

Total No. of Questions : 3]

SEAT No. :

P-1927

[Total No. of Pages : 3

[6035]-301
S.Y. B.B.A.
INTERNATIONAL BUSINESS
Elements of Human Resource Management
(2019 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) Multiple Choice Question. [5]

- i) What are those aspect on which the HR professional apply the Risk management technique?
 - a) HR competencies
 - b) HR strategies
 - c) Both a & b
 - d) None of the above
- ii) How has HRM become one of the highly Focused Job?
 - a) It focused on obtaining as well as maintaining a satisfy workforce
 - b) It Result in maximum output with the increased customer and satisfaction
 - c) It promote group satisfaction with individual development
 - d) Optimum utilisation of manpower by motivation and improving efficiency.
- iii) Which of the following takes a full interest in the process of strategic planning
 - a) Training and Development
 - b) Quality control
 - c) Human Resource
 - d) Production

P.T.O.

- iv) What is defined as a record of outcomes from a particular job or an activity at a specific time?
 - a) Evaluation
 - b) Work function
 - c) Performance
 - d) None of the above
- v) The Business side of the process begins with the strategic as one of the guiding framework
 - a) Policy
 - b) HR
 - c) Plan
 - d) All of the above

B) Match the pairs :

[5]

Set A	Set B
i) Motivation	a) Traditional method
ii) Employee hand book	b) On the job
iii) Training	c) Reward & Benefit
iv) Employee Right	d) Company Culture
v) Assessing performance	e) Equality without discrimination

C) Answer in one Sentence :

[5]

- i) What is HRM need for Human Resource Planning
- ii) Which of the following component are reformed to support the strategic of Human Resource function.
- iii) Which of the following field require a skilled HR professional.
- iv) Which of the following is considered as strategic activity?
- v) Who laid the foundation of HRM practices?

D) Fill in the Blanks. [5]

- i) Relation Building is not skill of good _____.
- ii) _____ can be positive or negative for behaviour.
- iii) _____ has no specific goal of improving ones capability, capacity, productivity & performance.
- iv) _____ ensures a constant supply of promotable employee.
- v) When employee are positive about their work environment. Employee _____ is positive.

Q2) Attempt any three questions. [30]

- a) Explain objective and importance of HRM?
- b) What is human resource planning explain its process and factor influencing the estimation of HRM organisation?
- c) Explain employee morale and causes of Low moral?
- d) What is Benefit and stages of career planning?
- e) Explain changing role of HRM & HRM in virtual organisation?

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

- a) Personnel management.
- b) Employee morale
- c) Work force Diversity
- d) Challenges Before HRM
- e) Barriers of HRP
- f) E-Human Resource Management



[6035]-302
S.Y.B.B.A. (I.B.)
302 : 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) Compulsory Question (Objective Type Questions)

A) Multiple Choice Question.

[10]

- a) _____ is the way an individual feels about her/himself and believes others to feel.
 - i) Self - Efficacy
 - ii) Self Esteem
 - iii) Self - Awareness
 - iv) Self - Regulation
- b) Emotional intelligence involves _____.
 - i) Mood management.
 - ii) Managing relationships.
 - iii) Emotional self - awareness.
 - iv) All of the above
- c) _____ refers to the ability or competence to express one's feelings, needs or desires openly and directly but in a respectful manner or without hurting one's feelings.
 - i) Assertiveness
 - ii) Empathy
 - iii) Sympathy
 - iv) Communication Skill
- d) The success of each organization depends upon the performance of _____.
 - i) Employer
 - ii) Management
 - iii) Vendor
 - iv) Employee
- e) _____ is not a capability of an employee having Positive attitude
 - i) Focus
 - ii) Creativity
 - iii) Pessimism
 - iv) Confidence
- f) In order to be successful in a career search it is imperative that you
 - i) hire a professional to create your resume
 - ii) read the entire text.
 - iii) have an online portfolio
 - iv) know yourself.

- g) Transferable skills are
 - i) skills developed from previous jobs.
 - ii) skills that need to be developed.
 - iii) developed very early in life.
 - iv) Not important to employers.
- h) Critical thinking concerns_____
 - i) Determining the cause of our beliefs
 - ii) Pinpointing the psychological basis of beliefs
 - iii) Determining the quality of our beliefs
 - iv) Assessing the practical impact of our beliefs
- i) What is global competence?
 - i) The capacities people can use to understand and use local, national and international elements to thrive in an interconnected world
 - ii) The ability to understand the importance of one country dominates the entire world.
 - iii) The quantifiable ability of the entire world to improve everyone's intelligence levels
 - iv) The ability to understand political differences but not cultural nuances
- j) The following are benefits of setting goals :
 - i) You take control of your life.
 - ii) You focus on the important things.
 - iii) You will be more self - confident and believe in yourself.
 - iv) All of the above

B) Answer in one sentence : [5]

- a) Define Personality
- b) What is Emotional Intelligence?
- c) Define Ethics.
- d) What do you mean by Empathy?
- e) What is meant by Body Language?

C) Match the Pairs. [5]

- | Group A | Group B |
|--------------------|---------------------------|
| a) Personality | i) Exchange of thoughts |
| b) Heredity | ii) Unique |
| c) Self - esteem | iii) Trust your own worth |
| d) Self confidence | iv) Personal worth |
| e) Communication | v) Biological Factor |

Q2) Long Answer (Any three)

[30]

- a) Explain the factors that affect personality.
- b) Explain the nature of personality.
- c) What is Self Assessment? Explain the importance and types of Self Assessment.
- d) Explain the characteristics of Positive and Negative Self - esteem.
- e) What is effective communication? Explain the barriers in effective communication.

Q3) Write Short notes on (any four)

[20]

- a) Qualities of a successful entrepreneur.
- b) Importance of Time management
- c) Social Etiquettes
- d) Critical and Comparative thinking
- e) Tips to improve global communication
- f) Art of Listening



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Total No. of Questions : 5]

SEAT No. :

P-1929

[Total No. of Pages : 2

[6035]-303
S.Y.B.B.A (IB)
INTERNATIONAL ECONOMICS
(2019 Pattern) (CBCS) (Semester - III) (303)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Fill in the Blanks :

[5]

- a) According to _____ economics is a study of mankind in the ordinary business of life.
 - b) According to _____ international trade bestows on certain indirect and dynamic gains.
 - c) The _____ model is related to trade between two countries and two commodities.
 - d) _____ refers to the rate at which the goods of one country exchange for the goods of another country.
 - e) _____ policy refers to without any tariffs, quantitative restrictions and other devices obstructing the movement of goods between countries.
- (Select Answers - a) Prof. Mill b) Prof. Marshall c) Terms of Trade d) Ricardian e) Free Trade)

Q2) True or false (Answer any four) :

[4]

- a) According to classical Economist there are two methods to measure the gains from trade.
- b) International trade increases national income which helps us to get low priced imports.
- c) Gains are measure in terms of trade.
- d) LPG policy commenced in India from 1996.
- e) GFC refers to Great Britain financial crisis.

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Q3) Match the following :

[5]

- | | |
|----------------------------|----------------------------------|
| a) Adam Smith | i) Exchange rate |
| b) IMF | ii) Preferential Trade agreement |
| c) Bretton woods | iii) Absolute cost advantage |
| d) WTO | iv) Gold exchange standard |
| e) Purchasing power parity | v) Gold standard |

Q4) Write short notes on (Attempt any 3) :

[24]

- a) Special drawing rights
- b) IMF
- c) Heckscher ohlin theory
- d) Free trade policy

Q5) Write long answers on (Attempt any 2) :

[32]

- a) Explain the objectives and functions of IMF.
- b) Explain the difference between GATT and WTO.
- c) Discuss the arguments against free trade policy.
- d) Write in detail about the welfare comparisons at international and Domestic level.



