

Total No. of Questions : 3]

SEAT No. :

P-1850

[Total No. of Pages : 3

[6033]-301

S.Y. B.B.A.

**PRINCIPLES OF HUMAN RESOURCE  
MANAGEMENT**

**(2019 Pattern) (Semester - III) (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) A) Multiple Choice Questions. [5]**

- i) The term bottom up approach is commonly associated with\_\_\_\_\_
  - a) Normal group technique
  - b) Delphi technique
  - c) Managerial judgement
  - d) Replacement charts
- ii) \_\_\_\_\_ is the managerial function of the HR manager.
  - a) Procurement
  - b) Development
  - c) Organizing
  - d) Performance appraisal
- iii) Bringing together various tasks to build a job is called\_\_\_\_\_
  - a) Job evaluation
  - b) Job design
  - c) Job classification
  - d) Job Description
- iv) The factors that influence the selection of individual career choices are usually referred as \_\_\_\_\_
  - a) Career anchoring
  - b) Career path
  - c) Career goals
  - d) Mentoring
- v) \_\_\_\_\_ e-HRM is concerned with administrative function-payroll & employee personal data, for example
  - a) Operational
  - b) Relational
  - c) Transformational
  - d) None of above

**P.T.O.**

- B) Match the following [5]
- | A  | B                                   |
|--|-------------------------------------|
| i) View employee as an asset               | a) Personnel Management             |
| ii) View employee as a labour              | b) Human Resource Management        |
| iii) Mid Career stage                      | c) Directing                        |
| iv) Telling employees the tasks to perform | d) Organising                       |
| v) Aligning People & resources             | e) Between age group of 35-50 years |
- C) Answer in one sentence : [5]
- Define the term Human Resource planning?
  - State any two challenges before HRM?
  - Who is the founder of Human Relations Movement & known for research including the Hawthorne studies?
  - State any two E-HRM activities.
  - Define the term International HRM(I-HRM).
- D) Fill in the blanks: [5]
- A group of positions that have similar duties, tasks & responsibilities is called\_\_\_\_\_.
  - A \_\_\_\_\_ is defined as a sequence of separate but related work activities that provides continuity, order & meaning in person's life.
  - \_\_\_\_\_ is a plan or a sketch of the job to be done.
  - \_\_\_\_\_ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
  - HRIS stands for\_\_\_\_\_.
- Q2) Long Answer questions (Attempt Any 3) (10 marks each) [30]**
- Define the term Human Resource Management. Explain its functions in detail.
  - What do you mean by Human Resource Planning? Explain the process of HRP.
  - What do you mean by Career Planning? State its objectives & explain the process in detail.
  - Explain the concept of Outsourcing in detail.
  - Explain Job Analysis along with the methods in detail.

**Q3) Short Notes (Attempt Any 4) (5 marks each)**

**[20]**

- a) Difference between Personnel Management & HRM.
- b) Work from Home.
- c) Job Evaluation.
- d) Employee Morale.
- e) E-HRM.
- f) Job Description



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Total No. of Questions : 3]

SEAT No. :

**P1851**

[Total No. of Pages : 3

**[6033]-302**

**S.Y.B.B.A.**

**302 : SUPPLY CHAIN MANAGEMENT  
(2019 Pattern) (CBCS) (Semester -III)**

*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) Objective type questions. [20]**

**Multiple Choice Questions. [5]**

- a) The purpose of Supply Chain Management is to \_\_\_\_\_
  - i) Increase the production level
  - ii) Manage and integrate supply and demand management
  - iii) Enhance the quality of a product
  - iv) Provide satisfaction to the customer
- b) Supply chain management is the management of the \_\_\_\_\_
  - i) Storage raw material
  - ii) Flow of goods and services
  - iii) Fullfillment of order
  - iv) Satisfaction of customer
- c) \_\_\_\_\_ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end uses, as well as the associated information flows.
  - i) Production line
  - ii) Supply chain
  - iii) Marketing channel
  - iv) Warehouse
- d) Which of the following are not key attributes of supply chain Management ?
  - i) Inventory control
  - ii) Leveraging technology
  - iii) Customer power
  - iv) All of the above

**P.T.O.**

- e) The bull whip effect \_\_\_\_\_
- i) Is an ineffective way to motivate warehouse employees
  - ii) Applies to rodeos and has nothing to do with supply chain management
  - iii) Refers to the 'swaying' motion associated with triple trailers
  - iv) Refers to variability in demand orders among supply chain participants.

B) Match the Pairs. [5]

- | Group A                                      | Group B                                    |
|--|--|
| a) User based definition of quality          | i) Competitive factor                      |
| b) Logistics function                        | ii) Inventory, transportation and facility |
| c) Factor affecting network design decisions | iii) Distribution of finished products.    |
| d) Total logistics costs                     | iv) Defined by the consumer                |
| e) Outbond logistics                         | v) Place utility                           |

C) Answer in one sentence. [5]

- a) Define supply chain management
- b) What do you mean by Logistics
- c) Define supply chain Network design.
- d) State any two functions of logistics management.
- e) What do you mean by Barcoding ?

D) Fill in the blanks.

[5]

- a) \_\_\_\_\_, production control and physical distribution are the three major operations of logistics
- b) \_\_\_\_\_ refers to supply chain management practices that strive to reduce energy and environmental footprints in terms of freight distribution
- c) Break - Bulk warehouse performs \_\_\_\_\_ function
- d) The term \_\_\_\_\_ refers to any idle resources that can be put to some future use.
- e) \_\_\_\_\_ are meant to store products for moderate to long period of time

**Q2) Long Answer questions (any 3)**

[30]

- a) Discuss the functions of Supply Chain Management.
- b) Explain the objectives of Green Supply Chain Management .
- c) Explain the strategies of warehousing and store keeping.
- d) State the importance of logistics Management
- e) Explain the role of Human Resource in supply chain Management.

**Q3) Write short notes on ( solve any 4 out of 6)**

[20]

- a) Role of IT in supply chain management
- b) Role of Inventory Management in customer service
- c) Bull - Whip Effect
- d) Global supply chain Management
- e) Factors influencing channel design
- f) Importance of distributors in supply chain management.



Total No. of Questions : 3]

SEAT No. :

P-1852

[Total No. of Pages : 2

[6033]-303

S.Y. B.B.A.

**303 : GLOBAL COMPETENCIES AND PERSONALITY  
DEVELOPMENT**

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

*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.**

**[5]**

- i) A \_\_\_\_\_ speaker looks into the eyes of the audience.
  - a) Confident
  - b) Impolite
  - c) Impatient
  - d) Rude
- ii) The full form of MBTI is \_\_\_\_\_.
  - a) MYERS-BRIGGS TYPE INDICATOR
  - b) Mcgregors-Briggs TYPE INDICATOR
  - c) MYLAN-Briggs TYPE INDICATOR
  - d) Mcdonald-Briggs TYPE INDICATOR
- iii) SWOC Analysis is carried out on a \_\_\_\_\_ cell matrix.
  - a) Five
  - b) Six
  - c) Four
  - d) Three
- iv) \_\_\_\_\_ is the complex of mental characteristics that makes each of us unique from other people.
  - a) Personality
  - b) Presentation
  - c) Preparation
  - d) Position
  - e) Descriptive

**P.T.O.**

v) The tone of the speaker should be \_\_\_\_\_.

- a) Loud
- b) Clear
- c) Low
- d) Soft

B) Match the Pairs : [5]

Group A	Group B
i) Commitment	a) Communication style
ii) Stay Organized	b) Technique to handle conflicts
iii) Submissive	c) Group of people work together
iv) Problem solving	d) Way of time management
v) Team composition	e) Type of workplace ethic

C) True or False : [4]

- i) CSR means creative social responsibility.
- ii) Opportunities and threats are internal SWOT elements.
- iii) Assertive is a style of communication
- iv) The determinants of personality are biological, social, cultural and situational factors.

Q2) Short Answer (Any 3) : [3 × 8 = 24]

- a) Explain in detail the 7 C's of Effective Communication
- b) Define Goal Setting. Explain the SMART technique of Goal Setting.
- c) What is Social Responsibility? What are the various types of Social Responsibilities?
- d) What is a Team? What are the qualities of a Good Team?

Q3) Long Answer Questions (Any 2) : [2 × 16 = 32]

- a) What is Personality? Explain the Determinants of Personality Development in detail?
- b) What is Global Competence? Why is it needed? Explain the Characteristics of globally competent individual?
- c) What is SWOC Analysis? Elaborate.
- d) Define Workplace Ethics? What are its different examples? What are the benefits of ethics at workplace?



Total No. of Questions : 3]

SEAT No. :

**P1853**

[Total No. of Pages : 2

**[6033]-304**

**S.Y.B.B.A.**

**304 : FUNDAMENTALS OF RURAL DEVELOPMENT**

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

*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 blank with the most appropriate alternative (Any Five) [5]**

- a) In \_\_\_\_\_ areas, agriculture & allied activities are predominant.  
(Rural, Urban, Semi-urban)
- b) NGOs with Charitable Orientation focus on \_\_\_\_\_.  
(Education, Need for poor, Health care)
- c) \_\_\_\_\_ is the principal organ at the district level to manage & Oversee the implementation of different anti-poverty programmes of the Ministry of Rural Development.  
(DRDA, PRA, Planning Commission)
- d) \_\_\_\_\_ is the supply of loans, savings, insurance & other basic financial services to the poor.  
(Microfinance, Loan, Micro-credit)
- e) The term Agribusiness is coined by \_\_\_\_\_.  
(Michael Peter, John Davis, Ewell Roy)
- f) \_\_\_\_\_ refers to technologies that provide access to information through telecommunications.  
(ICT, IOT, AIT)

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

Column A	Column B
1. Growth Centre Approach.	a) Rural Area.
2. Agriculture Activity.	b) Approaches of Rural Development.
3. SHG	c) Provision of healthcare
4. CARE	d) 12-20 Members.
5. Service Oriented NGO	e) International NGO.

**P.T.O.**

- C) True or False (Any Four) [4]
- a) The term Agribusiness is coined by John Davis.
  - b) Agricultural Entrepreneurship is predominantly related to the marketing & production of various agricultural products.
  - c) OXFAM & CARE are international NGOs.
  - d) NGOs with Charitable Orientation focus on local participation.
  - e) Mahatma Gandhi had viewed development of Rural areas through eradication of Wealth.

**Q2) Write a short answer (Any Three) [24]**

- a) Explain the importance of Rural Development.
- b) Explain the Rural Development Planning.
- c) Write a note on Agricultural Entrepreneur.
- d) Write a note on Rural Development and Internet.

**Q3) Write a Long answer (Any Two) [32]**

- a) What are the various challenges in development of rural areas?
- b) What is Agricultural Entrepreneurship? Explain its importance.
- c) Explain the role & functions of DRDA.
- d) Explain the various approaches to Rural Development.



Total No. of Questions : 5]

SEAT No. :

**P3406**

[Total No. of Pages : 2

**[6033]-305A**

**S.Y. B.B.A.**

**305A : CONSUMER BEHAVIOUR AND SALES MANAGEMENT  
(CBCS) (2019 Pattern) (Semester - III)**

*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 side indicate full marks.*

**Q1)** Fill in the blanks.

**[5]**

- a) The process through which decisions that are directly/indirectly related with one or more family members are taken, is known as \_\_\_\_\_.
- b) The elements of \_\_\_\_\_ are used as marketing tools to promote and achieve the organisational goals.
- c) An official, written statement giving details of a job in a comprehensive manner is known as \_\_\_\_\_.
- d) A \_\_\_\_\_ can be defined as a unique selling activity in which apart from the compensation plan, some incentives like awards and prizes are provided.
- e) \_\_\_\_\_ are the work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives.

**Q2)** True or False

**[5]**

- a) A customer is the person who purchases or can purchase a product.
- b) It is a social division in which the members have different degrees of money, power and status.
- c) The market area of a business is divided into various regions or territories if its total market area is greater.
- d) Sales management can also be called sales force management.
- e) Product training is basic to any initial sales training program.

**P.T.O.**

**Q3) Match the following.**

**[5]**

- |                         |                                      |
|-------------------------|--------------------------------------|
| a) Consumerism          | i) Self - Fulfilment                 |
| b) Culture              | ii) Need for love                    |
| c) Esteem               | iii) Protection against Exploitation |
| d) Self - Actualization | iv) Personality of Society           |
| e) Belonging            | v) Status                            |

**Q4) Write Short Answer Questions : (Attempt any 3)**

**[15]**

- a) What is Consumerism?
- b) Explain Customer Delight in brief.
- c) Explain the concept of Sales Research.
- d) Explain the importance of Value added Selling.
- e) Explain any 3 sales forecasting methods.

**Q5) Write Long Answer questions : (Attempt any 2)**

**[20]**

- a) Elaborate types of Sales Organization structure.
- b) Explain Sales manager functions and responsibilities in detail.
- c) Explain the search and evaluation process in detail in purchase decision.
- d) Explain the characteristics of culture and subculture in detail.



Total No. of Questions : 4]

SEAT No. :

**P1855**

[Total No. of Pages : 3

**[6033]-306**

**S.Y. B.B.A.**

**B 305 : MANAGEMENT ACCOUNTING**

**(2019 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All Questions are compulsory.*
- 2) Figures to the right indicates full marks.*

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

- i) Comparative statements can be made for only \_\_\_\_\_ years at a time.
- ii) In common size Balance sheet, the \_\_\_\_\_ total is taken as 100
- iii) Debt to Equity Ratio = Long Term Debt/ \_\_\_\_\_.
- iv) The full form of EPS is \_\_\_\_\_.
- v) Gross Profit Ratio = Gross Profit/ \_\_\_\_\_.

**b) Write Short Notes on (Any 2) [10]**

- i) Distinguish between financial accounting and Management Accounting.
- ii) Objectives of Management Accounting.
- iii) Cash budget.

**Q2) Give the format of Balance Sheet as per Companies at 2013. [15]**

**OR**

**P.T.O.**

**Q2)** The following Trading and P&L A/c and Balance sheet of Axis & Co. for the year ended 31st March 2023. **[15]**

Particulars	Amount Rs.	Particulars	Amount Rs.
To Opening Stock	65,000	By Sales	6,02,000
To Purchases	5,40,000	By Closing Stock	2,60,500
To Carriage inward	12,500		
To Gross Profit C/D	2,45,000		
	8,62,500		8,62,000
To Operating Expenses	95,000	By Gross Profit b/d	2,45,000
To Non operating Expenses	75,000	By Non operating Income	75,000
To Net Profit c/d	1,50,000		
	3,20,000		3,20,000

  

Liabilities	Amount Rs.	Assets	Amount Rs.
Equity Capital	1,50,000	Plant and Machinery	70,000
General Reserve	25,000	Land and Building	1,20,000
Profit & Loss a/c	45,000	Marketable Securities	5,000
Sundry Creditors	40,000	Sundry Debtors	85,000
Bills Payable	35,000	Cash at Bank	12,500
Outstanding Expenses	5,000	Prepaid Expenses	7,500
	3,00,000		3,00,000

Calculate :-

- Current Ratio
- Operating Ratio
- Gross Profit Ratio
- Return on Capital Employed

**Q3)** The following records are obtained from Ratna Ltd. **[10]**

Sales (400 units @ Rs. 25 each) Rs. 1,00,000

Variable Costs Rs. 72,000

Fixed Cost Rs. 16,800

Calculate:

P/V Ratio

Break Event Sales

Margin of Safety

What additional units should be sold to obtain the same amount of profit if the selling price is reduced to Rs. 20.

**Q4)** Prepare Cash budget for Pura Ltd. For six months from March to August 2022.[10]

Month	Sales	Selling ex	Purchases	Wages	Factory ex	Admin ex
January	1,70,000	7,000	80,000	15,000	10,000	5,000
February	1,60,000	7,500	84,000	16,000	11,000	5,500
March	1,82,000	6,500	83,000	16,800	8,000	4,500
April	1,55,000	6,800	83,000	12,000	10,500	4,750
May	1,65,000	7,400	76,000	18,000	12,000	5,400
June	2,00,000	7,000	68,000	16,000	9,600	5,700
July	1,80,000	6,000	70,000	17,000	8,000	5,000
August	2,20,000	5,500	56,000	16,500	9,600	5,500

Opening Cash Balance on 1st March 2021 was Rs. 20,000

Period of credit allowed to customers and by suppliers - 1 month

Lag in payment of factory expenses, administrative expenses and selling expenses is 1 month.

Machinery purchased for Rs. 30,000 in March paid immediately.

Building purchased in April for Rs. 1,50,000 payable in 2 equal instalments in May and July.

5% commission of sales payable two months after sales.

Delay in payment of wages 1 month.

OR

**Q4)** State the functional classification of ratios with least two examples. [10]



Total No. of Questions : 3]

SEAT No. :

**P1856**

[Total No. of Pages : 2

**[6033]-307**

**S.Y.B.B.A**

**305 C HRM : ORGANISATIONAL BEHAVIOUR (OB)**  
**(2019 Pattern) (CBCS) (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) Compulsory question : (Objective Type Questions)**

**[10]**

**A) Multiple Choice Questions**

**[5]**

- a) Custodian model is based on the concept of \_\_\_\_\_.
  - i) Economic security for employees
  - ii) Leadership
  - iii) Support
  - iv) Authority
- b) Abraham Maslow's theory is based on human \_\_\_\_\_.
  - i) Needs
  - ii) Opportunities
  - iii) Feelings
  - iv) Criticism
- c) What is 'S' in S- O - B - C model of human behaviour?
  - i) Stimulus
  - ii) Situation
  - iii) Social
  - iv) Structure
- d) Which one is not a disciplines of Organisational behaviour \_\_\_\_\_.
  - i) Psychology
  - ii) Sociology
  - iii) Anthropology
  - iv) Geology
- e) Which of the three stages make up Lewin's change model?
  - i) Unfreezing, implementing, refreezing
  - ii) Unifreezing, changing, refreezing
  - iii) Defrosting, implementing, cementing
  - iv) Defrosting, changing, refreezing

**P.T.O.**

B) Match the Pairs.

[5]

Group A (management style)	Group B (Description)
a) Country Club	i) Leaders have a high concern for both people and production
b) Impoverished	ii) Leaders have a low concern for both people and production
c) Task	iii) Leaders have a high concern for production but a low concern for people
d) Middle - of - the - Road	iv) Leaders have a high concern for people but a low concern for production
e) Team Management Style	v) Leaders strike a balance between concern for people and production

**Q2)** Long answer questions (Any two)

[2×10=20]

- Define Personality and explain the determinants of personality.
- Explain Maslow's Need Hierarchy Theory.
- Why are groups formed ? Explain the stages of Group development.
- Define Change. Explain the different forces for change in an organization.

