumer Behaviour in services sector.   [10]

OR

Explain the concept of a service Life cycle and its different stages.

b) What are the different elements of service Blueprinting and how is it beneficial?   [10]

OR

Why does a service failure occur? What are the various strategies to recover service failure?

Q3) Write short Notes: (Any 4 out of 6)   [4×5=20]
   a) Reasons for growth of service sector
   b) Internal Marketing Vs. external Marketing
   c) Concept of Branding in Aaker Model
   d) AIDA Model of Advertising
   e) Service Design
   f) Service Mapping

✧ ✧ ✧

T.Y.B.B.A.(IB)
B 605: INTERNATIONAL HUMAN RESOURCE MANAGEMENT-I
(2019 CBCS Pattern) (Semester - VI)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
    1)   *All questions are compulsory.*
    2)   *Figures to the right side indicate full marks.*

Q1) A)   Fill in the blank with the most appropriate alternative (Any 4)   **[4]**
    i)   _____ is a person temporarily or permanently residing in a country and culture other than of person's upbringing.
       (Expatriates, Repatriates, Third Country)
    ii)   Salary level in host country approach is called as _____.
       (Lump sum Approach, Localization Approach, Balance Sheet Approach)
    iii)   _____ country is the one where subsidiary/branch of an MNC/TNC are located.
       (Third Country Nationals, Parent Country Nationals, Host Country)
    iv)   _____ are also called search consultants which are used for sourcing and placing candidates of top positions in International Human Resource Management.
       (Head Hunters, E-Recruitment, Online Advertising)
    v)   _____ is to have empathy to accept cultural differences without allowing one values to surface in unproductive ways.
       (Cross Culture, Cultural Sensitivity, Cultural Shock)

B)   **Match the following**   **[4]**

	Column A		Column B
i)	Ethnocentric Approach	a.	Strategic decisions made at headquaters
ii)	Polycentric Approach	b.	Subsidiary of Headquarters with unique competence
iii)	Geocentric Approach	c.	Subsidiary has decision making autonomy
iv)	Region centric Approach	d.	Concentrates within geographic region

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

i) USA Executive working in UK Branch of Berman Multinational Bank is example of TCN.

ii) Mandatory benefits and Voluntary benefits are types of Direct Financial Compensation?

iii) When a person from one culture communicates with the person from other culture they are engaging in Multi-focus communication.

iv) Performance rates highly depend on rating of one trait or behaviour is called halo effect.

v) E-Recruitment has the potential to reduce geographical barriers to employment on a global scale.

Q2) Write a short answer (Any 2) [14]
   a) Scope of International Human Resource Management.
   b) Types of International Assignments.
   c) Expatriation and Repatriation.
   d) Cultural Sensitivity.

Q3) Write a long answer: (Any 2) [24]
   a) What is Human Resource Management? Differentiate between Domestic Human Resource Management and International Human Resource Management.
   b) Explain the various Staffing Approaches in International Human Resource Management.
   c) Define Compensation Management. Explain the various issues in Compensation Management.
   d) Define Organisational Culture. Explain types and strategies of Organisational Culture.

✿   ✿   ✿

SEAT No. :

[Total No. of Pages : 2

[5804] - 607

T.Y. B.B.A. (IB)

DSE A 606 : BRAND MANAGEMENT (II)

(2019 Pattern) (Semester-VI)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1) All Questions are compulsory.

    2) Figures to the right side indicate full marks.

Q1) A)   Fill in the Blanks: **[5]**

    a)   _____ defines what the brand thinks about the customer.

    b)   _____ includes two aspects of a brand-its associations and its personality.

    c)   _____ includes two visual signals of a brand-its character (e.g. Amul girl, Pillsbury dough boy) & its logo. Both are elements of brand identity.

    d)   Which of the following is not a clothing brand? _____.

        (1. h&m, 2. Zara, 3. Nyka, 4. Raymonds).

    e)   _____ is a measure of the attachment that a customer has to a brand.