Total No. of Questions : 3]

SEAT No. :

P1930

[Total No. of Pages : 2

[6035]-304

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

304 : PRODUCTION & OPERATION MANAGEMENT

(2019 Pattern) (Semester -III)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

1) Attempt all Questions.

Q1) A) Multiple Choice Questions.

[5]

- a) Verification is _____
- i) Product Based
 - ii) Process Based
 - iii) Quality Based
 - iv) Quantity Based
- b) Material management is also called
- i) Distribution planning
 - ii) Control & logistic
 - iii) Both of above
 - iv) None of above
- c) An Example of fixed Assets is
- i) Live stock
 - ii) Valve stock
 - iii) Income stock
 - iv) All of above
- d) By codification _____
- i) Cost Can reduce
 - ii) Classification is easy
 - iii) Both of above
 - iv) None of above
- e) Cranes are used for :
- i) Lifting and Lowering
 - ii) Vertical Transportation
 - iii) Shifting
 - iv) All of above

B) Match the column.

[5]

- | Group A | Group B |
|------------------|--------------------------|
| a) Bin card | i) lifting |
| b) Wheel Barrows | ii) Minor work |
| c) Gantt chart | iii) Material management |
| d) Bar chart | iv) Scheduling |
| e) ABC | v) Stock card |

C) Answer in 1 sentence.

[5]

- a) When fixed position layout is adopted.
- b) M.R.P. stand for what ?
- c) Name any 3 Examples of carrying cost.

P.T.O.

- d) E.O.Q. stand for what ?
- e) In pneumatic control system, Low Energy produce?
- D) Fill in the blanks. [5]
 - a) Objective of work study to improve _____
 - b) The flow of production is not continuous. It is _____
 - c) Store ledger is maintain by _____ Department.
 - d) In ABC analysis, 'A' class items cost is _____
 - e) Maintainece of fixed Automation is _____

Q2) Attempt any 3 out of 5 Questions. [3×10=30]

- a) Explain about plant layout.
- b) Explain about inventory analysis.
- c) Explain various types of waste.
- d) Explain various types of decision model.
- e) Explain in Detail about process layout.

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

- a) Dispatching.
- b) Inventory management.
- c) Flexible manufacturing system.
- d) cost Associated with inventory.
- e) Principle of material Handling.
- f) Transportation Equipment.



Total No. of Questions : 6]

SEAT No. :

P-1931

[Total No. of Pages : 4

[6035]-305

S.Y. B.B.A. (IB)

A305 : FRENCH - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Use of dictionary is not allowed.*

Q.1. Complétez UN dialogue :

(10)

A. M. Éric Jégat arrive à l'hôtel CANAL + . Il a une chambre réservée. Il a la chambre 1201 au douzième étage. Complétez le dialogue.

M. Jégat : Bonjour, monsieur. J'ai une chambre réservée ici.

Le réceptionniste : _____ .

M. Jégat : Au nom de M. Éric Jégat.

Le réceptionniste : _____ .

M. Jégat : C'est à quel étage ?

Le réceptionniste : _____ Voici les clés .

M. Jégat : Merci. C'est où ?

Le réceptionniste : _____ . Montez au douzième étage. La chambre est juste en face de l'ascenseur.

M. Jégat : D'accord. Et le restaurant, c'est où ?

Le réceptionniste : _____ . En face des escaliers.

OU

B. Mme Sylvie Masson téléphone au standard de la société 'Aérospatiale'. Elle veut rencontrer M. Couvreur, le directeur. M. Couvreur n'est pas là. Elle parle à la standardiste. Complétez le dialogue.

P.T.O.

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

Q.3. Grammaire et vocabulaire :

A. Complétez avec des adjectifs possessifs : (2 au choix) (2)

4. Il a rendez-vous avec son/sa/ses directeur.
5. Gérard a une fille. son/mes/sa fille s'appelle Janine.
6. Nous parlons avec nos/notre/votre clients.

B. Complétez avec des prépositions :(2 au choix) (2)

1. J'habite en/dans/au Japon.
2. Je regarde des films dans/pendant/avec le vol.
3. Il travaille comme/de/chez Arcans.

C. Quelle heure est-il ? (2 au choix) : (2)

1. 8 h 30
2. 15 h 15
3. 19 h 20

D. Complétez avec des mots donnés : (Pour, téléphone, lundi, Lucie) (2)

Bonjour _____ ! C'est Patricia. Je te _____ parce que je suis à Nantes, _____ , mardi et mercredi _____ une conférence.

E. Mettez les verbes entre parenthèses à la forme qui convient (2 au choix) (2)

1. Les voyageurs sans titre (payer) une amende.
2. Le directeur (gerer) l'ensemble des activités de l'entreprise.
3. La directrice (finir) son travail.

Q.3. A. Répondez en français aux questions suivantes: (3 au choix) (6)

1. Quelle est votre nationalité?
2. Comment s'appelle un habitant de la Suisse?
5. Nommez pays francophone.

6. Quand vous voyagez, où habitez-vous ?

B. Reliez les deux colonnes

(4)

A

1. France Télécom
2. Louis Dreyfus
3. Allô !
4. Un habitant de la Belgique

B.

- a) Bonjour, Société GDF
- b) Télécommunications..
- c) Belge.
- d) Négocier et service

Q.4. Présentez la personne suivante

(5)

Nom : Dubosc
Prénom: Quentin
Nationalité: Français
Pays de résidence: L'Allemagne.
Situation de famille: Marié
Nombre d'enfants: 2 fils
Secteur d'activité professionnelle: Vente sur Internet

OU

Nom : Anthony
Prénom: Smith
Nationalité: Anglais
Pays de résidence: La Belgique.
Situation de famille: Célibataire
Secteur d'activité professionnelle: Chef des ressources humaines

Q.5. A. Traduisez en anglais:

(4)

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

B. Traduisez en français: (3 au choix)

(6)

1. You cross the lobby.
2. We are going by bus.
3. Don't hang up, please.
4. I'm calling you because I am in London.
5. I can take your details?

Q. 6. Compréhension

Dans les grandes villes françaises, il y a de différents types de transport en commun : bus, métro, tramway, trains de banlieue.

En France, il existe différents tarifs. Ils correspondent à l'âge ou à la situation (senior, jeune, famille nombreuse, demandeur d'emploi, etc)

A. Dites vrai ou faux :

(3)

1. Dans les grandes villes françaises, il y a différents types de transport.
2. Le tramway est un transport en commun.
3. Il n'y a pas de tarifs différents.

B. Cherchez le contraire dans le texte : petites

(1)

C. Cherchez le féminin de nombreux dans le texte.

(1)

x x x

Total No. of Questions : 6]

SEAT No. :

P-1932

[Total No. of Pages : 4

[6035]-306

S.Y. B.B.A. (IB)

B305 : GERMAN - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[03]

1. Woher kommen Sie?
2. Wo liegt Delhi?
3. Wann stehen Sie am Wochenende auf?
4. Wie alt sind Sie?
5. Welche Sprachen sprechen Sie?

Frage 2: Übersetzen Sie ins Englisch!

[03]

Christa wohnt in Berlin. Sie kommt aus der Schweiz. Ihr Freund heißt Antonio. Er kommt aus Italien, aber er kann sehr gut Deutsch sprechen. Antonio und Christa haben drei Kinder. Sie heißen Veronika, Doris und Athena. Veronika und Doris spielen sehr gut Gitarre und Athena schwimmt sehr gut.

Frage 3: Wortschatz

[12]

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

(03)

1. 37
2. 12
3. 200
4. 99

B: Ergänzen Sie die Vokale! (Any 3)

(03)

1. FR ___ NKR ___ I CH
2. W ___ RTERB ___ CH
3. W ___ HN Z ___ M MER
4. J ___ PAN ___ S CH

P.T.O.