**Q3)** Write short notes on (any four):

[4×5=20]

- McGregor's Theory X & Theory Y.
- Key Elements of OB.
- Modern View of Conflict.
- Frustration Model of Conflict.
- Type A and B Type personality.
- Causes for individual resistance to change.



Total No. of Questions : 4]

SEAT No. :

**P1857**

[Total No. of Pages : 2

**[6033]-308**

**S.Y.B.B.A.**

**305 - D : FUNDAMENTALS OF SERVICES MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*

**Q1) A) Multiple Choice Questions.**

**[5]**

- a) All of the following are examples of services EXCEPT:
  - i) Banking
  - ii) Hotels and motels
  - iii) Tax preparation
  - iv) Computer software
- b) Services can not be stored. This describes the \_\_\_\_\_ characteristic of services.
  - i) Intangibility
  - ii) Variability
  - iii) Inseparability
  - iv) Inconsistency
- c) Added features to an offering are called \_\_\_\_\_ service features.
  - i) Expected
  - ii) Augmented
  - iii) Secondary
  - iv) Perceived
- d) The extended marketing mix for services includes : People, Processes and \_\_\_\_\_.
  - i) Product
  - ii) Place
  - iii) Physical Evidence
  - iv) Promotion
- e) Tertiary Sector is also called \_\_\_\_\_.
  - i) Operational Sector
  - ii) Service Sector
  - iii) Managing Sector
  - iv) None of the above

**P.T.O.**

B) Match the pairs. [5]

A	B
Physical evidence	Process of classification of target market
Service blueprint	Indication of conduction of service
Segmentation	Roadmap of service delivery process
Six Market model	Reduction in industrial accidents
Safe working environment	Relationship marketing

**Q2)** Long Answer questions (Attempt any 1 out of 2) [10]

- Define the term services. Explain the classification of services.
- Explain in detail the various promotion tools used for services marketing.

**Q3)** Long Answer questions (attempt any 1 out of 2) [10]

- Explain in detail the six market model.
- Explain the PESTEL factors with regards to services

**Q4)** Short notes (Attempt any 4 out of 6) [4×5=20]

- Importance of service industry
- Factors affecting choice of distribution channels
- Physical evidence
- Service blueprint
- Characteristics of services
- Globalization in the service industry



Total No. of Questions : 3]

SEAT No. :

**P1858**

[Total No. of Pages : 2

**[6033]-309**

**S.Y.B.B.A.**

**E- 305 : AGRICULTURE AND INDIAN ECONOMY**

**(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]**

- a) Which one of the following is announced by the government in support of a crop?
  - i) Maximum Support Price
  - ii) Minimum Support Price
  - iii) Influential Support Price
  - iv) Moden Support Price
- b) Agriculture related Activities comes under \_\_\_\_\_ Sector.
  - i) Primary Sector
  - ii) Secondary Sector
  - iii) Tertiary Sector
  - iv) Modern Sector
- c) Who carries economic activities?
  - i) Individuals
  - ii) Firms
  - iii) Government
  - iv) All the above
- d) Which of the following examples does not fall under unorganized sector?
  - i) a farmer irrigating his field.
  - ii) A daily wage labourer working for a contractor.
  - iii) A doctor in a hospital treating a patient.
  - iv) A handloom weaver working on loom in her house.
- e) \_\_\_\_\_ is known for agricultural credit.
  - i) NABARD
  - ii) SEBI
  - iii) NSE
  - iv) BSE

**P.T.O.**

- B) True and False : [5]
- An agribusiness enterprise can be a firm, owned and operated by a single person(sole proprietorship) or group of people.
  - Agriculture and agro- products contributes nearly one third of the GDP and accounts for 64% of the workforce.
  - The objective of Swarnjayanti Gram Swarozgar Yozana(SGSY) is to bring the assisted poor families.
  - Rural Development concerned with increased agricultural production for urban and international markets.
  - NABARD known as the apex body for agriculture credit.

- B) Match the following: [5]

A	B
a) NABARD	i) Agriculture
b) Green Revolution related to	ii) National Bank for Agriculture and Rural Develop
c) Agricultural Entrepreneurship	iii) Self Help Groups
d) SHDs	iv) E- Nam
e) _ is the big electronic Market platform about Agricultural products.	v) Agri - preneurship

- Q2) Short answers Questions (any3 out of 4) [15]

- Regulated market
- Cropping Pattern Shifts
- Role of Commercial banks for Agriculture credit
- Trends in Agricultural production

- Q3) Long answer questions (any2 out of 3) [20]

- Discuss the problems and prospects of Indian agriculture.
- Explain the Challenges, Opportunities and Strategies in agricultural credit.
- Discuss the importance and role of agriculture in India Economy.



Total No. of Questions : 4]

SEAT No. :

**P1859**

[Total No. of Pages : 2

[6033]-310

**S.Y.B.B.A.**

**MARKETING MANAGEMENT**

**Retail Management**

**(2019 Pattern) (CBCS) (Semester - III) (A 306 MM)**

*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) \_\_\_\_\_ is a place where a retail organisation decides to start its business operations.
  - i) Store layout
  - ii) Store location
  - iii) Store Image
  - iv) Store Design
- b) \_\_\_\_\_ consists of all those activities involved in selling directly to ultimate consumers.
  - i) Wholesaling
  - ii) Marketing
  - iii) Retailing
  - iv) Merchandising
- c) All are the forms of non-store retailing except.
  - i) Electronic retailing
  - ii) Vending machines
  - iii) Mail order retailing
  - iv) Membership club.
- d) All are the advantages of private label brand except
  - i) Increase margins
  - ii) Minimum orders
  - iii) Brand Builder
  - iv) Customer loyalty
- e) UPS in retail brand management stands for
  - i) Unique selling proposition
  - ii) United States Proposition
  - iii) Unique states proposition
  - iv) Unique selling plans

**P.T.O.**

B) Fill in the blanks (any 5): [5]

- a) The combination of superstore and discount store can be seen as a \_\_\_\_\_.
- b) Any business enterprise whose main sales volume is driven from the retailing activities is considered as a \_\_\_\_\_.
- c) An identification mark or symbol used to represent the retail store to the general public is called \_\_\_\_\_.
- d) The overall process of purchasing, presenting and selling these goods and commodities at retail level is called \_\_\_\_\_.
- e) \_\_\_\_\_ is the application of marketing techniques to a specific product, product line or brand.
- f) \_\_\_\_\_ Layout utilises store walls for displaying merchandises, which increases the sales of the store.
- g) A \_\_\_\_\_ is a temporary store front space operated by an online merchant.

**Q2)** a) Explain the various Phases involved in Retail life cycle. [10]

OR

- b) Explain the various elements of store design what are the factors effecting store design. [10]

**Q3)** a) Explain the various technological tools used in retail industry. Also highlight the role of IT in retailing [10]

OR

- b) Discuss in detail the steps involved in strategic retail planning process [10]

**Q4)** Write short notes on (any 4) [20]

- a) Store operations.
- b) Store layout
- c) Role of store manager.
- d) Brand management
- e) Structure of retail industry
- f) Omnichannel retailing



Total No. of Questions : 4]

SEAT No. :

**P1860**

[Total No. of Pages : 2

[6033]-311

**S.Y.B.B.A.**

**B 306 : BANKING & FINANCE (FM)  
(2019 Pattern) (CBCS) (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]**

- a) In case of \_\_\_\_\_ card, there is no risk of overspending by the customer.
- i) Debit
  - ii) Credit
  - iii) Sim
  - iv) Luxury
- b) \_\_\_\_\_ banking is also known as Virtual banking.
- i) Wholesale
  - ii) Universal
  - iii) Core
  - iv) Internet
- c) There are \_\_\_\_\_ parties involved in credit card operation.
- i) Two
  - ii) Three
  - iii) Four
  - iv) One
- d) The new technology in banking that paved the way for paperless banking is called as \_\_\_\_\_
- i) SWIFT
  - ii) Computerisation
  - iii) Bar Codes
  - iv) EFT
- e) Which of the following information will not be required in processing of NEFT?
- i) IFSC code
  - ii) Amount
  - iii) Name of the beneficiary
  - iv) Purpose of NEFT

**P.T.O.**

B) Match the Pairs: [5]

- |                |                                      |
|----------------|--------------------------------------|
| a) Telebanking | i) One Time Password                 |
| b) Spoofing    | ii) a pay now product                |
| c) EFT         | iii) a type of cyber security threat |
| d) OTP         | iv) Electronic Fund Transfer         |
| e) Debit card  | v) Voice banking                     |

**Q2)** Long answer questions (attempt any 1 out of 2) [10]

- a) Explain the concept of a Bank? Explain in detail the functions of Banks
- b) What is RBI? Explain in detail the role and functions of RBI

**Q3)** Long answer questions (Attempt any 1 out of 2) [10]

- a) What is SEBI? Explain in detail the powers and functions of SEBI
- b) Explain the need and importance of technology in Banking

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

- a) Structure of Banking system in India
- b) Credit control measures
- c) Insurance Development Authority
- d) Cyber security in E- banking
- e) Tele banking
- f) RTGS



Total No. of Questions : 4]

SEAT No. :

**P1861**

[Total No. of Pages : 2

**[6033]-312**

**S.Y.B.B.A**

**C 306 : LEGAL ASPECTS IN HRM  
(2019 Pattern) (Semester - III)**

*Time : 2½ Hour]*

*[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]**

- a) Who are organisational stakeholders?
  - i) Government
  - ii) Employees
  - iii) Shareholders
  - iv) All of the above
- b) The Workmen's compensation Act was initiated in the year \_\_\_\_\_.
  - i) 1923
  - ii) 1932
  - iii) 1947
  - iv) 1945
- c) In order to be eligible for gratuity \_\_\_\_\_ years of continuous service is mandatory.
  - i) 3
  - ii) 4
  - iii) 5
  - iv) 10
- d) \_\_\_\_\_ is the framework defined by the HR department to manage the hr activities systematically.
  - i) HR Goals
  - ii) HR Objectives
  - iii) HR Policies
  - iv) HR Strategies
- e) What is the purpose of Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013?
  - i) Provide protection against sexual harassment of women at workplace
  - ii) Prevention and redressal of complaints of sexual harassment
  - iii) Both (i) and (ii) above
  - iv) None of the above

**P.T.O.**

**B Match the Pairs [5]**

A	B
a) Performance appraisals	i) Right of employee
b) Wage	ii) Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal)
c) Vishakha committee	iii) payable to worker
d) The payment of Gratuity Act	iv) Reduction in industrial accidents
e) Safe working environment	v) 1972

**Q2) Long answer questions (Attempt any 1 out of 2) [10]**

- a) Explain in detail the various areas of HR policies
- b) Explain in detail the objectives of Wage & Salary Administration.

**Q3) Long answer questions (Attempt any 1 out of 2) [10]**

- a) Define the term continuous service and explain eligibility under payment of gratuity act.
- b) Explain the salient features of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal)

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

- a) Distinguish between wage and salary
- b) Employee rights
- c) Definition of disablement as per The Workmen's Compensation act
- d) Scope and applicability of Payment of Gratuity act
- e) Importance of HR policy
- f) Internal complaints committee.



Total No. of Questions : 3]

SEAT No. :

**P1862**

[Total No. of Pages : 2

[6033]-313

**S.Y.B.B.A.**

**306 D : PRINCIPLES & FUNCTIONS OF SERVICE MANAGEMENT  
(2019 Pattern) (CBCS) (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) Objective type questions**

**[5]**

- a) Which of the following is not a tangible dominant?
  - i) Detergents
  - ii) Automobiles
  - iii) Investment management
  - iv) Soft drinks
- b) \_\_\_\_\_ is not an element of physical evidence.
  - i) Employee dress
  - ii) Employee training
  - iii) Equipment
  - iv) Facility design
- c) Charging customers different prices for essentially the same service is called \_\_\_\_\_.
  - i) Price discrimination
  - ii) Supply and demand
  - iii) Complementary
  - iv) Substitutes
- d) Which of the following is not generally accepted as being part of the extended marketing mix for services?
  - i) Product
  - ii) Price
  - iii) Process
  - iv) Practice
- e) Services are characterised by all of the following characteristics except for \_\_\_\_\_.
  - i) Intangibility
  - ii) Homogeneity
  - iii) Perishability
  - iv) Inseparability.

**P.T.O.**

B) Match the pair: [5]

Group A	Group B
i) Physical evidence	a) Do not meet customer expectation
ii) Service failure	b) Business services
iii) Customer retention	c) Marketing mix
iv) Product	d) Employee dress
v) Banking	e) Marketing efforts towards existing customers

**Q2)** Long answer questions.(Solve any 2 out of 4) [20]

- a) What do you mean by services? Explain its functions & characteristics.
- b) Explain the benefits of creating service value.
- c) Discuss the factors influencing customer Satisfaction.
- d) What is outsourcing? State its importance.

**Q3)** Write short notes on (Solve any 4 out of 6) [20]

- a) Customer delight.
- b) 7 Ps of service marketing.
- c) Banking services in India.
- d) Strategies of managing demand.
- e) Service value chain.
- f) Role of technology in service sector.



Total No. of Questions : 3]

SEAT No. :

**P1863**

[Total No. of Pages : 2

[6033]-314

**S.Y.B.B.A.**

**E-306 : RURAL DEVELOPMENT PRINCIPLES  
AND PRACTICES  
(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]**

- a) Agricultural marketing does not comprise of\_\_\_\_\_.
  - i) Transportation of the product to the market place for sale
  - ii) Grading of the products according to the quality
  - iii) Storage of the Product for sale in future
  - iv) Credit is taken to meet expenditure on agriculture
- b) Non-institutional source of rural credit includes
  - i) Money lenders
  - ii) Commercial banks
  - iii) Regional Rural banks
  - iv) None of these
- c) Emerging Challenges of rural development includes:
  - i) Diversification of production activities
  - ii) Organic farming
  - iii) Both (i) and (ii)
  - iv) None of these
- d) The ministry of rural development Consists of :
  - i) Department of Rural Development
  - ii) Department of Land Recourses
  - iii) Both (i) & (ii)
  - iv) None of these
- e) MSMEs stand for?
  - i) Medium, Small and Micro Enterprises
  - ii) Micro-Small and Middle Enterprises
  - iii) Micro- Small and Medium Enterprises
  - iv) None of the above

**P.T.O.**

- B) True and False. [5]
- a) The objective of Swarnjayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families.
  - b) Rural Development concerned with increased agricultural production for urban and international markets.
  - c) NRRD stands for National Rural Roads Development Agriculture.
  - d) Agriculture and agro-products contributes nearly one third of the GDP and accounts for 64% of the workforce.
  - e) There is growing demand for agricultural inputs like feed and fodder, inorganic fertilizers, bio- fertilizers.
- C) Match the following with correct answer: [5]
- |   |   |
|---|---|
| a) Ayushman Scheme                            | i) Agricultural exports                       |
| b) Unfair Warranties and Guaranties consumers | ii) Problem Faced by Rural                    |
| c) Commodity Board                            | iii) Healthcare initiative                    |
| d) Connectivity                               | iv) Ministry of Commerce                      |
| e) APEDA                                      | v) Problem or Rural marketing in distribution |

**Q2)** Answer any two of the following: [20]

- a) Differentiate Between Rural Market & Urban Market
- b) Do you think the various measures taken by the government to improve agricultural marketing are sufficient? Discuss.
- c) Explain in details the challenges and future of Rural Marketing.

**Q3)** Short Answers (any 3 out of 4) [15]

- a) Rural and Urban Linkages
- b) Role of Non- agricultural in Rural Development
- c) Goals of Rural Development Policy
- d) Rural Poverty and Rural Income



Total No. of Questions : 3]

SEAT No. :

P-1864

[Total No. of Pages : 3

[6033]-401

S.Y. B.B.A.

**401: ENTREPRENEURSHIP & SMALL BUSINESS  
MANAGEMENT**

**(2019 Pattern) (Semester - IV) (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) A) Multiple Choice Questions :**

**[5]**

- a) \_\_\_\_\_ entrepreneurs invent the new ideas, new products, new production.
  - i) Innovative
  - ii) Imitating
  - iii) Fabian
  - iv) Drone
- b) \_\_\_\_\_ involves buying & selling of goods.
  - i) Business
  - ii) Trade
  - iii) Commerce
  - iv) Industry
- c) \_\_\_\_\_ type of thinking is also called as critical, vertical or linear thinking.
  - i) Divergent thinking
  - ii) Convergent thinking
  - iii) Lateral thinking
  - iv) Positive thinking
- d) The head office of KVIB is situated at \_\_\_\_\_.
  - i) Mumbai
  - ii) New Delhi
  - iii) Surat
  - iv) Kolkata

**P.T.O.**

- e) \_\_\_\_\_ is known as Czar of Indian IT Industry.
- |                   |                    |
|-------------------|--------------------|
| i) Narayan Murthy | ii) Dr. Shiv Nadar |
| iii) Azum Premji  | iv) Sabina Chop    |

B) Match the following : [5]

- |                      |                                       |
|----------------------|---------------------------------------|
| a) Six thinking Hats | i) Essence of Entrepreneurship        |
| b) Risk Bearing      | ii) Turnover does not exceed 5 crores |
| c) Micro Enterprises | iii) Divergent thinking tool          |
| d) Salema Chopra     | iv) Mydala.com                        |
| e) Anisha Singh      | v) Yatra.com                          |

C) Answer in one sentence : [5]

- a) What is full form of MSME?
- b) Define Silk Industry.
- c) What is full form of PEST?
- d) What is Entrepreneurship?
- e) Who is the founder of HCL?

D) Fill in the blanks : [5]

- a) \_\_\_\_\_ represents a cluster of similar business.
- b) \_\_\_\_\_ analysis is a very useful Environment Scanning Technique.
- c) \_\_\_\_\_ are individuals who seek to invest at the early stages of start-ups.
- d) \_\_\_\_\_ loan is a short term source of finance.
- e) MSMED Act was enacted in the year \_\_\_\_\_.

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

- a) Define the term 'Entrepreneur' & also explain the qualities of an entrepreneur.

- b) Explain Tools of convergent thinking.
- c) Explain the functions & challenges of MSME's.
- d) Explain the term 'Market Survey' along with the methods of 'Market Survey'.
- e) Discuss the entrepreneurial Biography of Azim Premji.

**Q3)** Solve any 4 out of 6 short notes :

**[4 × 5 = 20]**

- a) Types of unemployment in India.
- b) Symptoms of Industrial sickness.
- c) SWOT Analysis.
- d) Entrepreneurial sketch of Ratan Tata.
- e) KVIB.
- f) RUGMY.