   B)   TRUE/FALSE: **[5]**

    a)   Quality is more important in brand equity.

    b)   Brand equity helps consumers to justify their self worth to others or themselves.

    c)   Targeting is another way of getting the brand revitalised.

    d)   Content Marketing consists of 'blogging'.

    e)   Brand Identity helps make purchasing.

Q2) Explain what is 'Brand Valuation' & its methods?   **[10]**

OR

Define the term 'building a brand'? Write its importance & process?

P.T.O.

Q3) Meaning and concept of 'Brand Image'. What are the FIVE ways to manage the Brand? **[10]**

<div align="center">OR</div>

Explain 'Brand Equity'. Explain the components of 'Brand Equity'?

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

a) Brief about the importance of 'brand management' and how to turn out to be an asset for the company?

b) How would you define 'Target Audience' for a Brand?

c) What are the challenges & opportunities of Branding?

d) What are the stages of 'Brand Development'?

e) What are the importance of brand positioning?

f) What is the concept of Co-branding?

[5804] - 608

T.Y. B.B.A. (IB)

DSE B 606 : CROSS CULTURAL RELATIONSHIP (II)

(2019 Pattern) (Semester-VI) (CBCS)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   All Questions are compulsory.

  2)   Figures to the right side indicate full marks.

Q1) A)   Multiple Choice Questions (Attempt any 4)   **[4×1=4]**

  i)   Hosftede suggest that culture consist of shared _____ that control individual responses to their environment.

    a)   Social Stimuli   b)   Mental programs

    c)   Knowledge   d)   Attitude

  ii)   The Word "Culture" is derived from the Latin Word _____ related to cult or worship.

    a)   Culture   b)   Cultura

    c)   Cultural   d)   All of the above

  iii)   Culture is transmitted through the process of _____ and interacting with social environment.

    a)   Talking   b)   Learning

    c)   Hearing   d)   Governing

  iv)   _____ refers to a set of skills that allows you to understand and learn about people whose cultural background is not the same as yours.

    a)   Cultural Sensitivity   b)   Cultural Diversity

    c)   Cultural Negotiations   d)   Cultural norms

  v)   The biggest problem likely experienced by the seller of product in different cultures is lack of _____

    a)   Supply of Culture   b)   Demand of Culture

    c)   Cultural Awareness   d)   Profit from Culture

P.T.O.

B) Match the following. **[4×1=4]**

a) Communication   1) Way of Life

b) Culture   2) Uncertainty Avoidance Index

c) Hosftede   3) Message Decoding

d) Cultural Dimensions   4) Long Term Orientation

C) True or False (Attempt any 4) **[4×1=4]**

a) Deliberately distorting facts is nothing but a dirty trick of cross-cultural negotiations.

b) Prof. Geert Hofstede defines culture as a collective programming of mind distinguishing the members of one group or category of people from another.

c) Cultural Identity is the Management of people and thing that involve a different cultural background.

d) The beliefs, Customs, art of a particular society or group is called Culture.

e) Culture is Dynamics means remains Constant.

Q2) Write Short Notes (Solve any 2) **[2×7=14]**

a) Explain Cultural Values and Barriers.

b) Explain Geert Hofstede Model.

c) What is Cultural Environment? Explain challenges and issues in

d) Doing Business Across Borders.

Q3) Answer the following questions in 300 words (Solve any 2) **[2×12=24]**

a) What is Cross Culture? Explain in brief Elements of Culture and Cultural Diversity.

b) What is Nonverbal Communication? Explain in details "The Cross-Cultural Communication Process".

c) What is Cross Cultural Sensitivity? Explain in details Managing International Careers: Challenges and Opportunities for the 21 st century.

d) Write Elements of Culture and Cultural Diversity, explain Cross-Cultural Differences and Managerial Implications.

❄ ❄ ❄