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

(03)

1. Sprache : sprechen / Kaffee: _____
2. Fernseher: Wohnzimmer / Bett: _____
3. 8 Uhr: morgens / 20 Uhr: _____
4. Italienisch: Sprache / Italien: _____

D: Welches Wort passt nicht? (Any 3)

(03)

1. Japan, Indien, Deutsch, Spanien
2. Radiergummi, Lineal, Kuli, Sessel
3. Lampen, Tische, Stuhl, Uhren
4. Wohnzimmer, Küche, Bleistift, Balkon

Frage 4: Grammatik :

[18]

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

(03)

1. Max und Milli _____ in Deutschland. (wohnen)
2. Sabine und Klara, _____ ihr Englisch? (sprechen)
3. Das _____ eine Tasche. (sein)
4. _____ du eine große Wohnung? (haben)

B: Ergänzen Sie die Personalpronomen! (Any 3)

(03)

1. Tamina kommt aus Deutschland. Jetzt wohnt _____ in Indien.
2. Guten Tag, Frau Müller! Möchten _____ einen Kaffee?
3. Jonas lernt Spanisch und _____ spielt sehr gut Gitarre.
4. Herr Schneider arbeitet von 9 bis 17 Uhr. _____ macht um 13 Uhr Mittagspause.

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

1. Ist das _____ Lampe?
2. Wir haben _____ Balkon in der Wohnung.
3. Ich finde _____ Computer sehr modern.
4. Das ist _____ Kuli.

D: Ergänzen Sie die Possessivartikel! (Any 3)

(03)

1. Frau Neumann, ist das _____ Tasche?- Ja!
2. Das sind Samantha und Manuel. Das ist _____ Auto.
3. Markus spielt sehr gut Gitarre. Das ist _____ Gitarre.
4. Ich heiße Peter. Das ist _____ Haus.

E: Ergänzen Sie die Verben ‚sein‘ oder ‚haben‘ im Präteritum! (Any 3)

(03)

1. Petra _____ einen Termin am Freitag.
2. Sara und Sabine _____ gestern in Pune.
3. Herr Müller, _____ Sie schon mal in Indien?
4. Hallo, Peter! Wo _____ du gestern?

F: Bilden Sie die Fragen! (Any 3)

(03)

1. Uhr, ist, Wie viel, es ?
2. Kaffee, Trinkst, einen, du ?
3. deine, Wo, Familie, lebt ?
4. am Abend, Deutsch, Sie, Lernen ?

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

[10]

Klara Stein ist Deutsche und arbeitet im Emirates- Call Center in Berlin. Sie muss beruflich viel telefonieren. Sie spricht natürlich Deutsch und auch Englisch und Spanisch. Klara und die Kolleginnen sitzen zusammen in einem Büro. Sie informieren die Kunden über Flugzeiten und reservieren Flugtickets. Die Arbeitszeit ist flexibel, aber Klara muss manchmal auch am Wochenende arbeiten. Das findet sie nicht so gut.

Klaus Baumer ist Automechaniker und wohnt in München. Er hat dort eine Autofirma. Er ist 53 Jahre alt und hat keine Kinder. Herr Baumer ist oft in Österreich und in der Schweiz. Dort kauft und verkauft er Autos. Seine Hobbys sind reisen und lesen.

A: Beantworten Sie die Fragen in einem ganzen Satz:

(05)

1. Welche Sprachen spricht Klara?
2. Was machen Klara Stein und ihre Kollegin im Büro?
3. Wann arbeitet Klara Stein?
4. Was ist Klaus Baumer von Beruf?
5. Was macht Klaus Baumer in Österreich und in der Schweiz?

B: Schreiben Sie richtig oder falsch.

(05)

1. Klara spricht zwei Fremdsprachen.
2. Klara informiert die Kunden über die Flugzeiten.
3. Sie arbeitet gern am Wochenende.
4. Klaus Baumer wohnt in Deutschland.
5. Klaus Baumer ist fünfunddreißig Jahre alt.

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

[04]

Meine Wohnung

OR

Meine Familie

x x x

Total No. of Questions : 4]

SEAT No. :

P1933

[Total No. of Pages : 2

[6035]-307

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

A 306 : SUPPLY CHAIN MANAGEMENT-I

(2019 CBCS Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks.

[5×1=5]

- a) All are the primary activity of value chain except _____.
 - i) Outbound logistics
 - ii) After Sales Service
 - iii) Marketing and sales
 - iv) Procurement
- b) The location where the inventory is received, stored and shipped out depending upon the demand is known as _____.
 - i) Store layout
 - ii) Space management
 - iii) Warehouse
 - iv) Lean management
- c) _____ discovers patterns and relationships hidden in the data.
 - i) SCM software system
 - ii) Electronic data interchange
 - iii) Data mining
 - iv) Internet technologies
- d) _____ is an integral part of supply chain management.
 - i) Relationship management
 - ii) Inventory management
 - iii) Human resource management
 - iv) None of these.
- e) According to _____, “customer relationship management is a business strategy designed to optimize profitability, revenue and customer satisfaction.”
 - i) PWC Consulting
 - ii) Gartner
 - iii) Parvatiyar and Sheth
 - iv) Kimball

P.T.O.

B) Match the following pairs.

[5×1=5]

Column A	Column B
a) Kaizen	i) Flow of goods and services
b) Supply chain Management	ii) Technique for eliminating manufacturing waste
c) Just-In-Time	iii) continuous improvement
d) Store layout	iv) buy current brand repeatedly
e) Customer loyalty	v) physical arrangement of storage

Q2) Long Answer questions (Solve any 1 out of 2)

[10]

- a) Define supply chain management. Explain function and types of supply chain management.
- b) Explain objectives, Importance and scope of material handling system. Write down the types of material handling equipment.

Q3) Long Answer questions (Solve any 1 out of 2)

[10]

- a) What is Retail supply chain management? Write down the problems and prospectus of supply chain management in a retail industry.
- b) Explain in detail supply chain network design. Which are the factors influencing network design.

Q4) Write Short notes (Solve Any 4)

[4×5=20]

- a) Bullwhip effect and causes of Bullwhip effect
- b) Types of storekeeping
- c) Objectives of supply chain management
- d) Component of Logistics
- e) Customer Relationship management
- f) Marshaling



Total No. of Questions : 4]

SEAT No. :

P1934

[Total No. of Pages : 2

[6035]-308

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

306 B : LOGISTICS MANAGEMENT

(2019 Credit 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.

[5×1=5]

- a) '3 PL' Stands for
 - i) Third product logistics
 - ii) Third possession logistics
 - iii) Third party logistics
 - iv) None of the above
- b) E-procurement is _____ mode of purchasing.
 - i) Mechanical
 - iii) Electronic
 - iii) Bulk
 - iv) Trading
- c) Ordering cost is also known as:
 - i) Carrying cost
 - ii) Set-up cost
 - iii) Holding cost
 - iv) Purchase cost
- d) Which of the following warehouses are driven through digitalization?
 - i) Bonded warehouses
 - ii) Consolidated warehouse
 - iii) Co-operative warehouses
 - iv) Smart warehouses
- e) The warehouse operation process includes
 - i) Inbound activities
 - ii) Export activities
 - iii) Import activities
 - iv) Other activities

P.T.O.

B) Match the following [5]

A	B
a) Inbound logistics	i) Movement & storage of goods
b) E-Procurement	ii) Movement from supplier to manufactures
c) Out sourcing	iii) Third Party Involvement
d) Material Handling	iv) To maintain holding cost to its minimum
e) Just in Time	v) Online Vendor Exchange process

Q2) Solve any ONE of following. [1×10=10]

- a) Define Logistics. Explain in detail the objectives of logistics management.
- b) Elaborate on the factors influencing selection of transporter.