Total No. of Questions : 6 ]

SEAT No. :

**P1865**

[Total No. of Pages : 2

**[6033]-402**

**S.Y.B.B.A.**

**402 GC : PRODUCTION AND OPERATIONS MANAGEMENT**

**(2019 Pattern) (CBCS) (Semester -IV )**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q.No.1 and Q.No.6 are compulsory.*
- 2) *Attempt any three from Q.No. 2 to Q.No.5 .*
- 3) *Figures to the right indicate full marks.*

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

- a) \_\_\_\_\_ involves establishing start and Finish times of all jobs at each work centre.
- b) When the grouping of machines and services is done on the basis of their functions, it is termed as \_\_\_\_\_ layout.
- c) \_\_\_\_\_ Means adding new products in firm's product line.
- d) \_\_\_\_\_ is a systematic activity to convert raw material into finished goods which have higher value.
- e) \_\_\_\_\_ is defined as a set of procedure and machinery that make it possible to perform traditional human activities automatically.

**B) Match the Pairs. [5]**

- | Group A                      | Group B   |
|------------------------------|---|
| a) Total Factor productivity | i) $\frac{\text{Total Tangible output}}{\text{Total Tangible Input}}$           |
| b) Total Productivity        | ii) $\frac{\text{Net output}}{(\text{Labour} + \text{Capital}) \text{ Inputs}}$ |
| c) TQM                       | iii) Study of human abilities   |
| d) Sequencing                | iv) Customer - oriven Quality Management.                                       |
| e) Erogonomics               | v) Determining the order of processing of all jobs at each work place.          |

**P.T.O.**

**Q2)** Define the term production Management. Describe the functions of production Management in detail. [15]

**Q3)** What is product development? Explain stages of product development in detail. [15]

**Q4)** Define the term productivity. What are the techniques to productivity improvement ? [15]

**Q5)** What is automation ? Explain various strategies of automation. [15]

**Q6)** Write short Notes (Any 3 out of 6) [15]

- a) Elements of TQM.
- b) Importance of ergonomics.
- c) Product layout - Advantages and Disadvantages.
- d) Features of Quality circle.
- e) Components of production planning .
- f) Features of a good product design..



Total No. of Questions : 6]

SEAT No. :

P-1866

[Total No. of Pages : 2

[6033]-403

S.Y. B.B.A.

**403 : DECISION MAKING AND RISK MANAGEMENT**  
**(2019 Pattern) (CBCS) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

- 1) *Question No. 1 and 6 are compulsory.*
- 2) *Solve any 3 (three) questions from remaining questions Nos. 2, 3, 4, 5.*

**Q1) A) Fill in the blanks (Attempt any 5 out of 6) :**

**[5]**

- i) Decision making begins with \_\_\_\_\_.  
(Selection of alternatives, Identifying criteria, Identifying problem, Planning)
- ii) \_\_\_\_\_ decisions are made in response to unstructured problem.  
(Programmed, Non-programmed, Strategic, Routine)
- iii) Group think term was first coined by \_\_\_\_\_.  
(Irving Janisin, Maslow, Taylor, None of these)
- iv) IQ stands for \_\_\_\_\_.  
(Intelligent question, Intelligent Quotient, International Quotient, Internal Query)
- v) \_\_\_\_\_ serves as a management tool to communicate vision of top management.  
(Project plan, Strategic plan, Integrated plan, None of these)
- vi) Toxic leadership has several \_\_\_\_\_ effects.  
(Good, Better, Ill, All of these)

**P.T.O.**

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

- |                              |   |
|------------------------------|---|
| i) New ideas                 | a) A vision statement                   |
| ii) Sensitivity analysis     | b) Creative decision making             |
| iii) For word looking        | c) Quantitative Risk Analysis technique |
| iv) Leon Fistingher          | d) Achievement                          |
| v) Common motive of a leader | e) Cognitive Dissonance                 |

**Q2)** What is rational Decision Making model? Explain the steps involved in Rational Decision making model. [15]

**Q3)** What is Emotional Intelligence? Explain different key elements of Emotional Intelligence. [15]

**Q4)** What is meant by motivation? Explain different motivational theories. [15]

**Q5)** Explain how one's own value system influence his choices? [15]

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

- Factors to be considered for team composition.
- State any 3 benefits of project integration management.
- Explain the Mintzberg model.
- Probability & impact Matrix.
- OODA loop model.



Total No. of Questions : 3]

SEAT No. :

**P1867**

[Total No. of Pages : 2

**[6033]-404**

**S.Y.B.B.A.**

**404 : INTERNATIONAL BUSINESS MANAGEMENT**

**(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 indicates full marks.*

**Q1) A) Multiple Choice Questions.**

**[5]**

- a) GATT stands for \_\_\_\_\_.
  - i) General agreement on tariff and trade
  - ii) General assessment of tariff and trade
  - iii) General association of tariff and trade
  - iv) General authentication of tariff and trade
- b) Domestic companies follow \_\_\_\_\_.
  - i) Ethnocentric approach
  - ii) Regio centric approach
  - iii) Geocentric approach
  - iv) None of the above
- c) The \_\_\_\_\_ company produces, markets, invests and operates across the world.
  - i) Domestic
  - ii) International
  - iii) Transnational
  - iv) None of the above
- d) \_\_\_\_\_ is not a force proposed by Michel Porter
  - i) Bargaining power of buyers
  - ii) Bargaining power of sellers
  - iii) Threat of new substitutes
  - iv) Multi-National Collaboration
- e) IMF was found in the year
  - i) 1944
  - ii) 1946
  - iii) 1948
  - iv) 1956

**P.T.O.**

B) Match the pairs. [5]

A	B
David Ricardo theory	Better growth for developing countries
FDI	Comparative advantage
World bank	South Asian Association of Regional cooperation
SAARC	1944
Domestic company	Within national boundaries

C) Answer in one sentence [5]

- Define Spot rate.
- Define balance of trade.
- Mention any two types of exchange rates.
- Name the organisations that together make the world bank.
- What is meant by regional sourcing?

D) Fill in the blanks. [5]

- GATT was replaced by \_\_\_\_\_
- IMF stands for \_\_\_\_\_
- BOP means \_\_\_\_\_
- MNC stands for \_\_\_\_\_
- International business is business between \_\_\_\_\_ or more countries

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

- Define international business. Explain need and significance of international business.
- Explain in detail stages of internationalization.
- Define foreign direct investment and explain the challenges associated with foreign direct investment.
- Explain the establishment objectives and functions of WTO.
- Explain the Heksher Ohlins theory of international trade along with assumptions and criticism.

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

- Challenges of globalization
- Fixed rate and flexible rate
- Importance of cultural environment in international business
- IMF
- Franchising
- NAFTA



Total No. of Questions : 4]

SEAT No. :

**P1868**

[Total No. of Pages : 2

**[6033]-405**

**S.Y.B.B.A.**

**405A-MM : ADVERTISING AND PROMOTION  
MANAGEMENT  
(2019 CBCS 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) Which among the following is not the positive social effect of advertising?
  - i) Rights of Consumers
  - ii) Health and Hygiene Awareness
  - iii) Stereotypes
  - iv) Informed Society
- b) Which is not the type of advertising agency?
  - i) Full - Service Agencies
  - ii) Healthcare Communications Agencies
  - iii) Medical education Agencies
  - iv) Global Cloth Agency
- c) According to \_\_\_\_\_ "Media - planning is the series of decisions involved in delivering the promotional message in the most effective manner to the largest number of potential customers at lowest cost."
  - i) Sandage and Fryburger
  - ii) George E. Belch
  - iii) Peter Drucke
  - iv) Greenberg Baron
- d) Which one is the type of print media?
  - i) Television
  - ii) Radio
  - iii) Sales Letters
  - iv) Newspaper
- e) Promotion is an \_\_\_\_\_ part of the marketing mix.
  - i) Integral
  - ii) Outer
  - iii) Imaginary
  - iv) Artificial

**P.T.O.**

- B) Match the Pair. [5]
- |                       |                                 |
|-----------------------|---------------------------------|
| a) Rational appeal    | i) Incremental concept approach |
| b) Promotional budget | ii) Message content             |
| c) Online advertising | iii) Exploitation of goodwill   |
| d) Media platform     | iv) Format                      |
| e) Advertising Ethics | v) LinkedIn                     |

**Q2) Long Answer (Solve any One) [10]**

- a) What is advertising agency? Explain the types of advertising agency & structure of advertising agency.

OR

- b) State the format of layout. Also discuss the components of advertising layout.

**Q3) Long Answer (Solve any One)**

- a) Discuss strategic sales promotion. Also explain the evaluation of sales promotion strategy [10]

OR

- b) State the pre requisites of Online advertising. Also discuss the types of Online advertising.

**Q4) Short Note (any Four) [20]**

- a) Strategic advertising decision.
- b) Functions of advertising agency
- c) Cross promotion
- d) Push and pull Strategy
- e) Copy creation
- f) Social media advertising



Total No. of Questions : 4 ]

SEAT No. :

**P1869**

[Total No. of Pages : 3

**[6033]-406**

**S.Y.B.B.A.**

**405(B) : BUSINESS TAXATION**

**(2019 Pattern) (Semester -IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Use of calculator is allowed.*
- 3) Figures to the right indicate full marks.*

**Q1) A) From the following choose the correct option.(Any 5) [5]**

- a) Income tax is a \_\_\_\_\_
  - i) Professional tax
  - ii) Direct tax
  - iii) Indirect tax
  - iv) Service tax
- b) HRA is \_\_\_\_\_
  - i) Fully Taxable
  - ii) Partly Taxable
  - iii) Fully Exempted
  - iv) None of these
- c) Children hostel allowance is exempt up to per month per child for two children.
  - i) Rs.100
  - ii) Rs. 150
  - iii) Rs. 200
  - iv) Rs. 300
- d) Interest on RPF balance is exempted up to \_\_\_\_\_
  - i) 9.75%
  - ii) 9.5%
  - iii) 10%
  - iv) 12%
- e) Dividend from an Indian Company is \_\_\_\_\_
  - i) Fully Taxable
  - ii) Partly Taxable
  - iii) Fully Exempted
  - iv) None of these
- f) Income from horse race falls under the head \_\_\_\_\_
  - i) Salary
  - ii) Other sources
  - iii) Profession
  - iv) House Property
- g) PAN stand for:
  - i) Private Bank Number
  - ii) Permanent Account Number
  - iii) Personal Account Number
  - iv) Passive Account Number

**P.T.O.**

- B) Write Short Notes (Any 2) [10]
- a) Person
  - b) Assessment Year and Previous Year
  - c) Types of Capital Gains
  - d) Residential Status of an Individual

**Q2) What is Income Tax? Explain the Taxation structure in India [10]**  
OR

Explain the deductions u/s 80

**Q3) Mr. Sumit has the following income during the previous year 2022- 23: [15]**

Basic salary : Rs.1,20,000.

Dearness allowance (forming part of salary)- Rs.24,000

Medical allowance Rs.6,000

Educational allowance (for three children)- Rs 6,000

Rent free house in Delhi for which the employer company paid Rs. 5,000 p.m. as rent.

The house was furnished with rented furniture. The rent of the furniture is Rs.300 p.m.

The company provided two servants and one watchman. The company paid Rs.300 to each of them per month.

Mr. Sumit paid his professional tax of Rs 2,500.

Compute his taxable income for the assessment year 2023-24.

OR

Mr. Pratik is a manager of a textile company at Jaipur since 1986. He submits the following particulars of his income for the financial year 2022- 23:

- a) Basic salary Rs.2,40,000 p.a.
- b) Dearness allowance Rs.5000 p.m.(Rs.200 p.m. enters into retirement benefit)
- c) Education allowance for two children @Rs.150 p.m. per child
- d) Commission on sales @ 1% of turnover of Rs.1000000
- e) He resides in the flat of the company at Jaipur (26 Lacs population)
- f) A cook and a watchman have been provided by the company at the bungalow who are paid @ Rs. 400 each p.m.
- g) He has been provided with a motor car of 1.8 Ltrs. Engine capacity for his official and personal use. All expenses are borne by employer of the car.
- h) Employer's contribution to RPF is Rs.40000 and interest credited to RPF@ 13% amounted to Rs.16,250.

- i) His own contribution to RPF Rs.40000 p.m.  
 j) Rent of house recovered from his salary Rs.1500 p.m.  
 Compute the income from salary for the assessment year 2023- 24.

**Q4)** Compute the Income from House property of Mr.Kale for the A.Y.2023-24.[10]

Particulars	House I (Rs.)	House II (Rs.)
Municipal Value	180000	336000
Fair Rent	214000	350000
Standard Rent	186000	345000
Annual Rent	198000	360000
Unrealised Rent	6000	150000
Municipal Tax Paid	18000	33600
Interest on Capital	40000	156000
Nature of House Property	Let out	Let out

OR

Sudesh has a property whose municipal valuation is Rs.1,30,000 p.a. The fair rent is Rs.1,10,000 p.a. and the standard rent fixed by the Rent Control Act is Rs.1,20,000 p.a. The property was let out for a rent of Rs.11,000 p.m. throughout the previous year. Unrealised rent is Rs.11,000 and all conditions prescribed by Rule 4 are satisfied. He paid municipal taxes @ 10% of municipal valuation. Interest on borrowed capital is Rs. 40,000 for the year. Compute the income from house property of Sudesh for A.Y.2023-24.



Total No. of Questions : 3]

SEAT No. :

P-1870

[Total No. of Pages : 3

[6033]-407

S.Y. B.B.A.

**405 C : HUMAN RESOURCE MANAGEMENT FUNCTIONS & PRACTICES**

**(2019 Pattern) (CBCS) (Semester - IV) (HRM - Specialisation)**

*Time : 2 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 with appropriate alternative given : [5]**

- i) Dry promotion means \_\_\_\_\_.
  - a) When responsibilities are increased but not status.
  - b) Both, responsibilities and salary are increased.
  - c) Responsibilities and status increased but not benefits.
  - d) Promotion is granted but becomes effective from next year.
- ii) In \_\_\_\_\_ training method the employees are given opportunity to perform the functions of other department in the organization.
  - a) Mentorship
  - b) Computer based training
  - c) Vestibule training
  - d) Job Rotation
- iii) \_\_\_\_\_ is a systematic approach to providing monetary value to employees.
  - a) Salary
  - b) Allowances
  - c) Compensation
  - d) Rewards

**P.T.O.**

- iv) \_\_\_\_\_ is the objective of WPM.
- Increase workers Accountability
  - Self-Control
  - Participation Cost
  - Gain Sharing
- 5) The ability to influence & control anything that is of value of others is known as \_\_\_\_\_
- Power
  - Organisation Development
  - Politics.
  - Ethics

**B) Match the Pair.**

**[5]**

	SET A		SET B
i	Vertical Promotion	a	Termination of service due to surplus labour.
ii	Horizontal Promotion	b	Employees are promoted on the basis of skills, knowledge, ability & efficiency
iii	Retrenchment	c)	More responsibility & increased salary & no change in classification of job of employee
iv	Merit based Promotion	d	Change in rank, responsibility, salary & classification of job of employee
v	Voluntary Retirement Scheme	e	Golden Handshake

**Q2) Answer the following (any 3)**

**[30]**

- a) What is Performance Appraisal? Explain different approaches to performance appraisal.
- b) What is human resource Accounting? Explain its importance.
- c) What is meant by Workers participation in Management? Explain Workers participation in Management practices in India.
- d) What is meant by Organisational Development? Explain the objectives of Organisational Development.
- e) Define the term Fringe Benefit. Describe the types of Fringe Benefits.

**Q3) Short notes (Attempt any 2):**

**[10]**

- a) Separation and its types
- b) Forms of WPM
- c) Ethics in OD
- d) E-Training

**x x x**

Total No. of Questions : 5]

SEAT No. :

P-1871

[Total No. of Pages : 2

[6033]-408

S.Y. B.B.A. (Semester - IV)

**405D-SM : BANKING AND INSURANCE  
MANAGEMENT  
(2019 Pattern) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Select the correct option :

**[5]**

- i) Value added services means \_\_\_\_\_
  - a) Additional Services
  - b) Better value at a premium
  - c) Costlier services
  - d) Better value at a discount
- ii) Marketing in banks is a necessity today, due to \_\_\_\_\_
  - a) Liberalization
  - b) Nationalization
  - c) Fashion
  - d) Urbanization
- iii) The target group for Home-loan is \_\_\_\_\_
  - a) Housing societies
  - b) Co-operative societies
  - c) Individuals not owning any house
  - d) Farmers' societies
- iv) Banking Ombudsman is appointed by \_\_\_\_\_
  - a) Central Finance Minister
  - b) Reserve Bank of India
  - c) SEBI
  - d) IDBI
- v) Demat account is a requirement stipulated by \_\_\_\_\_ for individual Indian Citizens.
  - a) RBI
  - b) IDBI
  - c) SEBI
  - d) SBI

**P.T.O.**

**Q2) Match the pairs :** **[5]**

- |                     |                           |
|---------------------|---------------------------|
| a) OTP              | i) SBI                    |
| b) Mobile Marketing | ii) 1935                  |
| c) RBI              | iii) Citigroup            |
| d) Merchant Bank    | iv) Push and Pull Message |
| e) Savings Account  | v) Push Message           |

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

- a) Explain the role and importance of Customer Relationship Management in banking sector.
- b) What are the emerging trends in Insurance services? Explain any 2 trends in detail.

**Q4) Solve any one Question :** **[10]**

- a) Explain the concept of Mutual Funds.
- b) Explain the need and importance of Insurance services.

**Q5) Short notes (Attempt any four) :** **[20]**

- a) Online KYC
- b) Credit Cards
- c) Cell Phone Insurance
- d) SMS Banking
- e) Call Centers
- f) Automated Teller Machines



Total No. of Questions : 4]

SEAT No. :

P-1872

[Total No. of Pages : 2

[6033]-409

S.Y. B.B.A.

**405E : RURAL MARKETING (Concept & Practices)**  
**(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 × 1 = 5]**

- i) Rural marketing focuses on which type of market?
  - a) Urban market
  - b) International market
  - c) Suburban market
  - d) Rural market
- ii) Which of the following factors affects rural marketing?
  - a) Political factors
  - b) Technological factors
  - c) Cultural factors
  - d) Industrial factors
- iii) The 4 P's in rural marketing refer to :
  - a) Product, price, place, promotion
  - b) Product, profit, place, promotion
  - c) Profit, price, people, promotion
  - d) Product, profit, people, place
- iv) Which of the following is a challenge in rural marketing?
  - a) High literacy rate
  - b) Well-developed infrastructure
  - c) Homogeneous consumer behavior
  - d) Lack of awareness due to illiteracy
- v) Haats and vans are examples of :
  - a) Agricultural marketing
  - b) Distribution models
  - c) Social media platforms
  - d) Rural infrastructure

**P.T.O.**

**B) Match the pairs :**

**[5]**

Column A	Column B
i) Connectivity	A) Lack of awareness
ii) Adulteration	B) Product, price, place, promotion
iii) 4 P's	C) Distribution models
iv) Consumer purchase decision	D) Transportation network
v) Haats and vans	E) Consumer behaviour

**Q2) Long Answer Questions (Solve any 1 out of 2) :**

**[10]**

- a) Explain the concept, scope, and nature of rural marketing in India. Discuss the factors affecting rural marketing.
- b) Describe the characteristics of rural consumer behaviour. Discuss the problems faced by rural consumers and their impact on rural marketing.

**Q3) Long Answer Questions (Solve any 1 out of 2) :**

**[10]**

- a) Discuss the role of cooperative and self-help groups in rural marketing.
- b) Discuss the role of the Agricultural and Processed Food Products Export Development Authority (APEDA) in promoting agricultural exports.

**Q4) Short Notes (Solve any 4 out of 6) :**

**[20]**

- a) Importance of e-marketing on rural consumers.
- b) Role of social media in rural marketing.
- c) Role of microfinance and credit services in rural marketing
- d) Recent trends in rural marketing: E-commerce
- e) Role of the National Rural Employment Guarantee Act (NREGA) in rural India.
- f) Role of skill development initiatives in rural marketing.



Total No. of Questions : 3]

SEAT No. :

[Total No. of Pages : 2

**P1873**

**[6033]-410**

**S.Y.B.B.A.**

**DIGITAL MARKETING**

**406-A- MM : Specialization (Marketing)**

**(2019 CBCS 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) What does SERP stands for?
  - i) Search Entry Rating Procedure
  - ii) Search Engine Resource Process
  - iii) Search Engine Result Page
  - iv) None of the above
- b) Each web site is identified by a unique address called a
  - i) WWW
  - ii) URL
  - iii) URW
  - iv) ULR
- c) SMS stands for
  - i) Social Media Service
  - ii) Short Media Service
  - iii) Short Message service
  - iv) Social Message service
- d) This type of marketing involves any marketing activity conducting online
  - i) Traditional marketing
  - ii) Web Marketing
  - iii) Cause marketing
  - iv) Transactional marketing
- e) While designing website\_\_\_\_\_ is used to obtain feedback from people.
  - i) Form
  - ii) Frame
  - iii) Hyperlink
  - iv) Table

**P.T.O.**

B) Match the following: [5]

- |                      |                                |
|----------------------|--------------------------------|
| a) WWW               | i) Online advertising platform |
| b) Facebook          | ii) Digital Marketing tool     |
| c) Google Adwords    | iii) World Wide Web            |
| d) PPC               | iv) Social Media Marketing     |
| e) Video Advertising | v) Pay Per Click               |

**Q2) Long answer (any 2)** [2×10=20]

- a) State and explain the tools of Digital Marketing.
- b) What is Content Marketing? Explain the types of Content Marketing.
- c) What are the Advantages and Disadvantages of Social Media Marketing?
- d) How to convert Traffic into Leads?

**Q3) Short Answer (any 4)** [4×5=20]

- a) Write a short note on Search Engine Optimization.
- b) What is Conversion Rate?
- c) What do you mean by is Web Analytics?
- d) Write a note on Domain Name.
- e) Explain Google AdWords.
- f) Explain the advantages of YouTube Marketing.



Total No. of Questions : 4]

SEAT No. :

**P1874**

[Total No. of Pages : 2

[6033]-411

**S.Y.B.B.A.**

**B 406 : FINANCIAL SERVICES  
(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) \_\_\_\_\_ frames rules and regulations for securities markets.
  - i) IRDA
  - ii) TRAI
  - iii) SEBI
- b) T. Bill refers to \_\_\_\_\_.
  - i) Certificate of Deposit.
  - ii) Commercial Papers.
  - iii) Treasury Bills.
- c) \_\_\_\_\_ is India's largest stock Exchange.
  - i) National Stock Exchange.
  - ii) Bombay Stock Exchange.
  - iii) Pune Stock Exchange.
- d) Speciality Funds investing in specific sectors/industry are called as \_\_\_\_\_.
  - i) Sector Funds.
  - ii) Foreign Security Fund.
  - iii) Equity Index Fund.
- e) \_\_\_\_\_ is not a Regulatory Agency for a Mutual Fund.
  - i) Ministry of Finance
  - ii) Stock Exchanges
  - iii) IRDA

**P.T.O.**

B Match the following: [5]

Group-A	Group-B
i) Sponsor of a mutual fund	a) Discounting
ii) Factor	b) Diversified investment
iii) Exchange Traded Funds	c) Stock Exchange
iv) Money Market	d) Promoter
v) Secondary market	e) Wholesale Debt market

Q2) Attempt any one from the following: [10]

- a) What is a Financial Market? Briefly explain different types of financial intermediaries in the financial system.

OR

- b) Explain the steps involved in issue and management of an IPO.

Q3) Attempt any one from the following: [10]

- a) What is a Mutual Fund? Explain different types of Mutual Funds.

OR

- b) Differentiate between Money Market and Capital Market.

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

- a) Merchant Banker
- b) Underwriter
- c) Bombay Stock Exchange
- d) Advantages of Mutual Funds
- e) Factoring
- f) Venture Capital



Total No. of Questions : 4]

SEAT No. :

P-3410

[Total No. of Pages : 2

[6033]-412

S.Y. B.B.A.

**406 C : EMPLOYEE RECRUITMENT AND RECORD  
MANAGEMENT  
(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *Answer all questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) Multiple Choice Questions :**

**[5]**

- i) Manpower Planning is also known as \_\_\_\_\_
  - a) Strategic Planning
  - b) Human Resource Planning
  - c) Long-range Planning
  - d) Manpower Forecasting
- ii) Selection is known as a process of \_\_\_\_\_
  - a) Positive attitude
  - b) Rejection
  - c) Development
  - d) None of the above
- iii) \_\_\_\_\_ technique of manpower forecasting is also known as 'word-load' analysis".
  - a) Ratio Trend Analysis
  - b) Regression Analysis
  - c) Delphi
  - d) Work study method
- iv) \_\_\_\_\_ refers to the data which is not considered as evidence
  - a) Record
  - b) Document
  - c) Information
  - d) All of the above
- v) The process of developing the applicant's pool for job openings in an organisation is called \_\_\_\_\_
  - a) Hiring
  - b) Recruitment
  - c) Selection
  - d) Retention

**P.T.O.**

**Q2) Match the following :**

**[5]**

- | Group A                              | Group B                                      |
|--------------------------------------|--|
| i) Manpower Planning                 | a) Bottom up approach                        |
| ii) Plant Level Manpower Planning    | b) Factor influencing Estimation of Manpower |
| iii) Managerial Judgment Technique   | c) Providing Right Employees at Right Job    |
| iv) Organizational Type and Strategy | d) Barrier to Manpower planning              |
| v) Lack of Balanced Approach         | e) Operating Committee                       |

**Q3) Answer the following (Write any two) :**

**[20]**

- a) Write down meaning of manpower planning. Explain any four techniques of Manpower forecasting.
- b) Explain at least 5 types of employee Records in detail.
- c) What is HR analytics, Explain HR analytics Process Analytics

**Q4) Short Notes (any four) :**

**[20]**

- a) Manpower planning
- b) Talent Acquisition
- c) E-recruitment
- d) Objectives of Record management
- e) Barriers to manpower planning



Total No. of Questions : 4]

SEAT No. :

**P1875**

**[6033]-413**

[Total No. of Pages : 2

**S.Y.B.B.A**

**406D : SOCIAL SERVICES AND NGO MANAGEMENT  
(2019 Pattern) (Semester - IV) (Credit System)**

*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) Who among the following said “Man is a social animal”
  - i) August Comte
  - ii) Durkheim
  - iii) Spencer
  - iv) Cooley
- b) Social Policy issues does not deals with the issues such as?
  - i) Poverty
  - ii) Disability
  - iii) Poor housing
  - iv) Healthy life
- c) Which legal body has the power to enforce the fundamental rights in India?
  - i) Parliament of India
  - ii) Supreme court of India
  - iii) Human Right Commission
  - iv) Ministry of Home affairs
- d) The success of group work does NOT depend on ?
  - i) Achievement of goals
  - ii) Understanding and agreement on major problems
  - iii) Handling of behavioral problems
  - iv) Ignoring individual problems
- e) The social order is maintained largely by
  - i) State
  - ii) Socialization
  - iii) Law
  - iv) Division of Labour

**P.T.O.**

B) Match the Pair [5]

Group-A

Group-B

- |                  |  |
|------------------|--|
| i) CSR           | a) Forcefully movement of people from home country |
| ii) NGO          | b) Voluntary movement of people                    |
| iii) Migrants    | c) Help age group                                  |
| iv) Refugees     | d) Who leaves in a slum                            |
| v) Slum dwellers | e) Donation by P & G                               |

**Q2)** Long answer questions (Attempt 1 out of 2) [10]

- a) Explain the Concept of Volunteerism, Charity, Welfare and Development?
- b) Differentiate between NGO & Trust?

**Q3)** Long answer questions (Attempt 1 out of 2) [10]

- a) Explain the concept of Social work. Write down the objective & Functions of Social work?
- b) What are the different ethics followed in social services?

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

- a) CSR management
- b) Functions of NGO's?
- c) Principles of Group work
- d) Methods of Community Organization
- e) Challenges in NGO Management
- f) Qualities of EQ



Total No. of Questions : 3]

SEAT No. :

**P1876**

[Total No. of Pages : 2

[6033]-414

**S.Y.B.B.A**

**DSE-E406 ABM : BANKING OPERATIONS & FINANCE**  
**(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) Fill in the blanks (Attempt any 4 out of 5) [4]**

- a) The major traditional source of agricultural finance is \_\_\_\_\_  
(Commercial banks, Regional Rural banks, self help groups, money lenders)
- b) The \_\_\_\_\_ is the major source of finance of agricultural credit societies in India.  
(IDBI, SEBI, NABARD, IRDA)
- c) The \_\_\_\_\_ are the types of banking operations.  
(Investment banking, corporate banking, client service, all)
- d) In weighted average cost of capital, capital components are finds that are usually offered by \_\_\_\_\_  
(Stock market, Investors, capitalist, exchange index)
- e) The PM fasal Bima yojana was launched as On \_\_\_\_\_  
(2016, 2018, 2019, 2020)

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

- |                        |                                |
|------------------------|--------------------------------|
| a) Time value of money | i) Net present value (NPV)     |
| b) Capital budgeting   | ii) Agricultural finance       |
| c) NABARD              | iii) PM Fasal Bima Yojana      |
| d) Crop insurance      | iv) Core principle of finance. |

**P.T.O.**

- C) True or False (Attempt any 4 out of 5) [4]
- a) Zamindars are the informal source of finance
    - i) True
    - ii) False
  - b) Financial Risk management is NOT the part of banking operations
    - i) True
    - ii) False
  - c) The time value of money is also referred to as the present discounted value
    - i) True
    - ii) False
  - d) Ninjacart is agri startup in India
    - i) True
    - ii) False
  - e) Primary agricultural credit, societies are worked at village level.
    - i) True
    - ii) False

- Q2) Short Answer questions (any 2 out of 4) [14]**
- a) Define banking operations. Explain importance of agricultural finance.
  - b) Time value of money-explain.
  - c) Describe the types of finance for agri-business.
  - d) Explain the need of agricultural finance.

- Q3) Long Answer questions (Any 2 out of 4) [24]**
- a) Explain in detail the scope of banking operations and finance in India for modern agricultural business.
  - b) Write a detail note on commercial banks and primary agricultural societies.
  - c) Explain the importance of NABARD in agricultural finance.
  - d) Comment on Agri-fintech startups and their importance.



Total No. of Questions : 3]

SEAT No. :

P-1877

[Total No. of Pages : 3

[6033]-501

T.Y. B.B.A. (Semester - V)

**501 : RESEARCH METHODOLOGY  
(2019 Pattern) (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) A) Fill in the blanks (Attempt any 5 out of 6) : [5]**

- i) \_\_\_\_\_ is either a written or printed, either in physical form or electronic form and contains spaces for answers.
  - a) Questionnaire
  - b) Interviews
  - c) Schedules
  - d) Observation
- ii) Research process begins with \_\_\_\_\_.
  - a) Identification of research problem
  - b) Research design
  - c) Collection of data
  - d) Report writing
- iii) A Blue print of Research work is known as \_\_\_\_\_.
  - a) Sampling design
  - b) Research design
  - c) Research hypotheses
  - d) Research approach

**P.T.O.**

- iv) After the data has been processed and analyzed, the research process requires \_\_\_\_\_.  
 a) Interpretation of data  
 b) Presentation of data  
 c) Reporting of data  
 d) Testing of data
- v) The data which are collected from the place of origin is known as \_\_\_\_\_  
 a) Primary data  
 b) Secondary data  
 c) Primary & Secondary  
 d) None of these
- vi) After every ten years, information regarding population of India is collected through \_\_\_\_\_  
 a) Census  
 b) Sample  
 c) Both (a) and (b)  
 d) Neither of the above

B) Answer in one Sentence (Attempt any 5 out of 6)

[5]

- i) What is Hypothesis?  
 ii) What is Research Design?  
 iii) What is ANOVA?  
 iv) What is Research Problem?  
 v) What is Abstract?  
 vi) What is Non Probability Sampling?

C) Match the Pairs :

[5]

Column 1	Column 2
i) Historical Research	a) Primary data
ii) Open Questionnaire	b) Conversation of data into usable and desired form
iii) Likert Scale	c) Respondents are asked to express their response on a five point scale
iv) Data Processing	d) Respondent is free to response in his own words
v) Observation Method	e) Past Data

D) Fill in the Blanks (Attempt any 5 out of 6) [5]

- i) \_\_\_\_\_ is the final stage in the Research Process.
- ii) \_\_\_\_\_ in the Research means drawing inference from facts.
- iii) Data collected from The Newspaper is an example of \_\_\_\_\_ Data.
- iv) Sending Questionnaire to a respondent with a request to complete and return by post is called \_\_\_\_\_.
- v) \_\_\_\_\_ represents a series of questions for the purpose of gathering specific information from respondents.
- vi) \_\_\_\_\_ sampling method works like chain referral.

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

- a) Discuss the research process and criteria of good research in detail.
- b) State the concept of secondary data. Discuss the advantages and disadvantages of the same.
- c) What is meant by sampling? State the various steps in sampling process.
- d) What is meant by tabulation? Explain the Objectives of tabulation.
- e) Explain the need & techniques of Data Interpretation.

**Q3)** Write Short answer (Attempt any 4 out of 5) : [20]

- a) Challenges before Researchers in India
- b) Need of Research Design
- c) Sources of Primary Data
- d) Scaling & Measurement
- e) Layout of the Research Report



Total No. of Questions : 3]

SEAT No. :

P-1878

[Total No. of Pages : 3

[6033]-502

T.Y. B.B.A.

**502 : DATABASE ADMINISTRATION AND DATA  
MINING**

**(2019 Pattern) (Semester - V)**

*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)** Solve any 5 out of 6. Select the correct option.

**[5]**

- i) Data Analysis is a process of \_\_\_\_\_.
  - a) Cleaning the data
  - b) Inspecting the data
  - c) Transforming the data
  - d) All of the above
- ii) The “all or none” property is commonly referred to as \_\_\_\_\_.
  - a) Isolation
  - b) Atomicity
  - c) Durability
  - d) None of the above
- iii) A data warehouse is \_\_\_\_\_.
  - a) Updated by end users
  - b) Organized around important subject area
  - c) Collection of various naming conventions and formats
  - d) Collection of only current data

**P.T.O.**

- iv) \_\_\_\_\_ type of cloud service provides hardware as well as software to build application.
- a) IaaS
  - b) PaaS
  - c) SaaS
  - d) All of the above
- v) \_\_\_\_\_ design is both software and hardware independent.
- a) Conceptual
  - b) Physical
  - c) Logical
  - d) None of the above
- vi) \_\_\_\_\_ task of data mining identifies the relationships between objects.
- a) Classification
  - b) Association
  - c) Clustering
  - d) Prediction

B) Match the following : [4]

- |                       |  |
|-----------------------|--|
| i) Data Availability  | a) Protective digital privacy measures                       |
| ii) Data Integrity    | b) Data acquisition by the system                            |
| iii) Data Security    | c) Sharing of a database by current and future applications. |
| iv) Data Independence | d) Correctness of data in the database                       |

C) State True or False : [5]

- i) Data warehousing system focuses on Data In.
- ii) View level is the highest level of data abstraction in database.
- iii) Prescriptive analytics helps to answer the questions 'what will happen in the future'.
- iv) Dependent Data marts are sourced directly from enterprise data warehouse.
- v) End users are not aware about the presence of database system.

**Q2)** Write Short Answers (Attempt any 3 out of 4) : [24]

- a) What is data abstraction? Explain three levels of abstraction in detail.
- b) What is transaction in database management system? Explain states of transaction.
- c) What is cloud computing? Explain types of cloud services.
- d) Write applications of Data warehousing?

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

- a) List advantages and disadvantages of Data Mining.
- b) Explain three tier architecture of Data Warehouse.
- c) What is DBA? Explain responsibilities of DBA.
- d) Describe types of DBMS.



Total No. of Questions : 3]

SEAT No. :

P-1879

[Total No. of Pages : 3

**[6033]-503**  
**T.Y. B.B.A.**  
**503 : BUSINESS ETHICS**  
**(2019 Pattern) (CBCS) (Semester - V)**

*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) Multiple choice question.**

**[5]**

- i) Who are organizational stakeholders?
  - a) Government
  - b) Employees
  - c) Shareholders
  - d) All of the above
- ii) A \_\_\_\_\_ is a formal statement of an organization primary values and the ethical rules it expects its employees to follow
  - a) Mission statement
  - b) Statement of purpose
  - c) Code of ethic
  - d) Vision statement
- iii) \_\_\_\_\_ are those individuals who raise ethical concerns or issues to others in inside or outside the organisation.
  - a) Entrepreneur
  - b) Whistle Blower
  - c) Complainer
  - d) None of the above

**P.T.O.**

- iv) Study of ethical issues arising out of electronic technologies is known as
- HRM Ethics
  - Marketing Ethics
  - Information technology (IT) Ethics
  - All of the Above
- v) Which of following effectively act as the primary objective Business Organization?
- To communicate with Shareholders
  - To make a Profit
  - To mediate between organization and Environment
  - All of the Above

B) Match the following : [5]

Column A	Column B
i) CSR	a) Negotiations power to employees
ii) Acid Rain	b) Using profit for societal activities
iii) Collective Bargaining	c) Sustainable development
iv) Marketing Ethics	d) Misleading advertisement
v) Ecofriendly Packaging	e) Water pollution

C) Answer in one Sentence : [5]

- Define workplace safety.
- Give 2 objectives of business ethics.
- What is the meaning of the term fraud?
- What is meant by consumerism?
- Mention any two types of pollution.