Q3) Solve any ONE of following. [1×10=10]

- a) Define inventory management. Explain the functions of inventory management in supply chain.
- b) Explain in detail various types of warehouse.

Q4) Write any four short notes. [4×5=20]

- a) Difference between Inbound and outbound logistics.
- b) Reverse logistics.
- c) Process of E-Procurement.
- d) Inventory Management cost.
- e) Warehouse Automation.
- f) Just In Time.



Total No. of Questions : 3]

SEAT No. :

P-1935

[Total No. of Pages : 2

[6035]-401

S.Y. B.B.A. (IB)

IMPORT EXPORT PROCEDURE
(2019 Pattern) (CBCS) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) A) Fill in the blanks (any 5 out of 6) : [5]

- i) _____ refers to the policy measures adopted by a country with reference to its exports & imports.
- ii) _____ ministry of GOI prepared and announced the Indias trade policy.
- iii) _____ is the india's first mega coastal economic zone (CEZ).
- iv) In terms define _____ of buyers and Sellers in international trade.
- v) Bill of Lading is issued by _____
- vi) _____ document is used for documentary collection.

B) Match section A with section B : [5]

- | <u>Section A</u> | <u>Section B</u> |
|--|------------------|
| i) Time limit of re-import of exported gems & Jewellery item in India is | a) 2005 |
| ii) Foreign Exchange Management Act. (FEMA) came inforce by | b) 1962 |
| iii) Bill of entry can be filed in advance of expected arrival of goods | c) 1999 |
| iv) When was the 1 st exim policy defined | d) 90 days |
| v) SEZ Act was passed | e) 30 days |

P.T.O.

C) True or false (attempt any 4 out of 5) : **[4]**

- i) Commercial Invoice and proforma invoice is same.
- ii) There is difference between bill of lading and mate receipt.
- iii) GSP and certificate of origin are one and same.
- iv) All imported goods shall be subject to domestic laws, rules, orders and regulation.
- v) In the year 2003 the SEZ was passed.

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

- a) Elaborate the following with suitable examples.
 - i) Packaging
 - ii) Labelling, marking, Packing
- b) Advance license.
- c) Modes of Transport
- d) Concept of warehousing.

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

- a) Explain the various benefits given to the importers and exporters by central Govt for promoting export and import in the country.
- b) What is Exports & Imports. Explain the classification of Exports and Imports in detail.
- c) Explain the procedure and documents for claiming duty drawback.
- d) Explain the benefits of Exports and Imports in detail.



Total No. of Questions : 3]

SEAT No. :

P1936

[Total No. of Pages : 2

[6035]-402

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

402 : RESEARCH METHODOLOGY

(2019 Pattern) (Semester -IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Question. [5]

- a) Which of the following is not characteristic of good research?
 - i) Systematic
 - ii) Logical
 - iii) Controlled
 - iv) Subjectivity
- b) _____ describes the present state of affairs as it exists without having any control over variables.
 - i) Analytical Research
 - ii) Descriptive Research
 - iii) Applied Research
 - iv) Distinctive Research
- c) Data collected from an archive or the records of an organisation is called _____.
 - i) Internal Data
 - ii) Secondary Data
 - iii) External Data
 - iv) Primary Data
- d) A list of works on a subject or by an author that were used or consulted to write a research paper, book or article is called _____.
 - i) Body
 - ii) Conclusion
 - iii) Bibliography
 - iv) Suggestion
- e) The process of reviewing data is called _____.
 - i) Data Interpretation
 - ii) Data Analysis
 - iii) Data Breaching
 - iv) Data Reading

B) Match the Pairs. [5]

Group A

Group B

- | | |
|--------------------------------------|----------------------------|
| a) Focus group | i) Judgemental sampling |
| b) Non - probability sampling | ii) Subjective |
| c) Last stage of research writing is | iii) Qualitative Data |
| d) Data interpretation should be | iv) Blue print of research |
| e) Research design | v) Report Writing |

P.T.O.

- C) Answer in one sentence. [5]
- a) What is Probability sampling?
 - b) What is meant by Testing of Hypothesis?
 - c) What is qualitative research?
 - d) What is Primary Data?
 - e) What is Simple random sampling?

- D) Fill in the blanks. [5]
- a) Basic Research findings often provide the basis for later _____ research.
 - b) A Blue print of Research work is known as research _____.
 - c) _____ Data refers to the published data and data collected in the past.
 - d) The research report should be _____
 - e) In _____, sample is selected from population, based on the ease of access.

Q2) Long Answer (any 3) [3×10=30]

- a) What is Research? Explain the process of research
- b) Discuss the methods of sampling
- c) What is research report? Discuss steps in writing research report.
- d) Discuss the methods of collecting secondary data.
- e) What are the various types of research?

Q3) Short Answer (any 4) [4×5=20]

- a) Questionnaire method of data collection
- b) Primary data and features of primary data
- c) Interview method of data collection
- d) Research design
- e) Limitations of research
- f) Data Processing



Total No. of Questions : 3]

SEAT No. :

P-1937

[Total No. of Pages : 3

[6035]-403

S.Y. B.B.A. (IB)

403 : BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) A) Multiple Choice Questions:

[5×1=5]

- i) Good Advertising refers to _____ advertising.
 - a) Honor
 - b) convinient
 - c) Surrogate
 - d) Influencer
- ii) Ethics is branch of _____.
 - a) Philosophy
 - b) Economics
 - c) History
 - d) Science
- iii) Echics dervied from
 - a) US
 - b) Greek
 - c) Latin
 - d) None of above
- iv) _____ is standardized mark jewellery.
 - a) ISI
 - b) Agmark
 - c) Hallmark
 - d) CERC
- v) Business development depend on _____ growth.
 - a) Personal
 - b) Community
 - c) Business
 - d) None

P.T.O.

- B) Match the column [5 × 1 = 5]
- | <u>Group A</u> | <u>Group B</u> |
|----------------------------|----------------------------|
| i) CO ₂ | a) CFC Gas |
| ii) Air condition | b) Economic Development |
| iii) Taxes | c) Types of value |
| iv) Terminal value | d) Brundt land report |
| v) Sustainable development | e) Environment degradation |
- C) Answer in 1 sentence : [5 × 1 = 5]
- i) CSR stand for what?
 - ii) Which committee founded in India for Corporate Governance.
 - iii) What type of justice exists if employee being honest in work?
 - iv) Sustainability means what?
 - v) When environment protection Act came?
- D) Answer in fill the blanks: [5 × 1 = 5]
- i) _____reflect person's sense of right & wrong.
 - ii) 3 C's of Business Ethics is _____
 - iii) OSH stand for _____
 - iv) Collective Bargening is _____ process.
 - v) Safeguard right to life is under _____ article of constitution.
- Q2) Answer any 3 out of 5. [3 × 10 = 30]**
- a) Explain type of responsibilities.
 - b) Explain environmental ethics.
 - c) Explain Role of responsibilities of organization towards Government & Society.
 - d) Explain Government policies against illegal business practices.
 - e) Explain consumer & it's type in detail.

Q3) Short Notes (Any 4 out of 6) :

[4 × 5 = 20]

- a) Air (Preventive and control of population) Act 1981.
- b) Stages in Ecological sustainable organization.
- c) Feature of whistle Blower Act.
- d) Resone behind ethical problem in business.
- e) Ethics in contemporary business.
- f) 3 C's of business ethics.