D) Fill in the Blanks. [5]

- i) Ethics is derived from the word \_\_\_\_\_.
- ii) Whistle Blower Protection Act was initiated in the year \_\_\_\_\_.
- iii) CSR stands for \_\_\_\_\_.
- iv) \_\_\_\_\_ Pollution reflects visible and invisible impurities in the air.
- v) International Business is a business between \_\_\_\_\_ or more countries.

**Q2) Long Answer (Any 3) :** [30]

- a) Explain in detail the importance of Business Ethics.
- b) Explain in detail the measures to avoid industrial accidents.
- c) Explain the role of Media Ethics.
- d) Define CSR. Explain in detail the types of Responsibility of CSR.
- e) Explain the obstacles and the impact of sustainable development.

**Q3) Write a Short Note (Any 4) :** [20]

- a) Ethical Decision Making
- b) Training Ethics
- c) Employee rights
- d) Ethical Practices in media Industry
- e) Consumerism
- f) Protection of Consumer Privacy Online



Total No. of Questions : 3]

SEAT No. :

P-1880

[Total No. of Pages : 3

[6033]-504

T.Y.B.B.A.

**(504): Management of Corporate Social Responsibility  
(2019 Pattern) (Semester - V)**

*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 questions:**

**[5]**

**A) Multiple Choice Questions:**

- i) CSR stands for\_\_\_\_\_
  - a) Corporate Social Responsibilities
  - b) Corporate Search and Rescue
  - c) Corporate Sensitive Reliability
  - d) Corporate Social Reality
- ii) \_\_\_\_\_have an interest in a company and can either affect be affected by firms actions.
  - a) Inventors
  - b) Shareholders
  - c) Stakeholders
  - d) Employees
- iii) An independent director bridges the gap between the\_\_\_\_\_and\_\_\_\_\_.
  - a) Management and shareholders
  - b) Management and stakeholders
  - c) Management and Government
  - d) Management and creditors
- iv) CSR is an integral part of\_\_\_\_\_.
  - a) Political strategy
  - b) Environmental strategy
  - c) Psychological strategy
  - d) Corporate strategy
- v) Director Identification Number (DIN) is allotted by\_\_\_\_\_.
  - a) State Government
  - b) Local Government
  - c) Central Government
  - d) Local self Government

**P.T.O.**

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

- |                        |                     |
|------------------------|---------------------|
| a) Trusteeship model   | i) R.Edward Freeman |
| b) Liberal model       | ii) Mixed Economy   |
| c) Stake holders model | iii) Milton Fridman |
| d) Ethical model       | iv) Mahatma Gandhi  |
| e) Statist model       | v) Tata Family      |

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

- a) Define NPO.
- b) What is CSR?
- c) What do you mean by stakeholders?
- d) What is CSR policy?
- e) What do you mean by charity?

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

- a) The concept of \_\_\_\_\_ is provided by Mahatma Gandhi.
- b) Section \_\_\_\_\_ of the companies Act, 2013 introduces mandatory CSR contributions for large companies.
- c) The primary objective of a business organisation is \_\_\_\_\_.
- d) \_\_\_\_\_ is the act of extending love and kindness to others unconditionally.
- e) \_\_\_\_\_ are two sides of same coin.

**Q2) Answer any 3 from the following:**

- a) Explain the Various Sustainable Development Goals. [10]
- b) Explain in detail Carrolls CSR model. [10]
- c) Explain in detail International framework of CSR. [10]
- d) Explain in detail scope of CSR Activities under schedule VII. [10]
- e) Explain the importance of sustainability in Today's world. [10]

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

- a) Importance of CSR.
- b) Types of corporate philanthropy.
- c) Principles of CSR.
- d) Duties of Independent Directors.
- e) Challenges of Implementing CSR.
- f) Stakeholders model of CSR.



Total No. of Questions : 4]

SEAT No. :

P-1881

[Total No. of Pages : 2

[6033]-505

T.Y. B.B.A.

**A 505 : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES**

**(2019 Pattern) (CBCS) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *Answer all questions.*
- 2) *Figures to the right indicate full marks.*

**Q1) Fill in the blanks :**

**[5]**

- a) \_\_\_\_\_ is the practice of understanding the structures policies and procedures developed by an organization.
- b) \_\_\_\_\_ is the systematic gathering recording and analysis of data about problems relating to the marketing of goods and services.
- c) \_\_\_\_\_ refers to three stage marketing process
- d) \_\_\_\_\_ buys and sells goods for his principal in return for the commission.
- e) \_\_\_\_\_ refers to class of products where sale by auction takes place.

**Q2) Match the following :**

**[5]**

- |                      |                        |
|----------------------|------------------------|
| a) Business Analysis | i) Intangible          |
| b) Michael Porter    | ii) Hypothesis Testing |
| c) Research design   | iii) CSF               |
| d) Chi Square Test   | iv) BCG                |
| e) Services          | v) Collecting Data     |

**P.T.O.**

**Q3) Write Short Notes (Attempt any 4) :**

**[20]**

- a) Economic Environment
- b) Key Performance Indicators
- c) Writing a Research Report
- d) Elements of Price Mix
- e) Data Analysis and Interpretation

**Q4) Write Long Answers (Attempt any 2) :**

**[20]**

- a) Explain the various Data Collection Techniques
- b) Explain the various types of Distribution Intermediaries
- c) Explain the importance and challenges of digital marketing
- d) What is Data analytics in business? State its role.



Total No. of Questions : 4]

SEAT No. :

P-1882

[Total No. of Pages : 3

[6033]-506

T.Y. B.B.A.

**B505 : ANALYSIS OF FINANCIAL STATEMENTS**  
**(2019 Pattern) (CBCS) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Q.1 is compulsory.*
- 2) *Answer any Two questions from the remaining.*
- 3) *Use of calculator is allowed.*

**Q1) Fill in the blanks :**

**[5]**

- a) Liquid ratio can also be termed as \_\_\_\_\_ ratio.
- b) \_\_\_\_\_ provide a summary of the accounts of a business enterprise.
- c) Funds from operations have to be shown under \_\_\_\_\_ side of Fund flow statement.
- d) \_\_\_\_\_ is created out of undistributed profits (on the liabilities side of a Balance sheet)
- e) Equity share capital + Preference share capital + Reserves & Surplus – Fictitious Assets is collectively termed as \_\_\_\_\_.

**Q2) Write short Notes: (Any Three)**

**[15]**

- a) Essential Requirements of Financial Statements
- b) Turnover Ratios
- c) Sources of Funds
- d) Common Size Statements
- e) Trend Analysis

OR

What are Financial Statements? Discuss the need and importance and limitations of financial statements.

**[15]**

**P.T.O.**

**Q3)** Following is the Balance sheet of SRK Ltd, Bellary for the year ended 31<sup>st</sup> March 2023. [15]

Liabilities	Amount	Assets	Amount
Equity Share Capital	1,00,000	Land	4,00,000
8% Pre Share Capital	3,00,000	Plant	3,00,000
Reserves & Surplus	2,00,000	Stock	50,000
12% Debentures	2,00,000	Prepaid Expenses	25,000
Sundry Creditors	26,800	Cash in Hand	14,500
Bank Overdraft	23,200	Cash at Bank	16,500
		Sundry Debtors	44,000
Total	8,50,000		8,50,000

The Cash Sales was Rs. 10,00,000 and Credit Sales was Rs. 10,00,000. Gross Profit made by the company was Rs. 3,00,000. Calculate the following ratios :

- Current Ratio
- Liquid Ratio
- Debt Equity Ratio
- Fixed Assets to Net worth Ratio
- Gross Profit Ratio

**Q4)** From the following balance sheets of K Ltd, Jodhpur, prepare: [15]

- \* Fund Flow Statement
- \* Statement showing changes in working capital
- \* Necessary Ledger Accounts

Liabilities	2021	2022	Assets	2021	2022
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
10% Pre Share Capital	1,50,000	1,00,000	Land	2,00,000	1,70,000
Reserves	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividends	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivables	20,000	30,000
Bills Payable	20,000	16,000	Cash	15,000	10,000
Provision for Taxes	40,000	50,000	Bank	10,000	8,000
Total	6,77,000	8,17,000	Total	6,77,000	8,17,000

Additional Information :

- a) Depreciation on Land – Rs. 10,000.
- b) Depreciation on Plant – Rs. 10,000.
- c) Interim Dividend Paid Rs. 20,000.
- d) Income Tax paid during the year – Rs. 35,000.

OR

Prepare a Cash Flow statement from the following particulars.

[15]

Liabilities	2021	2022	Assets	2021	2022
Equity Share Capital	3,00,000	4,00,000	Fixed Assets	4,00,000	5,50,000
Profit & Loss A/c	85,000	1,10,000	Stock	2,00,000	2,25,000
Bank Loan	1,00,000	75,000	Debtors	2,10,000	1,90,000
Accumulated Depreciation	80,000	1,35,000	Bills Receivables	80,000	1,10,000
Creditors	3,10,000	2,95,000	Bank	30,000	-
Proposed Dividend	45,000	60,000			
Total	9,20,000	10,75,000	Total	9,20,000	10,75,000

Additional Information :

- a) A piece of Machinery whose original cost was Rs. 60,000, accumulated depreciation on it was Rs. 15,000, was sold for Rs. 30,000.



Total No. Of Questions : 3]

SEAT No. :

P-1883

[Total No. Of Pages : 3

[6033]-507

T.Y.B.B.A.

**505 C: Cross-Cultural HR & Industrial Relations  
(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 Fill in the blank with the most appropriate alternative (any Five) [5]**

- 1) A culture is usually recognised to be .....
  - a) Fixed
  - b) Stable
  - c) Evolving
  - d) Stagnant
- 2) Which of the following is not a type of extrinsic reward?
  - a) Profit Sharing
  - b) Gain Sharing
  - c) Employment Security
  - d) Quality based promotion
- 3) .....approach views organisation as a family of pleasant and united system.
  - a) Unitary
  - b) Pluralism
  - c) Human Relation
  - d) None of above
- 4) ..... Means the temporary closing of a place of employment or suspension of work or refusal by the employer to continue to employ any number of person employed by him.
  - a) Strikes
  - b) Lockout
  - c) Retrenchment
  - d) Resolution

**P.T.O.**

- 5) Which of the following is the authority under Industrial Dispute Act?
- a) Works Committee                      b) Board of Conciliation
- c) Labour Court                          d) All of above
- 6) As per section 9, a woman is entitled for \_\_\_\_ weeks leave in case of miscarriage.
- a) 6    b) 9
- c) 1    d) 12

**Q1) B Match the pairs**

**[5]**

<b>Sr No.</b>	<b>SET A</b>		<b>SET B</b>
1)	Entails the export of the policies & practices of the home country of organization to International Locations	A	Safety Provision Under Factory Act, 1948
2)	Foster improved culture in the organization	B	Welfare Provision Under Factory Act, 1948
3)	Cleanliness	C	Ethnocentric
4)	First - Aid Appliances	D	Ethical Code
5)	Casing of New Machinery	E	Health Provision Under Factory Act, 1948

**Q2) Answer the following (any 3).**

**[30]**

- 1) What are the six dimensions of National Culture by Prof. Geert Hofstede?
- 2) Describe conflict across culture. Discuss its types.
- 3) Discuss the Authorities under Industrial Dispute Act, 1947
- 4) Discuss the approaches to IR.

**Q3)** Write short notes on (any 2)

**[10]**

- 1) Retrenchment
- 2) Multi-Cultural Teams
- 3) Measures for improving Industrial Relations.
- 4) Skills of Global Manager



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Total No. Of Questions : 4]

SEAT No. :

P-1884

[Total No. Of Pages : 2

**[6033]-508**

**T.Y.B.B.A.**

**D 505 - Health Care Management  
(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]**

- 1) \_\_\_\_\_ is the overall management of a healthcare facility, such as a clinic or hospital.
  - a) Healthcare management
  - b) Fitness
  - c) Stress management
  - d) IT management
- 2) Fitness is very important for \_\_\_\_\_.
  - a) Yoga
  - b) Good health
  - c) Cooling
  - d) Exercise
- 3) \_\_\_\_\_ is the process where health care providers effectively and efficiently administer everything.
  - a) Planning
  - b) Organising
  - c) Hospital Management
  - d) Communication
- 4) Human Resource manager assists and advises management in developing \_\_\_\_\_ policies.
  - a) Sales
  - b) Purchase
  - c) Planning
  - d) Workplace
- 5) Information Technology plays a \_\_\_\_\_ role in health care management.
  - a) Vital
  - b) Least important
  - c) Ineffective
  - d) Stress

**P.T.O.**

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

A	B
HMS	Yoga and meditation
EMR	Daily routine
Exercise	Hospital Management Service
Stress free life	Anytime accessibility
Good Hospital Management	Electronic Medical Record

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

- 1) What is Health Care Management? Explain the objectives of Health Care Management in detail.
- 2) Explain various opportunities in the Health Care Management system.

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

- 1) What is Hospital Administration? Explain the need of Hospital Administration.
- 2) Explain the role of IT management in Health Care Management.

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

- 1) Types of Health care services
- 2) Supply Chain in Health Care Management
- 3) Stress free life
- 4) Structure of MIS specific to the hospital
- 5) Problems faced by Health care industry
- 6) Role of HR in Health Care Management



Total No. Of Questions : 4]

SEAT No. :

P-1885

[Total No. Of Pages : 2

[6033]-509

T.Y.B.B.A.

**E 505 - Warehouse Management  
(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]**

- 1) The \_\_\_\_\_ warehouses are owned and operated by big manufacturers and merchants to full fill their own storage needs.
  - a) Processed
  - b) National
  - c) Private
  - d) Public
- 2) \_\_\_\_\_ encompasses making proper arrangements so as to keep the goods safe.
  - a) Warehousing
  - b) Retail
  - c) Logistics
  - d) Supply
- 3) \_\_\_\_\_ warehouses are very helpful to importers and exporters.
  - a) Bonded
  - b) Unbounded
  - c) Logistics
  - d) Port
- 4) \_\_\_\_\_ can be defined as a management technique for improving processes, products, services and the other approaches associated with the product.
  - a) RFID
  - b) ERP
  - c) SAP
  - d) TQM
- 5) The \_\_\_\_\_ scanner shows you a secure preview, so you can verify if all the information is correct.
  - a) Barcode
  - b) Graphic
  - c) Text
  - d) Hand

**P.T.O.**

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

<b>A</b>	<b>B</b>
RFID	Managing the supply chain
Wireless Lan	Radio Frequency Identification
Lean management	Technology Aid in WMS
Supply chain management	First in first out
FIFO	Continuous improvement

**Q2) Long Answer question (Attempt any 1 out of 2)****[10]**

- 1) Explain in detail the functions of warehouses
- 2) Explain in detail the various types of warehouses.

**Q3) Long Answer question (Attempt any 1 out of 2)****[10]**

- 1) Explain in detail the various technological aids in warehouse management.
- 2) Explain the Different Types of Customers in Warehousing

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

- 1) Role of warehouse manager
- 2) Global competition
- 3) Significance of SCM
- 4) Docking and marshalling
- 5) Lean management
- 6) Retail logistics



Total No. of Questions : 3]

SEAT No. :

**P1886**

[Total No. of Pages : 2

**[6033]-510**

**T.Y.B.B.A.**

**A 506 : LEGALASPECTS IN MARKETING MANAGEMENT**

**(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) Multiple choice questions.**

**[10]**

- a) Marketing activities in India is controlled by following law
  - i) Consumer protection Act
  - ii) Sales of goods Act
  - iii) Essential commodity Act
  - iv) All of the above
- b) Which among the following is not a feature of doorstep selling?
  - i) Services
  - ii) Low investment
  - iii) Benefit of personal demonstration
  - iv) High involvement
- c) The Governing law in respect of the unsolicited commercial emails is the \_\_\_\_\_
  - i) Information technology Act, 2000
  - ii) Indian Regulatory Act, 2012
  - iii) Information technology Act 2010
  - iv) Information Act, 2019
- d) The nature of advertisement is
  - i) Paid for
  - ii) Non-personal presentation
  - iii) Identified sponser
  - iv) All of the above
- e) Which of these is cheap & informative?
  - i) Television
  - ii) Newspaper
  - iii) Magazine
  - iv) Cinema
- f) What is the first step in pricing procedure?
  - i) Determining demand
  - ii) Selecting pricing objectives
  - iii) Estimating cost
  - iv) Selecting the final price

**P.T.O.**

- g) Price sensitivity is impacted by
- |                           |                        |
|---------------------------|------------------------|
| i) Unique value effect    | ii) Shared cost effect |
| iii) Price quality effect | iv) All of the above   |
- h) Advertisement promote \_\_\_\_\_.
- |             |                |
|-------------|----------------|
| i) Purchase | ii) Production |
| iii) Sales  | iv) Price      |
- i) \_\_\_\_\_ is a process of promoting products & services over the internet.
- |                          |                             |
|--------------------------|-----------------------------|
| i) Traditional marketing | ii) Cause related marketing |
| iii) Online marketing    | iv) Niche marketing         |
- j) Which one is not a type of cookies?
- |                       |                         |
|-----------------------|-------------------------|
| i) First party cookie | ii) Third party cookie  |
| iii) Session cookie   | iv) Second party cookie |

**Q2) Answer any three. [3×10=30]**

- a) State the importance, scope & features of legal aspect of marketing.

OR

Define telemarketing. Explain its advantages & disadvantages.

- b) Define advertisement. State & explain types of advertisement.

OR

Define pricing. Explain in details factors affecting pricing determination.

- c) Define online marketing. State & explain any four laws related to the online marketing.

OR

Define customer relationship management. What are the key principles of CRM.

**Q3) Write short notes any two. [2×5=10]**

- Door-step-selling
- Food delivery platform
- Laws Governing advertisement
- Cookies
- Data protection



Total No. of Questions : 4]

SEAT No. :

**P1887**

[Total No. of Pages : 2

**[6033]-511**

**T.Y. B.B.A.**

**B-506 : LEGAL ASPECT IN FINANCE & SECURITY LAWS  
(2019 Pattern) (Semester - V) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Select the correct answer.**

**[5]**

- a) Bank of Maharashtra is an example of \_\_\_\_\_
  - i) Private Bank
  - ii) Public Sector Bank
  - iii) Foreign Bank
  - iv) Scheduled Cooperative Bank
- b) The term securities includes \_\_\_\_\_
  - i) Units of collective investment scheme
  - ii) Coins
  - iii) Plastic Currencies
  - iv) Negotiable instruments
- c) Investor Education and Protection Fund (IEPF) has been set up under the provisions of \_\_\_\_\_
  - i) RBI Act, 1934
  - ii) SEBI Act, 1992
  - iii) SBI Act, 1955
  - iv) Companies Act, 2013
- d) \_\_\_\_\_ is otherwise called Gilt-edged securities Market.
  - i) Debentures Market
  - ii) Commercial Paper Market
  - iii) Government Securities Market
  - iv) Secondary Market
- e) The Goods and Service Act was passed in the one \_\_\_\_\_ and came into force on \_\_\_\_\_
  - i) 29<sup>th</sup> March, 2017 ; 1<sup>st</sup> July 2017
  - ii) 1<sup>st</sup> July 2017 ; 29<sup>th</sup> March 2017
  - iii) 1<sup>st</sup> March 2017 ; 15<sup>th</sup> August 2017
  - iv) 1<sup>st</sup> January 2017 ; 1<sup>st</sup> July 2017

**P.T.O.**

B) Match the pairs. [5]

Group A	Group B
a) FMC	i) 2017
b) PFRDA	ii) 2016
c) IEPF	iii) 2003
d) GST	iv) 1952
e) Companies Act	v) 2013

**Q2)** Define the term Derivatives. Explain different types of Derivatives? [10]

OR

What is GST? Explain the types of GST in detail.

**Q3)** Write in detail about the procedure of issue of various types of shares & debentures? [10]

OR

Write in detail about the importance of preparation of financial statements and its disclosure.

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

- a) Difference between Primary Market and Secondary Market
- b) Delisting of Securities
- c) Memorandum of Association
- d) Functions of GSTIN
- e) Important features of characteristics of a company



Total No. of Questions: 4]

SEAT No. :

**P1888**

**[6033]-512**

[Total No. of Pages : 7

**T.Y.B.B.A.**

**DSE C 506 HRM : CASES IN HUMAN RESOURCE  
MANAGEMENT**

**(2019 Pattern) (Semester-V)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Attempt all questions.*
- 2) Figures to the right indicate full marks.*

**Q1) Case 1:**

**[15]**

Sarita had been working in finance department of the Lakshmi Sporting Goods Manufacturing company for the four, years since she graduated. From high school, she was bright, attractive and popular and had done well in the company as her recent promotion to the designation of senior accountant proved.

One of her new job responsibilities required Sarita to go to the warehouse once a week to check on and verify various inventory and shipment information. This meant that she often worked for three to four hours at a time in the shipping office. In order to reduce the noise from the operations around the office was completely walled in. On these trips to shipping, Sarita began to work closely with the shipping clerk, Aditya. Aditya, was an expert employee of 10 years with Lakshmi sporting, but was divorced. Aditya maintained all the shipping and inventory information as it was processed.

Since Santa had never before worked in an actual manufacturing and warehouse operation, she was nervous at first. However, she was very relieved to find that Aditya was very nice and helpful. Sarita found Aditya easy to talk to because he seemed so interested in what Santa was thinking and doing.

During her 4<sup>th</sup> visit to the warehouse, Sarita and Aditya were talking as usual about the weeks shipping activity. As they were talking, Aditya casually walked to Sarita's side of the desk and sat on the edge of the desk right next to Sarita.

**P.T.O.**

Sarita tried not to feel uncomfortable with Aditya so close. At a break in the discussion, Aditya looked at Sarita very seriously and asked her “Do you like to go dancing?”

Sarita, a little surprised by the question, replied evenly: “Well, I like to, but I have a difficult time getting my boyfriend to go with me. Aditya interrupted: “I wasn’t talking about your boyfriend. Would you like to go dancing with me?”.

Sarita not sure what Aditya was getting at, so she -laughed and said “Well, sure, maybe some other time”. Her voice trailed off. She was trying to be polite but did not really want to commit herself. She quickly picked up a file and brought that discussion back to shipping information, She finished her work, then returned to her department. She was uneasy about Aditya’s behavior and invitation.

When she returned to her desk, her supervisor Ramesh noticed that she seemed to be distracted, and asked if everything was OK. Sarita explained what had just occurred and wondered if Aditya had some ulterior motive for asking her to go dancing. Ramesh, not sensing a problem, shrugged off what happened. I wouldn’t give it much thought you are probably misunderstanding Aditya’s comments. He might have just asked very casually. Don’t be concerned”, he advised Sarita.

Next week at her regular time Sarita returned to the warehouse, As she walked into the shipping office and close the door Aditya jumped up from his chair and walked briskly over to Sarita smiling. He was about to put his arms around Sarita, but she quickly moved back. He stared into Sarita’s eyes and told her “Sarita, I really missed you. I am glad you are back.”

Sarita was completely startled, shocked and afraid and began to cry. Dropping the file, she was carrying, she ran from the office back to her department. And decided to go to Ramesh office to describe what just happened.

Case questions

- a) Which problem is this a case indicating to?
- b) Does the company have a responsibility and or liability?
- c) What should the supervisor do now?

**Q2) Case 2:**

**[15]**

Looking across the rows of men suits, Brijesh spots Peter working with one of his employees, a sales associate. They are trying to complete a sales transaction on the new WIZARD information system. Brijesh watches as Peter again fumbles his way through another transaction. Almost instinctively, he rolls his eyes and shakes his head.

Brijesh manages the men's furnishing Group for the central mall store of the H&M store chain. As one of the younger group managers, Brijesh has charge of over 20 full time and part time sales and service representatives in four units: suits and outerwear, leisure clothes, shoes and accessories. Brijesh has been with central mall since joining their management associates development program after graduating from college. Peter is about 15 years older than Brijesh, with about that many more years experience in the retail trade. Peter began his career in a floor sales position and after years of hard work, was promoted to supervisor leisure clothes unit.

Beginning about six months ago, central store began a system migration in brackets as the data processing staff called it off replacing the somewhat old computer and information processing system with the one that was more streamlined. Under the new, integrated system all the retail functions like inventory, sales and customer tracking, returns and adjustments, accounting and profitability calculations etc would be joined together and operated out of the same database. Further, all stores would be linked together, giving headquarters better ongoing control of the company as a whole and of stores and departments in particular.

As a result of this migration, virtually every job in the company was changed in some way. The jobs of the sales associates changed most: virtually every product, customer or financial transaction was to be done differently. While the complexity of any task might be small, the combined weight of all the changes resulted in major learning stress on employees. They had to learn how to operate the system, access it, complete all transactions through it, and make any needed correction directly on the point-of-sale terminal - all while the customer waited across the counter.

As the kickoff date for the conversion to the new system near, all employees were brought in for a comprehensive 4day training program. Managers and

supervisors were trained first so that they would serve as aids and coaches to the other employees once the Wiz was operational. Brijesh and Peter attended one of the early programs together. Brijesh was impressed by how much the program covered. The trainers went through every conceivable transaction and procedure, demonstrating and explaining them. Each participant in the class was able to practice some of the procedure on the demo terminal. The notebook provided in the program was reasonably thorough, even if it was poorly organized. As was characteristic, Peter approached the training with gusto and enthusiasm. Peter had never worked much with computers before, and his anxiety about learning how to use the system was more than offset by a strong motivation to learn how to use the system. James was particularly pleased with this matter because he was concerned that Peter's strong people orientation might not have a corresponding technical aptitude.

It has now been more than a month since the new system started up. All the associates in the store completed the system training shortly before the conversion date and by now, most are operating fairly well with it.

Indeed, that's what is so troubling to Bob. Brijesh. In spite of the training and the time on the system, Peter just hasn't made satisfactory progress mastering it. Brijesh sees Peter's problem in various ways, like the instance he has just witnessed. There was Peter, working with one of his sales associates, trying to complete a distinct, but not that unusual, procedure. It was clear that the associate actually could complete the procedure better than Peter. Peter was following a trial-and-error process of running through different key combinations to see if any worked. The customer was growing annoyed. Brijesh thought about other instances. For example, Peter had asked Brijesh about how to complete the same procedure on four different occasions in the course of a 10 day. At times, Brijesh would watch Peter refer a customer to another sales station or have the customer wait while he asked another associate to process a complicated transaction. At one point, Brijesh asked Peter to check his manual, but Peter could only say it didn't help him that much and besides, he wasn't sure where he had left it.

On top of it all, Brijesh is now sensing that Peter is becoming more frustrated and stressed by the situation. He now thinks that Peter is trying to hide from Bob his discomfort with the system. In a way, this is Peter's method of signaling to Brijesh that Peter's knowledge of the new system cannot be

discussed. Bob one Brijesh wonders how much longer he can go without taking action. Already, there are some grumblings from the other associates that Peter cannot be counted on to help them with their problems. Bob has noticed how peter's unease with the process is putting some additional burden on the other employees, as well as the customers. Brijesh knows that Peter is smart enough to learn this material, but cannot understand why it is so difficult. Brijesh wants to help but also feels that Peter needs to show some progress and fairly soon or else Brijesh may be forced to take some actions he would rather not take.

Case questions

- a) Is there a training problem?
- b) What can Brijesh do to assist Peter in completing the learning process?
- c) What should Brijesh expect of peter's performance in conducting and completing his own learning?
- d) How should Brijesh respond to Peter in the next few weeks?

**Q3) Case 3:**

**[10]**

Ravi is VP manufacturing and operations of a medium size pharmaceutical company. Ravi has a Ph.D. in chemistry but has not been directly involved in Research and New product development for 20 years. Through experience and practice he runs the operations well. The company does not have a problem of turnover, but it is obvious to Ravi and their key management personnel that the temporary workers are not working anywhere near their full potential. Ravi is very upset with the situation because with risking costs the only way that the company can continue to prosper is to increase the productivity of its workers.

Ravi called the human resource manager, Rahul and wanted to know-

-What is wrong with our people?

-Our wage surveys show that we are among the best paymasters in the industry.

-The working conditions we provide are excellent.

-The fringe benefits are also good.

Yet these people are not motivated. What in the world do they want?

Rahul replied “I have told you and the president time after time that money, working conditions and benefits are not good enough. Employees also want other things to motivate them. Also, I have been conducting some random confidential interviews with some of our temporary workers, and they tell me that they are very discouraged because, no matter how hard they work they get the same pay and opportunities for advancement as their coworkers who are just scrapping by.

Ravi then replied “okay. you are the motivation expert; what do we do about this this? We have to increase their performance.”

Question:

- a) Identify various issues in this case.
- b) How would you respond to Ravi’s last question and statement if you were the human resource manager in this company?

**Q4) Case 4 :**

**[10]**

Good people-valuable employees - quit their jobs every day. Usually, they leave for better positions elsewhere. Take Kiran, an experienced insurance manager in a renowned insurance company who wrote the following remarks on his exit interview questionnaire.

“This job isn’t right for me. I like to have more input on decisions that affect me- more of a chance to show what I can do. I don’t get enough feedback to tell if I’m doing a good job or not, and the company keeps people in the dark about where it’s headed. Basically, I feel like an interchangeable part most of the time.”

In answer to the question about whether the company could have done anything to keep him, Kiran replied simply, “probably not.”

Why do so many promising employees leave their jobs? Why do so many others stay on but perform at minimal levels for lack of better alternatives? One of the main reasons- ken’s reason- can be all but individual, because it’s so common in so many organizations: a system wide failure to keep good people. Corporations should be concerned about employees like Kiran. By investing in human capital, they may actually help reduce turnover, protect training investments, increase productivity, improve quality, and reap the benefits of innovative thinking and teamwork.

Human resource professionals and managers can contribute to corporate success by encouraging employee's empowerment, security, identity, connectedness and competence.

How? By recognising the essential components of keeping their best people and by understanding what enhances and diminishes those components.

Kiran doubts that his company will ever change, but other organizations are taking positive steps to focus on and enhance employee retention. As a result, they are reducing turnover, improving quality, increasing productivity and protecting their training investments.

Case questions:

- a) Do you think that Kiran's self-esteem had anything to do with his leaving the firm?
- b) What do you think were Kiran's satisfaction with and commitment to the job and firm he is leaving?
- c) What lesson can this company learn from the case of Kiran? What can and should it now do?



Total No. of Questions : 3]

SEAT No. :

**P1889**

[Total No. of Pages : 3

[6033]-513

**T.Y.B.B.A.**

**DSE -D (506) SM - PERMISSION & LEGAL ASPECTS  
IN SERVICES**

**(CBCS) (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 Choose the correct answer from the option given below. [10]**

- a) \_\_\_\_\_ is type of travel agent that deals with all kinds of services.
  - i) Full service agency
  - ii) Wholesale travel agency
  - iii) Online Travel agency
  - iv) Implant agency
- b) The contract between the agent and principal can be appropriately said as \_\_\_\_\_
  - i) Contract of services
  - ii) Contract for services
  - iii) Services contract
  - iv) Service by contract
- c) Safety rules and regulations have been established to ensure that:
  - i) Employees are well-supervised
  - ii) The environment in which guests are received and in which employees work is a safe one
  - iii) The company makes profit
  - iv) Employees are well-motivated to get the job done
- d) Which of the following are Consumer Disputes Redressal Agencies?
  - i) Panchayat Commission
  - ii) Municipal Commission
  - iii) State Commission
  - iv) None of the above

**P.T.O.**

- e) Services cannot be stored. This describes the \_\_\_\_\_ characteristic of services.
- i) Variability
  - ii) Inseparability
  - iii) Inconsistency
  - iv) Perishability
- f) Rescission fo Contract means \_\_\_\_\_
- i) Relinquishment or abandonment of a right in a contract
  - ii) Cancellation of all or some of the terms contracts
  - iii) Change in certain terms of contract
  - iv) All the above
- g) A travel agency is also called as \_\_\_\_\_ of tourist product.
- i) Retailer
  - ii) Manufacturer
  - iii) Distributor
  - iv) Wholesaler
- h) IRCTC is concern to \_\_\_\_\_.
- i) Railway
  - ii) Catering
  - iii) Tourism
  - iv) Railway Catering & Tourism
- i) In services, People refers to \_\_\_\_\_
- i) Employees and customers
  - ii) Employees
  - iii) Customers
  - iv) Public at large
- j) Added features to an offering are called \_\_\_\_\_ service features
- i) Expected
  - ii) Augmented
  - iii) Primary
  - iv) Secondary

**Q2)** Answer any Two out of the following.

**[2×10=20]**

- a) Explain the Legal Responsibilities of Travel & Tourism.
- b) Define Tour Package. Explain Components of Tour Package.
- c) What is service performance? Explain its types.
- d) Define Tour Operator. What are the types of tour operation?

**Q3)** Write short notes on any four.

**[4×5=20]**

- a) Characteristics of Services with example
- b) Functions of tour operator
- c) Legal Issues Related to Online Travel Sales
- d) Consumer Protection Act
- e) Online travel sales
- f) Travel agents



Total No. of Questions : 4]

SEAT No. :

**P1890**

**[6033]-514**

[Total No. of Pages : 2

**T.Y.B.B.A.**

**E506 : PERMISSIONS AND LEGAL ASPECTS IN AGRICULTURE  
(2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Multiple choice questions.**

**[5]**

- a) Article 19 ensures the rights of farmers is to
  - i) Produce
  - ii) Reproduce
  - iii) Modify and sell seeds
  - iv) All of these
- b) The 3 categories of commercial farming are
  - i) Commercial grain farming
  - ii) Mixed farming
  - iii) Plantation agriculture
  - iv) All of the above
- c) Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act was established in the year
  - i) 2020
  - ii) 2002
  - iii) 2022
  - iv) 2202
- d) In the year 1981 the following farming act was passed
  - i) Seeds Act
  - ii) Agricultural Produce (Grading and Marking) Act,
  - iii) National Bank for Agriculture and Rural Development Act,
  - iv) Essential Commodities (Amendment) Act
- e) \_\_\_\_\_ is used to kill rats and mice
  - i) Rodenticide
  - ii) Fungicide
  - iii) Pesticide
  - iv) Herbicide

**P.T.O.**

B) Match the pairs [5]

A	B
NABARD	Farmers' right
Agricultural chemicals	Headquarters at Mumbai
Environmental liability	DDT
Compensation for Crop Loss Suppered	Last in first out
LIFO	Earthquake

**Q2)** Long Answer questions (Attempt any 1 out of 2) [10]

- Explain in detail the types of farming
- Explain in detail the salient featurns and scope of Farmers' Produce Trade and Commerce (Promotion and facilitation) Act, 2020

**Q3)** Long Answer questions (Attempt any 1 out of 2) [10]

- Explain in detail the salient features and application of Fertilizer Control Order 1985.
- Explain the impact of climatic changes on agriculture

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

- Agricultural labour
- Real estate sales and finance
- AGRO mark
- Fence laws
- NABARD
- Types of agricultural chemicals



Total No. of Questions : 3]

SEAT No. :

P-1891

[Total No. of Pages : 3

[6033]-601

T.Y. B.B.A.

**601 : ESSENTIALS OF E-COMMERCE**  
**(2019 Pattern) (CBCS) (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) Multiple Choice questions :**

**[5]**

- i) \_\_\_\_\_ is the practice of Protecting critical systems and sensitive information from digital attacks.
  - a) Cyber security
  - b) Cyber warfare
  - c) Cyber attack
  - d) Mobile Hacking
- ii) \_\_\_\_\_ transaction is a direct bank to bank transfer whereas digital wallets act like intermediaries between bank Accounts
  - a) UPI
  - b) PPC
  - c) Mobile wallet
  - d) RTGS
- iii) Which of the following is not a feature of RTGS?
  - a) Real Time
  - b) Gross Basis
  - c) Netting
  - d) Order by Order settlement
- iv) \_\_\_\_\_ marketing is also known as one to one marketing or individual marketing.
  - a) Personalized Marketing
  - b) Neuro Marketing
  - c) Internet Marketing
  - d) Conversational Marketing
- v) \_\_\_\_\_ is the full form of AR?
  - a) Artificial Reality
  - b) Augmented Reality
  - c) Artificial Reagent
  - d) Augmented Reagent

**P.T.O.**

- B) Match the pairs :** [5]
- | Column 1             | Column 2                         |
|----------------------|----------------------------------|
| i) Cryptocurrency    | a) image recognition Technology  |
| ii) Google lens      | b) Ethereum                      |
| iii) Cyber terrorism | c) crimes against the Government |
| iv) Phishing         | d) 24*7 Assistance               |
| v) Chatbots          | e) whaling                       |
- C) Answer in one sentence :** [5]
- What is the meaning of conversational Marketing?
  - E procurement
  - What is the full form of NEFT and RTGS?
  - What do you mean by Digital signature?
  - What is Automotive hacking?
- D) Fill in the blanks :** [5]
- The \_\_\_\_\_ is the theft of software through illegal copying and selling of copyrighted data or software codes in open market without permission of owners company
  - \_\_\_\_\_ currency can be exchanged online for goods and services.
  - \_\_\_\_\_ is a injury to the reputation of person.
  - \_\_\_\_\_ is related with unwanted mails in bulk with no purpose and it obstruct the system.
  - \_\_\_\_\_ is concerned with proper handling, processing ,storage and use of physical information.
- Q2) Solve any 3 long answers (out of 5) :** [3 × 10 = 30]
- Explain the term E commerce and the various challenges and opportunities for E Commerce in India.
  - Describe the role of Modern Digital Payment systems and challenges faced in the Indian Retail sector.
  - Describe Artificial Intelligence and Augmented Reality.
  - What is Digital signature? Explain its Advantages and disadvantages.
  - What is phishing? Explain the ways to protect against phishing attacks.