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Total No. of Questions : 3]

SEAT No. :

P1938

[Total No. of Pages : 2

[6035]-404

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

404 : MANAGEMENT INFORMATION SYSTEM

(2019 CBCS Pattern) (Semester -IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions. [5]

- a) _____ is a Resource because it is scarce, it has a cost and it has alternative uses.
 - i) Data
 - ii) Information
 - iii) Data processing
 - iv) Data communication
- b) Which of the following software Quality Assurance lays considerable stress on getting the design right, prior to coding _____
 - i) Software Quality
 - ii) Software Quality Assurance
 - iii) Quality policy
 - iv) Quality standard
- c) The inherent ability of software to be used for a specified purpose as the software possesses certain features and characteristics which enable it to be used for all purpose.
 - i) Software Quality
 - ii) Quality Assurance
 - iii) Quality policy
 - iv) Quality standard
- d) Prototyping helps in _____
 - i) Creating a working model of system
 - ii) Increasing workload
 - iii) Increasing costs
 - iv) Supporting resource management
- e) Which of the following suggests a systematic sequential approach to software development?
 - i) Waterfall model
 - ii) Prototyping model
 - iii) Spiral model
 - iv) SDLC

P.T.O.

B) Match the pairs. [5]

- | Group A | Group B |
|-----------------------------|--|
| a) The Newell-simon model | i) Access uses personal info |
| b) Cyber crime | ii) Protect interconnection |
| c) Fire walls | iii) Human information
procesing system |
| d) RAD | iv) The classical model |
| e) Model of Decision making | v) Rapid Application
Development model |

C) Answer in One sentence [5]

- a) What is Open Loop system?
- b) What is patent Law?
- c) What is meant by Executive support system?
- d) What is soft ware Quality Assurance?
- e) Enlist the various Decision making tools.

D) Fill in the blanks. [5]

- a) _____ is the property right which exist in various work.
- b) AI stands for _____.
- c) DSS emphasises Data _____.
- d) GDSS has four basic components the Hard ware, the _____ the people and procedure.
- e) The process of preparing prototype is referred to as _____.

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

- a) Explain the various system building approaches.
- b) What are the advantages of object oriented systems?
- c) What is the need for M.I.S?
- d) Give the characteristics of communication channels.
- e) What is prototyping? Explain steps involved in prototyping also state its advantages.

Q3) Attempt any (4) four out of (6) six. Write a short Note: [4×5=20]

- a) Planning
- b) DSS (Decision support system)
- c) Feedback control
- d) Cyber crime
- e) Law of Requislte variety
- f) Audit Trails



Total No. of Questions : 6]

SEAT No. :

P-1939

[Total No. of Pages : 4

[6035]-405
S.Y. B.B.A. (IB)
405 A : FRENCH - II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Q.1. Complétez le dialogue suivant (un au choix)

[10]

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

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

Le webmestre : Un e-mail commercial?

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

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

M. Cousseau: _____ ?

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

M. Cousseau: C'est super. _____ ?

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

M. Cousseau: Parfait! _____ ?

Le webmestre: En haut de la page.

B. Demain, M. Duparc va aller en voyage d'affaires à Strasbourg. Il vérifie son planning avec sa secrétaire, Natalie.

M. Duparc: Excusez-moi Natalie. Je voudrais _____ .

Natalie : Oui, j'arrive.

M. Duparc: Alors, demain, je _____ .

Natalie: Oui, monsieur. Demain vous partez de l'aéroport Paris-Orly.

M. Duparc: Par _____ ?

Natalie: Par le vol Air France. Embarquement à 7h 40, puis décollage à 8h 05.

M. Duparc: Et l'arrivée à _____ ?

Natalie: Vous arrivez à Nice à 9 h 25.

M. Duparc: Et le soir _____ ?

Natalie: Le soir, vous prenez le vol de 18h 30 pour arriver à Paris à 19h 35.

M. Duparc: Merci, c'est parfait.

Q.2. Grammar

[10]

A. Choisissez la bonne réponse

[2]

1. Le passager vont voyager/a voyagé en avion.

2. L'ingénieur fera/feront leur travail.

3. Nous devons/doit envoyer un mél.

P.T.O.

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

1. Je déjeune (avec/dans) dans le restaurant du bureau.
2. Les Français arrivent au bureau (entre/en) 8 h et 9 h 30.
3. Je mange de la viande (avec/pour) des légumes.

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

1. Je déjeune avec mes/ma collègues.
2. Vous regardez votre/vos message ?
3. Les clients téléphonent à leur/leurs collaborateurs.

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

1. Nous prenons cette/ce vol.
2. J'ai vérifié mon boîte mail ce/ces matin.
3. Le directeur sort avec ces/cette clients.

E. Choisissez la bonne réponse (2 au choix) [2]

1. La cliente canadienne/canadien travaille au Total.
2. Myriam étudie les nouveaux/nouvelles circuits.
3. Un Français peut travailler pleine/plein temps

Q.3. Vocabulaire [4]

A. Répondez au questions (2 au choix)

1. Quel plat conseillez-vous à des Français dans votre pays ?
2. A quelle heure arrivez-vous au college ?
3. Quel âge avez-vous ?

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

A.

1. Chocolats
2. Les chaussures
3. Un dessert
4. Des crudités

B.

- a. La salade
- b. Chez le chocolatier
- c. En cuir
- d. La glace au chocolat

C. Donnez le contraire (2 au choix)

[2]

1. Les hôtels résidentiels sont toujours au centre-ville.
2. Les hôtes arrivent le premier.
3. Il fait très froid.

Q.4. Compréhension

[5]

Pierre

Je déjeune à la cantine de ma société. En général, je choisis d'abord des crudités. Ensuite, je mange de la viande (du bœuf ou du poulet) avec des légumes ou du riz. Je ne mange pas de fromage mais je prends un yaourt et un fruit en dessert. Je prends un verre de vin pour accompagner mon repas

A. Dites vrai ou faux :

1. Pierre déjeune à la cantine.
2. Il mange du poulet ou du bœuf.
3. Il mange du fromage.

B. Donnez l'infinitif : prends, choisis.

Q.5. A. Traduisez en anglais

[4]

Nous touchons plusieurs secteurs d'activités. Le commerce avec les parfumeries, les pharmacies, les hôtels, les coiffeurs et les salons de beauté mais aussi les entreprises et les hôpitaux. Nous exportons nos produits dans le monde entier. Nous avons plus de 6000 clients.

B. Traduisez en français (3 au choix)

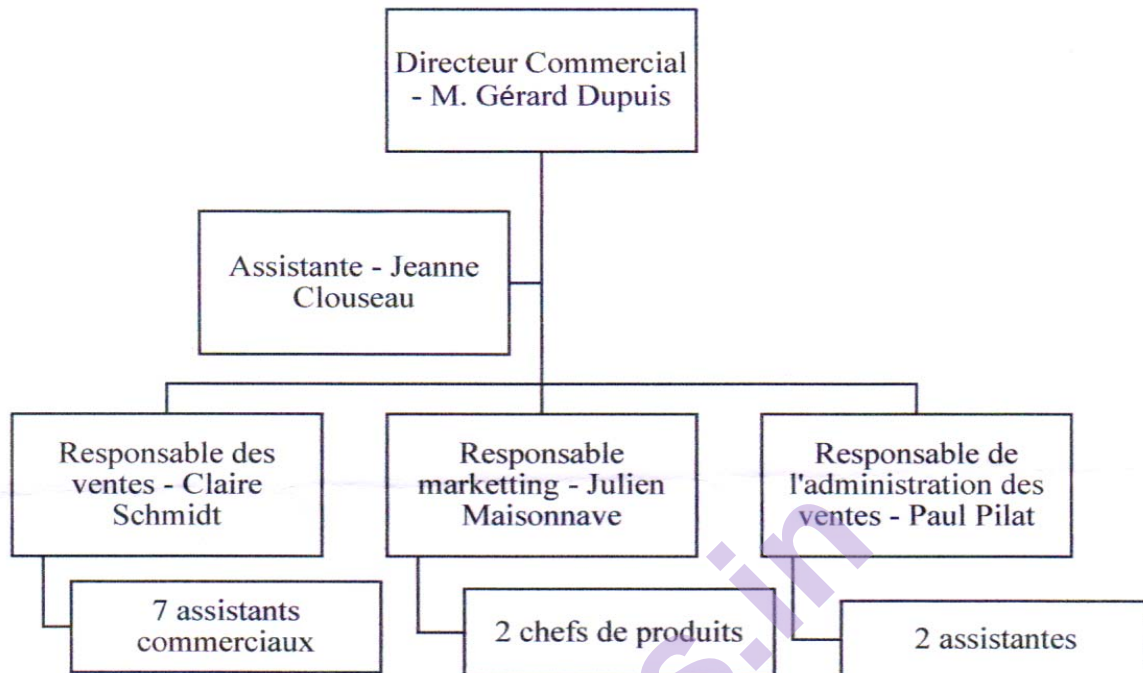
[6]