**Q3) Short answer questions (4 out of 6) :**

**[4 × 5 = 20]**

- a) Electronic Money
- b) FIAT Currency
- c) Defamation
- d) QR Code scanners
- e) Information Technology ACT 2000
- f) Neuro Marketing

**⌘⌘⌘**

munotes.in

Total No. of Questions : 3]

SEAT No. :

P-1892

[Total No. of Pages : 3

[6033]-602

T.Y. B.B.A.

**602 : MANAGEMENT INFORMATION SYSTEM**

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

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Draw a Diagram whenever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1) A) Multiple Choice Questions (Any 5) :**

**[5]**

- a) MIS is a planned system of \_\_\_\_\_ and disseminating data in the form of information needed to carry out the functions of management.
  - i) Collecting
  - ii) Processing
  - iii) Storing
  - iv) All of above
- b) The raw facts and figures are \_\_\_\_\_
  - i) Information
  - ii) Output
  - iii) Data
  - iv) Processing
- c) The primary toll used in structured design is a \_\_\_\_\_
  - i) Structure chart
  - ii) Module
  - iii) Program flowchart
  - iv) Data flowchart
- d) ERP term is derived from the \_\_\_\_\_
  - i) Expert Systems
  - ii) Learning Systems
  - iii) Material resource planning (MRP)
  - iv) None of the above

**P.T.O.**



**D) Fill in the Blanks (Any 5) : [5]**

- a) \_\_\_\_\_ provides new ways to design organisations and new organisational structures.  
(IT, ES, E-Commerce)
- b) Goals are also known as objectives, purposes, aims and \_\_\_\_\_.  
(Outcomes, Design, Analysis).
- c) \_\_\_\_\_ is the major goal of a system analysis and design.  
(Instructions, Communication, Improve organizational systems).
- d) The \_\_\_\_\_ is to redesign and rethink the whole concept of an organisation. (E-communication, BPR, ES)
- e) \_\_\_\_\_ is another type of IS used for decision making.  
(CRM, MIS, GDSS).
- f) System is combination of different factors which perform different \_\_\_\_\_. (Activity, Functions, Sub process).

**Q2) Write Long Answer (Any 3) : [3 × 10 = 30]**

- a) Define the term IS. Explain the Components of IS.
- b) Explain in detail the relevance of Information to design making.
- c) What is mean by system? State the properties of system.
- d) What is mean by BPR? Explain the various steps of business process reengineering.
- e) Discuss the various features of knowledge management system.
- f) Explain classical model with suitable example.

**Q3) Write Short Notes (Any 4) : [4 × 5 = 20]**

- a) MIS & Organisational Change.
- b) Relevance of Information to decision making.
- c) Attributes of Information.
- d) System Analysis of existing system.
- e) E-Communication.
- f) DSS & GDSS.

**x x x**

Total No. of Questions : 3]

SEAT No. :

P-1893

[Total No. of Pages : 3

[6033]-603

T.Y. B.B.A.

**603 : BUSINESS 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) Multiple Choice questions :**

**[5]**

- i) Training requirement is a \_\_\_\_\_.
  - a) Financial Factor
  - b) HR Factor
  - c) Marketing Factor
  - d) Administrative Factor
- ii) Five dimensions that must be managed on a project \_\_\_\_\_.
  - a) Constraint, Quality, Cost, Schedule, Staff
  - b) Features, Quality, Cost, Schedule, Staff
  - c) Features, Priority, Cost, Schedule, Staff
  - d) Features, Quality, Cost, Schedule, Customer
- iii) Which from the following is not an intangible element?
  - a) Utility
  - b) Public benefit
  - c) Brand recognition
  - d) Goodwill
- iv) Capacity Planning \_\_\_\_\_.
  - a) Save time
  - b) Increase cost
  - c) Increases waste
  - d) Increases production
- v) The scope of the work is defined in which phase of the Project management?
  - a) Planning
  - b) Executing
  - c) Closing
  - d) Initiating

**P.T.O.**

**B) Match the following :**

**[5]**

**Group A**

**Group B**

- |                             |   |
|-----------------------------|---|
| i) Project                  | a) Designed a bar chart for planning and controlling his shipbuilding project |
| ii) Herry Gantt             | b) Scope of the project   |
| iii) CPM                    | c) Quality management tool  |
| iv) Fishbone diagram        | d) Invested task to be executed over a fixed period                           |
| v) Work breakdown structure | e) Critical Path Method   |

**C) Answer in one sentence :**

**[5]**

- i) What is a Fishbone diagram?
- ii) What is PERT in Project Management?
- iii) What is NPV?
- iv) What is Project?
- v) What is SIPOC stands for?

**D) Fill in the blanks :**

**[5]**

- i) "Risk" is usually \_\_\_\_\_ as the project progresses.  
(increases, reduces, remains same, becomes negligible)
- ii) The PERT in project management means program evaluation and \_\_\_\_\_ technique.  
(resources, reconciliation, review, reconsideration)
- iii) The particular task performance in CPM known as \_\_\_\_\_  
(Dummy, Event, Activity, Contract)
- iv) Activity is a network diagram is represented by \_\_\_\_\_  
(Rectangles, Arrows, Squares, Circles)
- v) Financial leverage is \_\_\_\_\_  
(ebit/ebt ebt/ebit, c/ebt, c/ebit)

**Q2) Long Answer (Any 3) :**

**[3 × 10 = 30]**

- a) What is Business Project Management? Explain the Developing Project Management Skills.
- b) What is “Project”? Explain in detail the phases of projects.
- c) What is Fishbone Diagram? What are the Advantages and Disadvantages of Fishbone Diagram?
- d) What is SIPOC Diagram? What are the Advantages SIPOC Diagram?
- e) What is Business Project Management Plan? Explain the steps involved in developing Business Project Management Plan.

**Q3) Short Answer (Any 4) :**

**[4 × 5 = 20]**

- a) Advantages of CPM
- b) Types of Business Project
- c) Difference between Projects and Programme.
- d) Managing Project
- e) Write the Scope of the Project Handover Process?
- f) Reviewing a Project

**\*\*\***

Total No. of Questions : 3]

SEAT No. :

**P1894**

[Total No. of Pages : 3

**[6033]-604**

**T.Y.B.B.A.**

**GC - 604 : MANAGEMENT OF INNOVATIONS AND  
SUSTAINABILITY**

**(2019 Pattern) (CBCS) (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) Multiple Choice Questions.**

**[10]**

- a) Experimentation is the testing stage in the innovation process where the selected ideas are tested in the \_\_\_\_\_
  - i) Organization
  - ii) Targeted Market
  - iii) Small Market
  - iv) All of the above
- b) Whenever a new process design or changes in product design are executed, these leads to \_\_\_\_\_
  - i) Service Innovation
  - ii) Process Innovation
  - iii) Innovation
  - iv) Product Innovation
- c) \_\_\_\_\_ means the process of translating an idea or invention into a good or service. That creates organizational value.
  - i) Organizational Innovation
  - ii) Market Innovation
  - iii) Disruptive Innovation
  - iv) Innovation
- d) Organizations should understand that \_\_\_\_\_ are part and parcel of innovation, but should not repeat the same mistakes.
  - i) Failure
  - ii) Success
  - iii) Profits
  - iv) Non-profits
- e) Importance of the service sector \_\_\_\_\_
  - i) Expands Agriculture
  - ii) Helps Industrialisation
  - iii) Ensures quality of life
  - iv) All of the above

**P.T.O.**

- f) Solar Cells, organic food, fair trade products and car sharing are the examples of \_\_\_\_\_
- i) Sustainable Innovation                      ii) Innovation
  - iii) Service Innovation                      iv) All of the above
- g) \_\_\_\_\_ cannot be stored but have to be transacted during the given time
- i) Product    ii) Services
  - iii) Market    iv) Utility
- h) \_\_\_\_\_ is a combination of three aspects: social, economic and environmental.
- i) Sustainable development                      ii) Sustainable environment
  - iii) Sustainable culture                      iv) Innovation
- i) The concept behind the green culture is mostly concerned with realizing and obtaining the \_\_\_\_\_
- i) Ecological Balance                      ii) Earning more profits
  - iii) More payment to workers                      iv) Maximum sales
- j) Ecological growth should be combined with \_\_\_\_\_ to have economic gains for a longer time.
- i) Social inclusion and environmental sustainability
  - ii) Political inclusion and environmental sustainability
  - iii) Cultural inclusion and Political stability
  - iv) Economic Stability

B) Answer in one sentence.

[5]

- a) What is Product Innovation?
- b) Give any two examples of service innovation.
- c) State any two factors blocking the innovation process.
- d) State any two points of risks associated with Innovation
- e) What do you mean by ecological balance?

C) Fill in the blanks : [5]

- a) \_\_\_\_\_ do not come from the market, they create new markets.
- b) \_\_\_\_\_ involves making small-scale improvements to add or sustain value to existing products, services, and processes.
- c) \_\_\_\_\_ is the first step of the process of innovation.
- d) Successful innovation occurs when a \_\_\_\_\_ is added to an invention, related to a product, service, or process.
- e) Intangibility, simultaneity, no deterioration and heterogeneity are the characteristics of \_\_\_\_\_

**Q2)** Solve any 3 out of 5 Long Answer Question. [3×10=30]

- a) State the need and importance of Sustainable Development.
- b) What is Technological Innovation? State its importance.
- c) Define Innovation. Explain its advantages. .
- d) Discuss the classifications of service.
- e) What is a Green Organisation? Explain its advantages.

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

- a) Ecological aspects of Sustainable Development
- b) Approaches to Innovation
- c) Process Innovation
- d) Organisation Structure and Innovation
- e) Role of Individual in the Innovation Process
- f) Characteristics of Services



Total No. Of Questions : 4]

SEAT No. :

P-1895

[Total No. Of Pages : 2

[6033]-605

T.Y.B.B.A.

**(DSE) 605A: International Brand Management  
(2019 Pattern) (CBCS) (Semester - VI)**

*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) \_\_\_\_\_ helps in identifying the product
  - a) Brand
  - b) Label
  - c) Trademark
  - d) Packaging
- ii) \_\_\_\_\_ refers to the use of entertainment material which features a single company or brand.
  - a) Brand management
  - b) User generated content
  - c) Branded content
  - d) Celebrity endorsement
- iii) \_\_\_\_\_ methods are ideal for measuring brand association.
  - a) Qualitative Research
  - b) Awareness
  - c) Recognition
  - d) Quantitative Research
- iv) Brand \_\_\_\_\_ is the customer personal opinion about an evaluation of the brand Marketing Cost.
  - a) Imaginary
  - b) Identity
  - c) Evaluate
  - d) Judgement
- v) Another way of getting the brand revitalized is through \_\_\_\_\_.
  - a) Positioning
  - b) Segmenting
  - c) Targeting
  - d) Repositioning

**P.T.O.**

**B. Match the pairs****[5]**

<b>Group A</b>	<b>Group B</b>
1) Registered Brand	a) Is the degree or likelihood of instantly remembering the name of the brand
2) Brand recall	b) Name, mark or holistic symbol
3) Brand recognition	c) Is to identify the strength and weaknesses of the brand
4) Logo	d) Trademark
5) Brand evaluation	e) Is the extent to which a consumer can correctly identify a particular brand

**Q2) Long answer of questions. (Attempt any 1 out of 2)****[10]**

- a) What do you mean by the term Brand? What is the purpose of Branding?
- b) Which are the different Digital platforms used nowadays for marketing the brand?

**Q3) Long answer of questions. (Attempt any 1 out of 2)****[10]**

- a) Explain the process of developing brand elements
- b) What do you mean by strategic alliances? State its disadvantages.

**Q4) Write short notes (any 4)****[20]**

- a) Brand Repositioning
- b) Brand Evaluation
- c) Content Marketing Strategy
- d) Brand Portfolio
- e) Brand Recognition



Total No. Of Questions : 4]

SEAT No. :

P-1896

[Total No. Of Pages : 2

**[6033]-606**

**T.Y.B.B.A.**

**605 B: Financial Management**

**(2019 Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of Simple Calculator is allowed.*

**Q1) Fill in the blanks**

**[5]**

- a) IPO stands for \_\_\_\_\_
- b) \_\_\_\_\_ are given priority in payment of dividends over the Equity Shareholders.
- c) \_\_\_\_\_ is the decision about the proportion of different sources of long term funds required for running a company.
- d) Acquiring fixed assets on excessive amounts leads to \_\_\_\_\_
- e) Profitability Index is also termed as \_\_\_\_\_

**Q2) Write short notes ( any Three)**

**[15]**

- a) Hire Purchasing
- b) Internal factors affecting Capital Structure.
- c) Causes of Under Capitalization
- d) Weighted Average Cost of Capital
- e) Mutually Exclusive Proposals

**P.T.O.**

**Q3) Explain in brief the following sources of long term finance with its characteristics. [15]**

- a) Lease Financing
- b) Preference Shares
- c) Debentures

OR

What is Capital Budgeting? Explain in detail "Discounted Cash Flow methods/ Time Adjusted Methods" under Capital Budgeting.

**Q4) a) Calculate Financial Leverage. [5]**

Production Capacity	10000 Units
Actual Production	70% of Budgeted Capacity
Selling Price Per Unit	Rs.10
Variable Cost	50% of Sales
Fixed Cost	Rs. 10000
10% Debentures	Rs. 50000
Corporate Tax	40%

**b) Two Firms Babita Ltd. and Sunita Ltd Have the following data available.[10]**

	Sales	Variable Cost	Fixed Cost	Interest
Babita Ltd	180000	45000	90000	10000
Sunita Ltd	140000	70000	38000	5000

Calculate for both the firms:

- i) Operating Leverages
- ii) Financial Leverages
- iii) Combined Leverages



Total No. of Questions : 4]

SEAT No. :

P-1897

[Total No. of Pages : 3

[6033]-607

B.B.A.

**C - 605 : GLOBAL HUMAN RESOURCE MANAGEMENT**

**(2019 Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Objective Questions**

**A) Multiple Choice questions (Any five) [5]**

- 1) \_\_\_\_\_ focus is on results rather than on rules.
  - i) HRM
  - ii) GHRM
  - iii) Organization
  - iv) Company
- 2) Environment factors may also affect international \_\_\_\_\_.
  - i) Politics
  - ii) Movement
  - iii) Organization
  - iv) Staffing
- 3) Which is the objective of Global Training and Development?
  - i) To Enhance the Knowledge and Awareness
  - ii) To increase the Job Performance
  - iii) To Feel First-hand Experience
  - iv) All of the above

**P.T.O.**

- 4) \_\_\_\_\_ enable the firm to deal with control and cross-cultural issues that are both internal and external to the firm.
- i) Strategic International HRM
  - ii) GHRM
  - iii) KMS
  - iv) None of the above
- 5) \_\_\_\_\_ is facing the constant application of regulatory rules, with variations from country to country.
- i) Administration
  - ii) Compensation
  - iii) Governance
  - iv) Varying Tax Rates
- 6) \_\_\_\_\_ are also called search consultants.
- i) Head hunters
  - ii) E-Recruitment
  - iii) Cross National Advertising
  - iv) GHRM

**B) Match the Pair**

**[5]**

Column A	Column B
a) Barriers to GHRM	i) Cross cultures training, language training and communication skills
b) Types of Employees of an international HRM	ii) It helps people to cope with unexpected events in a new culture
c) Global Training	iii) Cross border communication
d) Role of Expatriate Training	iv) Political and Legal factors
e) Role of technology in GHRM	v) PCN, HCN or TCN

**Q2) Write Long Answers (Attempt any one)**

**[10]**

- a) What is mean by GHRM? Explain Barriers to GHRM and Significance of GHRM in international business.
- b) What is Global Staffing? Discuss role of expatriates and non expatriates is important in GHRM.

**Q3) Write Long Answers (Attempt any one)**

**[10]**

- a) What is importance of Global Training and Development? Explain the role of expatriate training.
- b) Explain Knowledge Management and GHRM. Discuss types of Knowledge Management System.

**Q4) Write Shorts notes (Attempt any 4)**

**[20]**

- a) Objective of GRHM.
- b) Global Labour Market.
- c) Barriers in Global Training and Development.
- d) Benefits of Technology in GHRM.
- e) Need for International Assignments.
- f) E- Recruitment.

**x x x**

Total No. of Questions : 3]

SEAT No. :

P1898

[Total No. of Pages : 2

[6033]-608

T.Y. B.B.A.

**605D : GLOBAL TOURISM AND HOSPITALITY  
MANAGEMENT**

**(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 indicate full marks.*

**Q1) Compulsory Question: (Objective Type Questions)**

**[10]**

**A) Multiple Choice Questions :**

**[5]**

- a) A passenger protects himself while traveling by buying
  - i) Tickets
  - ii) Insurance
  - iii) Credit card
  - iv) Traveler cheque
- b) \_\_\_\_\_ operates as a legally appointed agent, representing the principal in a certain geographic area
  - i) Tour operator
  - ii) Travel agency
  - iii) Tour broker
  - iv) Ground operator
- c) In the following, which is not a lifestyle factor that determines tourism demand
  - i) Income
  - ii) Education
  - iii) Race
  - iv) Family Size

**P.T.O.**

- d) Domestic tourism expenditure plus outbound tourism expenditure is\_\_\_\_\_.
- Total expenditure
  - Domestic Expenditure
  - National tourism expenditure
  - None of these
- e) Which tourism market segmentation assumes that the tourist's purchasing behavior would be affected by his personality or lifestyle.
- Psychographic
  - Behaviouristic
  - Geographical
  - None of these.

**B) Answer in one sentence:**

**[5]**

- Define Hospitality
- What is the Accommodation Industry?
- What do you mean by virtual reality tours'?
- What is a Travel Agency?
- What do you mean by Commercial Hotels?