1. The kitchen is furnished.
2. Bill, please.
3. You climb to the 5th floor.
4. I went on the site.

Q.6. Écrivez un paragraphe

[5]

A. Voici l'organigramme de l'entreprise GDA.



OU

- B. Décrivez le processus de fabrication du jus d'oranges. Utilisez les mots suivants: presser, mélanger, nettoyer, mettre, envoyer, les pommes, le jus concentré, du sucre, de l'eau, les bouteilles, une machine spéciale, des cartons, des distributeurs. Pour cela utilisez les mots connecteurs – puis, après, avec, dans...

□□□

Total No. of Questions : 6]

SEAT No. :

P-1940

[Total No. of Pages : 4

[6035]-406
S.Y. B.B.A (IB)
B - 405 : GERMAN - II
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

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

[3]

1. Was ist Ihr Hobby?
2. In welchen Ländern spricht man Deutsch?
3. Was isst du zum Frühstück?
4. Wie ist dein Lieblingsfilm?
5. Wo kauft man Medikamente?

Frage 2: Übersetzen Sie ins Englisch!

[5]

Das Wochenende von den Meiers

Die Meiers haben ein großes Haus und einen kleinen Garten. Ihr Haus hat ein schönes Wohnzimmer, drei Schlafzimmer, eine Küche und zwei Badezimmer. Sie wohnen in Madrid und haben zwei Kinder, Lara und Max. Lara ist elf Jahre alt und Max ist dreizehn. Heute ist Sonntag und Max spielt mit seinen Freunden Paul und Mia Fußball. Lara sitzt in ihrem Zimmer. Sie macht ihre Mathematik Hausaufgaben. Herr Meier arbeitet im Garten von der Familie und Frau Meier hilft ihm.

Frage 3: Wortschatz

[11]

A: Ergänzen Sie das richtige Wort! (Any 3)

[3]

1. Die A _____ ist rot. Die Autos warten.
2. Brot, Pohe, Idli, usw isst man zum F _____.
3. Herr Wilson raucht viel. Er hat immer Z _____ in der Tasche.
4. Es regnet aber mein R _____ ist kaputt.

P.T.O.

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

[3]

(studiert, ist, lernt, finden, buchstabiert)

1. "Wie ____ Sie den Sessel?" – "sehr bequem"
2. "Wie ____ man Deutsch?" – "D E U T S C H"
3. Mein Bruder ____ Mathe an der Uni.
4. "Was ____ deine Mutter von Beruf?" – "Lehrerin"

C: Bilden Sie die Sätze! (Any 3)

[3]

1. Kinder- gern- surfen- unsere - .
2. dürfen- man- hier- nicht- singen- laut - .
3. er- schneiden- Haare- gern - ?
4. brauchen- kein Regenschirm- wir- .

D: Welches Wort passt nicht? (Any 2)

[2]

1. Ärztin/ Lehrerin/ Mann/ Polizistin
2. freundlich/ sympathisch/ nett/ kaputt
3. Mineralwasse/ Wein/ Butter/ Bier

Frage 4: Grammatik :

[18]

A: Ergänzen Sie das Perfekt! (Any 4)

[4]

1. Gestern ____ ich einen Film _____. (sehen)
2. Um 18 Uhr ____ ich nach Mumbai _____. (fahren)
3. Jens ____ mit Kevin viel _____. (diskutieren)
4. Ich ____ viel für die Prüfung _____. (lernen)
5. Sandra ____ gestern zu Hause _____. (bleiben)

B: Ergänzen Sie die Präposition! (Any 4)

[4]

(mit - über - auf - in - für - an)

1. Das Buch steht _____ dem Tisch.
2. Pia hängt die Lampe _____ das Bett.
3. Das Geschenk ist _____ Mitali.
4. Laura spielt _____ ihrem Garten.
5. Lena fährt zum Büro _____ dem Bus.

C: Ergänzen Sie die Adjektivendungen! (Any 4)

[4]

1. Erika schenkt ihrem Chef ein schön ____ Bild.
2. Der neu ____ Supermarkt ist riesig groß.
3. Frau Hansen ist eine sympathisch ____ Frau.
4. Ich esse den frisch ____ Salat.
5. Das ist aber ein teurer ____ Auto!

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

[3]

(müssen - wollen - sollen - können)

1. Wir ____ hier einen Kindergarten bauen.
2. Der Arzt: "Sie ____ diese Tabletten nach dem Essen nehmen."
3. Jacob ist vier Jahre alt. Aber er ____ schon 3 Sprachen sprechen.
4. Es ist schon 10 Uhr. Ich ____ schnell nach Hause.

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

[3]

1. mir- geben- bitte- Buch. (du)
2. lesen- Text- den- weiter. (du)
3. nehmen- medikamente. (Sie)
4. kein- essen- Pizza. (ihr)

Frage 5: Lies den Text und beantworte die Fragen !

[8]

Liebe Anita,

Ich bin gerade drei Tage auf Geschäftsreise in Wien. Die Stadt ist - wie immer - wunderschön. Diesmal habe ich etwas Zeit. Gestern war ich im Stephansdom. Heute habe ich im Cafe viel Kaffee getrunken und drei (!!) Stück Sachertorte gegessen.

Morgen fahre ich wieder nach Hause in meine neue Wohnung. Bis jetzt habe ich viel Pech gehabt. Zuerst haben die Handwerker viele Fehler gemacht. Der Maler hat für die Wohnung die falsche Farbe genommen, der Tischler hat ein Loch in die Wand gebohrt und die Elektroleitung kaputt gemacht. Auch die Teppichfirma hat einen Teppich mit Fehlern gegeben. Das habe ich die Firma sofort informiert, aber bis jetzt hat es nicht geholfen... Es hat wirklich viel Ärger gegeben. Viele Kartons liegen immer noch im Wohnzimmer und im Schlafzimmer. Aber im Bad ist jetzt zum Glück alles in Ordnung.

Mein Nachbar Herr Driesen ist sehr nett. Er hat die Lampen repariert und die Waschmaschine habe ich selbst repariert. In der Küche funktioniert jetzt alles.

Willst du nicht nächste Woche mal vorbeikommen? Dann können wir zusammen was kochen und viel reden.

Bis bald und viele Grüße,
deine Marlena

A: Beantworten Sie die Fragen in einem ganzen Satz:

[3]

1. Was hat Marlena im Cafe gemacht?
2. Was hat Marlenas Nachbar gemacht?
3. Was will Marlene mit Anita machen?

B) Schreiben Sie richtig oder falsch.

[4]

1. Anita hat eine neue Wohnung gekauft.
2. Marlena macht Urlaub in Wien.
3. Marlena braucht Anitas Hilfe.
4. Der Nachbar Herr Driesen ist sehr hilfsbereit.

C) Schreiben Sie zwei Berufe aus dem Text.

[1]

1. _____ 2. _____

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

[5]

Mein Urlaub

OR

Meine Wohnung



Total No. of Questions : 4]

SEAT No. :

P1941

[Total No. of Pages : 2

[6035]-407

S.Y. B.B.A. (International Business)

A406 : INTERNATIONAL WAREHOUSE & SUPPLY CHAIN

MANAGEMENT - II

(CBCS 2019 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) _____ encompasses the principles and processes involved in running the day to day operations of a warehouse.
 - i) Warehouse management
 - ii) Retail management
 - iii) Logistics management
 - iv) Chain management
- b) _____ is the management of the flow of goods and services and includes all processes that transform raw materials into final products.
 - i) Warehouse management
 - ii) Purchase
 - iii) Supply chain management
 - iv) Sales
- c) Warehouse _____ means the location that is most suited for the company that will add up to their benefit.
 - i) Setup
 - ii) Location
 - iii) system
 - iv) cost
- d) The installation of automated systems in _____ is a rising trend.
 - i) Purchase
 - ii) Sales
 - iii) management
 - iv) Logistics
- e) _____ presents several critical supply chain management challenges to enterprises and organizations
 - i) Storage
 - ii) Facilities
 - iii) Globalization
 - iv) costs

P.T.O.

B) Match the pairs [5]

- | A | B |
|-----------------------|---------------------------------------|
| a) Stock management | i) Competition at international scale |
| b) WMS | ii) Can be based on storage space |
| c) E-SCM | iii) Inventory management |
| d) Global competition | iv) warehouse management system |
| e) Warehouse costs | v) effective utilization of internet |

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

- a) What is Warehouse Management? Explain Modern warehouse operations in detail
- b) What is supply chain management? Explain its impact on business globally

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

- a) Explain in detail the impact of Supply Chain on Stores and Warehousing
- b) What is International Supply chain? Explain the issues in International Supply Chain Management

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

- a) Types of warehouses
- b) Explain E-SCM and its benefits
- c) Role of a warehouse manager
- d) Warehousing Cost Analysis
- e) Role of government in warehousing and supply chain efficiency.
- f) Functions of Warehouses



Total No. of Questions : 4]

SEAT No. :

P1942

[Total No. of Pages : 2

[6035]-408

S.Y. B.B.A. (International Business)

**406 B : INTERNATIONAL LOGISTICS AND PORT
MANAGEMENT-II
(2019 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks.

[5]

- a) '3 PL' Stands for
 - i) Third party layer
 - ii) Third party logistics
 - iii) Three party layer
 - iv) Third party loss
- b) Scope of International logistics cover
 - i) Forecasting customer Demonds
 - ii) Strengthening communication channels
 - iii) Processing orders
 - iv) Shipping and receiving transportation and warehousing
- c) FCL stands for____
 - i) Full container load
 - ii) Full car Load
 - iii) Full container Line
 - iv) Full car Line
- d) A_____is an evidence of a contract between the corrier (transporter) and the exporter to delirer the goods to a designated party (the importer) at a specified destination in the importer's country.
 - i) Air way bill
 - ii) Bill of Loding
 - iii) Inspection certificate
 - iv) Certificate of Origin
- e) _____is the cheapest way of Inland transportation.
 - i) Railways
 - ii) Water ways
 - iii) Airways
 - iv) Roadways

P.T.O.

B) Match the Pairs: [5]

Part-I	Part-II
a) Freight prepaid	i) Built on a sea location
b) CONCOR	ii) Paid by shipper
c) Thermal container	iii) Used to maximize the economy of shipping & safety on board
d) Sea port	iv) Specifically designed to carry cargo that requires refrigeration or thermal insulation
e) Stowage plan	v) Container corportation of India Limited

Q2) Attempt any ONE of the following. [10]

- a) Define International Logistics. Explain different factors influencing International Logistics.
- b) What is CONCOR? Explain core functions and logistics services offered by CONCOR.

Q3) Attempt any ONE of the following. [10]

- a) Define PORT. and Explain different facilities and services available for cargo on ports.
- b) Define port management. Explain different phases of port development.

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

- a) Pre-shipment planning.
- b) Just-In Time (JIT) port operation.
- c) Airway-Bill.
- d) Containerisation
- e) 4 PL
- f) Layout of Ports.



Total No. of Questions : 6]

SEAT No. :

P-1943

[Total No. of Pages : 3

[6035]-501

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

GC-501 : INTERNATIONAL RELATIONS

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q1 and Q6 are compulsory.
- 2) Solve any three from Q2 to Q5.
- 3) Figures to the right indicate full marks.

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

- a) _____ is a Condition where a society can be economically and socially divided.
 - i) Dualism
 - ii) Demonetization
 - iii) Distribution
 - iv) Division
- b) The first phase of globalization started around 1870 and ended with _____
 - i) World War I
 - ii) World War II
 - iii) The Establishment of GATT
 - iv) In 1913 when GDP was high.
- c) _____ is not the member of SAARC.
 - i) Nepal
 - ii) Maldives
 - iii) Iran
 - iv) Sri Lanka
- d) All WTO members are at the same time members of the _____.
 - i) SAARC
 - ii) GATS
 - iii) GATT
 - iv) IMF

P.T.O.

- e) The objective of _____ the is to promote and sustain mutual trade and the economic co-operation among the member states through exchange of trade concessions.

- | | |
|------------|----------|
| i) IMF | ii) GATS |
| iii) SAARC | iv) GATT |

B) Match the Following : [5]

- | | |
|-----------------------------|----------------------------------|
| a) Socio Cultural Relations | i) Afghanistan |
| b) NAFTA | ii) Religious Beliefs and Values |
| c) SAARC | iii) Mexico |
| d) WTO | iv) Export Restrictions |
| e) Quotas | v) Transparency of trade policy |

C) Multiple Choice Questions : [5]

- a) NAFTA Stands for _____.
i) National Agreement for Trade and Association
ii) North American Free Trade Agreement
iii) North America Agreement for Trade
iv) North America Free Trade Association
- b) 'Brexit' is the name given to the _____ departure from the European Union. It is a combination of 'Britain' and 'exit'.
i) United Kingdom ii) United Nation
iii) Russia iv) Brazil
- c) BRICS is an acronym for _____, Russia, India, China and South Africa.
i) Bhutan ii) Bangladesh
iii) Brazil iv) Britain

- d) TRIPS came into force in
- | | |
|-----------|----------|
| i) 1995 | ii) 1996 |
| iii) 1998 | iv) 1978 |
- e) _____ is a Condition where a society can be economically and socially divided.
- | | |
|-------------------|--------------------|
| i) Dualism | ii) Demonetization |
| iii) Distribution | iv) Division |

D) Define the following terms : [5]

- a) International Relations
- b) Tariffs
- c) Quotas
- d) Dumping
- e) Trade Policy

Q2) Explain the importance and scope of International Relations in the world.[10]

Q3) What are the reasons and implications of Brexit? [10]

Q4) Explain the Causes and Solutions or Policy for inequality of Income in India.[10]

Q5) Explain the structure of SAARC in detail. [10]

Q6) Write Short Notes (Any 4 out of 6) : [20]

- a) Legal Relations.
- b) WTO.
- c) Work Place Ethics.
- d) Antidumping Policies.
- e) Problem of uneven income distribution in India.
- f) NAFTA.

x x x

Total No. of Questions : 3]

SEAT No. :

P1944

[Total No. of Pages : 3

[6035]-502

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

502 : INTERNATIONAL BUSINESS LAW

(CBCS 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) Multiple Choice Questions.