**Q2) Long answer questions (Any two) :**

**[20]**

- Explain the factor influencing the growth of tourism.
- Explain the effect of tourism on employment and economic development.
- Explain the functions of Travel agencies in detail.
- State and explain the objectives of ITDC in detail.

**Q3) Write short notes on (any four) :**

**[20]**

- Global Tourism.
- World tourism and travel council.
- Major Hotel chains in India.
- Hospitality culture Atithi Devo Bhava
- Expectations of the guest
- Basic components of tourism

**x x x**

Total No. of Questions : 3]

SEAT No. :

P1899

[Total No. of Pages : 2

[6033]-609

T.Y. B.B.A.

**E - 605 : AGRICULTURAL EXPORTS**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Objective type questions :**

**[10]**

**A) Multiple Choice Questions :**

**[5]**

- 1) White revolution is related to \_\_\_\_\_.
  - i) Food production
  - ii) Milk production
  - iii) Beekeeping
  - iv) Flower production
- 2) Green revolution was confined to \_\_\_\_\_.
  - i) Rice in West Bengal
  - ii) Cotton in Maharashtra
  - iii) Wheat in Punjab & Haryana
  - iv) Oilseeds in Punjab
- 3) The Apex bank for providing Agricultural Refinance in India is \_\_\_\_\_.
  - i) RBI
  - ii) NABARD
  - iii) LDB
  - iv) SBI

**P.T.O.**

- 4) The demand for goods & services in India largely depends on \_\_\_\_\_.
- i) Agriculture
  - ii) Rainfall
  - iii) Inflation
  - iv) Income
- 5) The long-term credit needs of Agriculture sector are met by \_\_\_\_\_.
- i) Land Development Bank
  - ii) Agriculture Development Bank
  - iii) Rural Development Bank
  - iv) Farmer Development Bank

**B) Match the pairs**

**[5]**

**Group A**

**Group B**

- |                         |  |
|-------------------------|--|
| a) AGMARK               | i) Environment friendly                                |
| b) Regional Rural Banks | ii) Backbone of Indian Economy                         |
| c) Eco-mark             | iii) Institutional sources of rural credit             |
| d) Agriculture sector   | iv) Exchange of products                               |
| e) Trade                | v) Quality certification mark for agricultural produce |

**Q2) Long answer questions (Solve any 2 out of 4) :**

**[20]**

- a) Explain the role of agriculture in Indian Economy.
- b) Discuss the need of import & export.
- c) State the issues impacting international agricultural trade.
- d) Explain the Agricultural policy in detail.

**Q3) Write short notes on (Any 4 out of 6)**

**[20]**

- a) Export Assistance.
- b) Marketing plan for exports.
- c) Technology advancement on agricultural products.
- d) Institutional infrastructure for export promotion in India.
- e) World agricultural trade.
- f) Forms of agriculture production.

**x x x**

Total No. of Questions: 4]

SEAT No. :

**P1900**

**[6033]-610**

[Total No. of Pages : 4

**T.Y.B.B.A.**

**A 606 : CASES IN MARKETING  
(CBCS) (2019 Pattern) (Semester-VI)**

*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)** Why Case study is important in any field? **[5]**

OR

b) What are the features of a Case Study?

**Q2) Case No.1** **[15]**

Seven 'P' of service marketing in Bharti Airtel Ltd.

In the 2000's, telecommunications (telecom) company Bharti Airtel Limited (BAL) was the market leader in the Indian telecom market. It had established itself as the leader in the market by differentiating itself with its focus on building a strong brand through innovation in sales, marketing, and customer service and an innovative cost effective business model. Analysts also credited BAL with negotiating the regulatory hurdles in this emerging market and competition very effectively. This enabled it to become profitable despite the Indian telecom market having the lowest tariffs in the world.

Some analysts opined that BAL's unique business model had become the benchmark for emerging markets. Mobile telephony in India was experiencing the fastest growth in the world and India was one of the leading market in terms of mobile subscriber base. Despite Average Revenue per User (ARPU) figures in the country being quiet low compared to many other markets, it was viewed as an attractive as mobile penetration of the market, particularly in the huge rural areas in India, was still low. With the developing market in the west reaching high levels of saturation (70% in US and 30% in some European markets), many global telecom operators were looking at emerging markets for their growth and this made India a prime target for these firms. The market in India was also expected to witness many changes with the introduction of new technologies and mobile number portability.

**P.T.O.**

Since 2007, BAL had been facing serious threats to its leadership position. On the one hand, there was the onslaught of from global players such as Vodafone and Virgin Mobile, and on the other, the threat from established companies such as Reliance Communication Ltd., Tata Teleservices Ltd., and the state owned Bharat Sanchar Nigam Ltd (BSNL). Moreover, the market was expected to witness the entry of some more Indian and foreign companies. BAL had responded to investing heavily in expanding its network, technology, and marketing. It was trying to cover all segments of the population from the tech-savvy youth population who coveted the latest value added services (VAS) to the Bottom of the Pyramid (BOP) segment who would be satisfied with a low-cost offering.

In early 2008, BAL which dominated the Indian telecom market and was the world's tenth largest telecom company, was also readying itself to replicate its success story in some other emerging markets.

**Questions:**

- a) Give overview of Bharti Airtel Ltd. Based on your knowledge
- b) Which of the P's can be used to target the audience by Bharti Airtel Ltd.

**Q3) Case No.2**

**[15]**

**Adidas: A Sport Brand**

Adidas the global brand is a sports clothing manufacturer from Germany which was registered in 1949. They have a large range for both men and women including shoes, hats, leisure and casual wear and an assortment of accessories. Adidas has millions of customers that go through the consumer's decision making process on a daily basis and because of the way that it has positioned itself in the market; consumers regularly decide to buy Adidas products. Since it was established in Germany in 1949, by Adolf Dassler, Adidas has been synonymous with the sporting industry. Today, Adidas is a global public company and is one of the largest sports brand in the world. It is a household brand name with its stripes logo recognized in markets across the world. The company's product portfolio is vast, ranging from state-of-the-art sports footwear and clothing to accessories such as bags, watches, and eyewear and other sports related goods and equipment. Employing over 46,000 people worldwide, the Adidas group consist of around 170 subsidiaries including

Reebok, Taylor made Adidas golf, Rockport and CCM hockey. The group's headquarters are in Herzogenaurach, Germany. In the second quarter of 2013 the group's revenue was €3.383 billion. Adidas brand positioning is clear and distinct. Adidas has a genuine and far reaching respect for sport and this is manifested in the company's devotion to making the best possible performance products for athletes. The brand mission is quite simply to become the leading sports brand in the world. It aims to do this by becoming the best performing brand in all sporting goods categories. To achieve this, the brand continues to produce the highest quality performance products possible at marketplace prices. Furthermore, products will continue to be designed and developed to enhance the performance of all who participate in sport, irrespective of their age, gender or ability.

**Questions:**

- a) How consumer decision making process is done in buying Adidas a branded sport product.
- b) Why most of the customer purchase Adidas brand in sports?

**Q4) Case No.3**

**[15]**

Colgate: Need To Know Indian Consumer in Toothpaste Industry.

Toothpaste industry has grown immensely in the Indian scenario. There is a lot of competition in the industry mainly between two major players Colgate and HLL. The companies are coming up with new schemes as well as products to lure the customers. The usage of toothpaste has grown because of the lifestyle and the way the individuals are living i.e. more awareness about health. Colgate is going ahead with almost 60% of the market share in the industry. The title of the project was "study on consumer buying behavior in the toothpaste industry".

The questionnaire methodology was adopted and the consumers and the sales officer in companies were contacted in order to have their view on toothpaste. The area of the study was restricted to Gurgaon 100 respondents were contacted. The sales managers in two companies were contacted and their views known in terms of how they were going in the toothpaste segment. It was found that many firms are in the toothpaste segment. So it is a highly competitive segment. It was found that focus as well as cost leadership was being followed by the firms when they were going in the toothpaste segment.

The firms are more and more focusing on the promotion and they are spending a lot of money on this front. Customers are also becoming demanding now-a-days and it is seen that many attributes are important for the success of a particular brand. The firms are going in for new launches. It is found that the discounts are important factor. Another important factor is brand image or brand name. The project provided an opportunity to know about a competitive segment and how consumers behave in that segment. It also provided an insight into the toothpaste industry and the attitude and perception of the consumer in that segment.

**Questions:**

- a) How it is important that marketer should know Indian Consumer?
- b) What type of effort should be taken by a marketer to increase the toothpaste brand image in customer?
- c) What type of methodology is applied to understand buying behavior of customer in toothpaste industry and what was its impact to the toothpaste segment?



Total No. of Questions: 4]

SEAT No. :

**P1901**

**[6033]-611**

[Total No. of Pages : 3

**T.Y.B.B.A.**

**B 606 : CASES IN FINANCE+PROJECT**  
**(CBCS 2019 Pattern) (Semester-VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Q.1 is compulsory.*
- 2) *Answer any Two questions from the remaining.*
- 3) *Use of calculator is allowed.*

**Q1)** Larsen & Co Pvt Ltd has two alternative investment projects. Both the Projects have an initial investment of Rs. 5,00,000. The estimated earnings after tax for the both the projects are as follows: **[20]**

Year	Cash Inflows	
	Project A	Project B
1	2,00,000	50,000
2	2,50,000	1,00,000
3	1,00,000	2,50,000
4	2,00,000	3,00,000
5	5,00,000	4,00,000

The expected rate of returns on the capital is 10%.

The present value of Re.1@10% is as follows:

Year	1	2	3	4	5
PV @ 10%	0.909	0.826	0.751	0.683	0.621

Calculate:

- a) Pay Back Period.
- b) Discounted Pay Back Period.
- c) Net Present Value.
- d) Profitability Index.

Give your suggestions to consider Project A or B, on the basis of above methods.

**P.T.O.**

**Q2)** Prepare a statement showing the working capital requirement from the following information provided by a New Manufacturing Unit. **[15]**

Particulars	
Expected Level of Production (units)	1,20,000
Raw Material cost per unit (Rs.)	2
Direct Labour cost per unit (Rs.)	4
Overheads cost per unit (Rs.)	2
Selling Price Per Unit (Rs.)	10
Holding Period	
Raw Material	3 Months
Work in Process	1 Month
Finished Goods	2 Months

**Other Details**

Credit allowed by the suppliers	1 Month
Credit allowed to the Customers	2 Months
Delay in payment of Wages	1 Month
Delay in payment of overheads	1 Month
Expected Cash in hand and at Bank (Rs.)	1,00,000
Production is carried out evenly throughout the year	

**Q3)** Following is the capital structure of MNC Ltd, as on 31<sup>st</sup> March 2023. Find the Weighted Average Cost of Capital from the following details **[15]**

Particulars	Amount
Equity Share Capital	20,00,000
12% Pre. Share Capital	10,00,000
15% Debenture	10,00,000

- The Market Price of the Equity share is Rs. 20 per share.
- Expected Dividend on Equity Share is Rs. 2 per Share, which is expected to grow by 5% every year.
- Assume the Income Tax Rate to be 50%.

What will be the revised WACC if:

- Additional 20% Debentures worth Rs. 20,00,000 are issued.
- Equity Dividend increases to Rs. 6 per share (Assume the growth rate to be 5%) and the Market Price of the share is expected to increase by Rs 30 per share.

**Q4)** From the following details calculate the following:

**[15]**

- a) Cost of Equity.
- b) Cost of Debentures.
- c) Cost of Long Term Loan.
- d) Weighted Average Cost of Capital.

Particulars	Amount
15% Long Term Bank Loan	40,00,000
12% Debentures	30,00,000
Equity Share Capital (30000 Shares)	30,00,000
Total Capital	1,00,00,000

- i) The Market value of Equity shares are at Rs. 200 per share.
- ii) Expected Dividends are Rs. 10 per share. A growth rate of 7% is expected to be maintained.
- iii) The applicable Income Tax rate is 50%.

Also Calculate revised WACC and give your opinion if the company is planning to increase (15% Term Loan) by additional Rs. 50,00,000.



Total No. of Questions: 3]

SEAT No. :

**P1902**

**[6033]-612**

[Total No. of Pages : 2

**T.Y.B.B.A.**

**C 606 : Recent Trends and HR Accounting  
(2019 Pattern) (Semester-VI) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Answer all questions.*
- 2) figures to the ride Indicate full marks.*

**Q1) A) Multiple choice Questions (any 4 out of 5) [4]**

- a) \_\_\_\_\_ is the extent to which employees put volunatry effort into their work.  
(Employee Engagement, Employee compensation, Employee recreation, Employee relations)
- b) \_\_\_\_\_ is NOT an essential condition for effective HRIS.  
(Clearly defined requirements, Involvement of all stakeholders, Senior Management support, ill-defined Job analysis)
- c) \_\_\_\_\_ studies help in finding out the impact of one aspect on the another, for example the study to know the Impact of training on the performance.  
(Personal research, Case studies, Historical research, Experimental studies)
- d) \_\_\_\_\_ means measuring the value of people to the organization.  
(Human Resource Accounting, HRIS, Personal Research, Human Resource optimization)
- e) \_\_\_\_\_ method involves a cost of substituting the existing human resources with the capable human resources delivering correspond- ing services.  
(Historical cost method, Replacement cost method, Incentive deliv- ery method, Asset value method)

**P.T.O.**

- B) Match the following. [4]
- |                                       |  |
|---------------------------------------|--|
| a) Monetary method of human valuation | i) Checking or reviewing to resolve HR issues  |
| b) HRIS                               | ii) Leads to profitability of the organization |
| c) Personnel Research                 | iii) Assest Multiplier Method                  |
| d) Positively engaged employees       | iv) HR Database                                |
- C) True or False (any 4 out of 5) [4]
- Employee Engagement results in undue increase of expenditure and ultimately increase in losses of the firm. (True/False)
  - Human Resource Accounting is an accounting for machine working hours and inventories as an organization resource. (True/False)
  - In Personnel research, historical studies indicate about the journey from unknown to known. (True/False)
  - Due to the effective HRIS, record keeping of employees becomes very easy. (True/False)
  - Highly engaged workforce brings positivity to the work environment. (True/False)

**Q2) Short notes (any 3 out of 5) [18]**

- Challenges to Employee Engagement.
- Human resource Valuation.
- Personnel research.
- Elements of HRIS.
- Objectives of HR Audit.

**Q3) Long Answer (any 2 out of 4) [20]**

- What is Employee Engagement? What are the strategies the companies implement to improve the Employee Engagement?
- What is HRIS? Explain the process of designing HRIS.
- Define human resource Accounting? State the importance of Human resource Accounting with its merits and demerits?
- What do you mean by HR Audit? State the checklist of HR Audit with its approaches?



Total No. of Questions : 3]

SEAT No. :

**P1903**

**[6033]-613**

[Total No. of Pages : 2

**T.Y.B.B.A.**

**D 606 : RECENT TRENDS IN SERVICES AND PROJECT  
(CBCS 2019 Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Objective type questions** **[10]**

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

- a) Tele Marketing is a part of \_\_\_\_\_
  - i) Viral Marketing
  - ii) Social Marketing
  - iii) Direct Marketing
  - iv) Relationship Marketing
- b) Banking is the example of \_\_\_\_\_
  - i) Production services
  - ii) Business services
  - iii) Consumer services
  - iv) Government Provided services
- c) Which of the following is not a service?
  - i) Insurance
  - ii) Mail Delivery
  - iii) Medical checkup
  - iv) None of these
- d) Which of the following is not one of the service process?
  - i) Physical Evidence
  - ii) People processing
  - iii) Possession processing
  - iv) Information processing
- e) The world's largest industry in the private sector and highest projected generator of jobs is \_\_\_\_\_
  - i) Hospitality Industry
  - ii) Health services
  - iii) Professional services
  - iv) Business services

**P.T.O.**

B) Match the Pairs

[5]

Group A	Group B
a) Intangibility	i) Desired service and perceived service
b) Customer satisfaction	ii) Determinant of service quality
c) Physical evidence	iii) Variable
d) Service output	iv) Characteristics of services
e) Responsiveness	v) Employee training

**Q2)** Long answer questions (Solve any 2 out of 4)

[20]

- a) Role of technology in services discuss.
- b) Explain the importance of globalisation of services.
- c) Discuss the benefits of franchising.
- d) Development of tourism in India, explain in detail.

**Q3)** Write short notes on (Solve any 4 out of 6)

[20]

- a) Agricultural Services.
- b) Retail services.
- c) Challenges of adopting new technology in service.
- d) Globalisation and Indian services.
- e) E-Services.
- f) Current trends in development in service sector.



Total No. of Questions : 3]

SEAT No. :

**P1904**

[Total No. of Pages : 2

[6033]-614

**T.Y.B.B.A.**

**E 606 : TOURISM DEVELOPMENT IN RURAL INDIA  
(2019 Pattern) (CBCS) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Objective type questions.

A) Multiple Choice questions.

**[5]**

- a) The main aim to tourism industry in India is \_\_\_\_\_
  - i) To spread word of mouth & create repeat visitors
  - ii) Create repeat visitors
  - iii) To spread word of mouth
  - iv) None of the above
- b) A tourism policy includes \_\_\_\_\_
  - i) Rules
  - ii) Regulations
  - iii) Objectives & Strategies
  - iv) All of the above
- c) In the following which is not a basic purpose of travel in ancient times?
  - i) Trade
  - ii) Seeking knowledge
  - iii) For religious purpose
  - iv) Recreation
- d) In \_\_\_\_\_ areas agriculture & allied activities are predominant.
  - i) Urban
  - ii) Semi-urban
  - iii) Metropolitan
  - iv) Rural
- e) Rural development implies raising the \_\_\_\_\_ status of the rural population.
  - i) Social Status
  - ii) Economical
  - iii) Political
  - iv) All of the above

**P.T.O.**

B) Answer in one sentence

[5]

- a) Define Agro-Tourism
- b) Define Sustainable tourism
- c) Discuss any two challenges in Rural tourism in India
- d) What is Rural Territory?
- e) What is cost associated with Rural Tourism?

**Q2)** Long answer questions (Any 2 out of 4)

[20]

- a) Explain the need & Scope of Rural Tourism
- b) What is Inspirational Tourism? State its importance
- c) Explain the types of Rural Tourism
- d) Role of technology in Rural development

**Q3)** Write short notes on \_\_\_\_\_ (Any 4 out of 6)

[20]

- a) Impact of Rural Tourism on the rural community.
- b) Benefits of Rural Tourism
- c) Rural Tourism in Indian context
- d) Rural Development
- e) Linkages for development of Rural Tourism in India.
- f) Impact of art, culture & heritage on rural tourism