[10]

- a) Globalization refers to _____.
 - i) Lower incomes worldwide
 - ii) Less foreign trade and investment
 - iii) Global warming and their effects
 - iv) A more integrated and interdependent world
- b) _____ refers to purchase of goods from a foreign country.
 - i) Foreign Trade
 - ii) Export Trade
 - iii) Import Trade
 - iv) EXIM Trade
- c) EU stands for _____.
 - i) Export Union
 - ii) European Union
 - iii) EXIM Union
 - iv) Export Unit
- d) _____ refers to the tax imposed on imports
 - i) Imported Tax
 - ii) Tariffs
 - iii) Subsidies
 - iv) Import Quotas
- e) Trade between two or more than two countries is known as _____.
 - i) Internal Business
 - ii) External Trade
 - iii) International Trade
 - iv) Unilateral Trade
- f) Which of the following statements is NOT true about OECD aid?
 - i) During the 1980s OECD countries contributed four fifths of the world's bilateral official development assistance to LDCs.
 - ii) In the early 1990s the OECD contributed 98 percent of all aid
 - iii) The OECD aid increased from \$6.9 billion in 1970 to \$8.9 billion in 2001.
 - iv) In 2001, only Denmark Norway, Sweden, the Netherlands, and Luxembourg exceeded the aid target for LDCs.

P.T.O.

- g) _____ maintains the foreign exchange reserves in India?
- State Bank of India
 - Reserve Bank of India
 - Finance Ministry of India
 - EXIM Bank of India
- h) Which of the following is/are true regarding membership of UNCITRAL?
- UNCITRAL member States are elected by the UN General Assembly
 - One-third members retire every 2 years
 - No definite number can be appointed
 - No definite number gets retired
- i) One of the following is international trade
- Trade between countries
 - Trade between regions
 - Trade between provinces
 - Export
- j) OECD was established in _____ ?
- | | |
|-----------|----------|
| i) 1963 | ii) 1961 |
| iii) 1962 | iv) 1960 |

B) Answer in one sentence :

[5]

- What is International law?
- What is a Letter of credit?
- What is Bill of Lading?
- What is Balance of Payment?
- What is the World Bank?

C) Fill in the blanks :

[5]

- WTO was established in the year _____
- The term _____ was invented by Jeremy Bentham for the first time in 1780.
- International Financial Corporation was established in _____
- The long form of UNDP is the _____
- FEMA stands for _____

Q2) Long answer questions. (Any three)

[30]

- a) State and explain the objectives and functions of UNCTAD.
- b) Explain the functions of UNCITRAL.
- c) Discuss the WTO dispute redressal system in detail.
- d) Explain the functions of the Export Promotion Council.
- e) Explain the functions of the International Finance Corporation.

Q3) Write short notes (Solve any 4) :

[20]

- a) UNDP
- b) Functions of OECD
- c) Scope of International Law
- d) Ministry of Commerce
- e) Foreign Trade Act 1992
- f) Indian Institute of Packaging



Total No. of Questions : 3]

SEAT No. :

P1945

[Total No. of Pages : 3

[6035]-503

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

503 : BUSINESS REPORTING & ANALYSIS

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Objective Type Questions (Multiple Choice Questions) [5]

- a) The executive summary is the first-section of the _____.
 - i) Report
 - ii) Plan
 - iii) Blue print
 - iv) Project
- b) Entrepreneurs get so preoccupied with producing a document acceptable to the lending agency that they ignore the actual _____.
 - i) Process
 - ii) Planning
 - iii) Both i) & ii)
 - iv) Either i) or ii)
- c) A market report reflects the market situation in terms of _____ or _____.
 - i) Sale or No Sales
 - ii) Profit or loss
 - iii) Product or Service
 - iv) Growth or Decline
- d) One of the main characteristic of Financial Reporting is _____.
 - i) Recommendations
 - ii) Indexing
 - iii) Professional Tone
 - iv) Comparability
- e) Which one is not a type of Report
 - i) Analytical Report
 - ii) Routine Report
 - iii) Specific Report
 - iv) Common Report

P.T.O.

B) Match the Pairs :

[5]

Group - A

Group - B

- | | |
|------------------|----------------------------|
| a) BCG | i) Boston consulting group |
| b) Star | ii) Invest |
| c) Question mark | iii) Expand |
| d) Cow | iv) Harvest |
| e) Dog | v) Divest |

C) Answer in one sentence :

[5]

- a) What do you mean by Category size?
- b) What do you mean by Segment wise contribution?
- c) What are growth drivers?
- d) What is growth pattern?
- e) Give long form for PESTEL Analysis?

D) Fill in the blanks :

[5]

- a) T in PESTEL analysis stands for _____ Factors.
- b) The _____ is a model used to analyze the portfolio of strategic business units, investments and products according to their cash generating capabilities.
- c) Porter's Five Forces is a framework for analyzing a company's _____ environment.
- d) The _____ reports activity over a period of time.
- e) Operating activities are reported in the _____ Statement before financing activities.
(Income statement, Cash Flow. BCG Matrix, Technological, competitive, Analysis, Business, Transfer)

Q2) Write Long Answer (Any 3)

[3×10=30]

- a) Discuss any one Business Industry with reference to following analysis parameters: growth Patterns, Growth Drivers, Competition CSF, KPI.
- b) Explain BCG matrix with relevant examples.
- c) Explain PESTEL Analysis for business establishment.
- d) Explain the term Business plan with format for specific business.
- e) Explain the term the Selective business strategies.

Q3) Short Notes (any 4)

[4 × 5 = 20]

- a) Segment analysis.
- b) Category Size.
- c) Marketing Report.
- d) Inter-company analysis.
- e) Value Chain.
- f) Intra-company analysis.

x x x

Total No. of Questions : 3]

SEAT No. :

P1946

[Total No. of Pages : 3

[6035]-504

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) A fixed exchange rate
 - i) is determined by the national governments involved
 - ii) remains extremely stable over long periods of time
 - iii) is determined by the actions of central banks
 - iv) is allowed to vary according to market forces
- b) Example of derivative securities includes
 - i) Swap contract
 - ii) Option contract
 - iii) Futures contract
 - iv) All of above
- c) The _____ company produces, markets, invests and operates within the country.
 - i) Domestic
 - ii) International
 - iii) Transnational
 - iv) None of the above
- d) Authorized dealers in foreign exchange
 - i) Central banks
 - ii) Speculators
 - iii) Arbitrators
 - iv) All of the above
- e) FEMA was found in the year
 - i) 1974
 - ii) 1999
 - iii) 1948
 - iv) 1956

P.T.O.

B) Match the pairs [5]

- | A | B |
|--------------------------|---|
| a) Currency overdrafts | i) Trade beyond national boundaries |
| b) FERA | ii) External techniques of exposure management |
| c) SWIFT payment systems | iii) Conversion of foreign currency sent to India |
| d) TT buying rate | iv) SWIFT code |
| e) International company | v) Regulates payments and foreign exchange in India |

C) Answer in one sentence. [5]

- a) Define forward rate.
- b) Give 2 factors affecting globalization.
- c) What is the full form of SWIFT?
- d) What is meant by indirect quotation?
- e) Mention any two external methods of exchange control

D) Fill in the blanks. [5]

- a) Loro stands for _____
- b) FEMA came into existence after _____
- c) _____ an account that a correspondent bank holds on behalf of another bank.
- d) _____ is the strategy of exploiting price disparity in the forex market.
- e) International business is business between _____ or more countries.

Q2) Long answer questions. (Attempt any 3 out of 5)

[30]

- a) Explain in detail objectives and role of forex market.
- b) Define exchange rate. Explain in detail the fixed, flexible and managed rates.
- c) Explain in detail the SWIFT payment systems.
- d) Explain meaning and importance of merchant rates.
- e) Explain the salient features of FEMA.

Q3) Write short notes (Attempt any 4 out of 6) :

[20]

- a) Convertibility of rupees on current account
- b) Spot rate
- c) Exchange quotations
- d) Foreign exchange risk
- e) Internal techniques of exposure management
- f) Administration of foreign exchange



Total No. of Questions : 3]

SEAT No. :

P-1947

[Total No. of Pages : 2

[6035]-505

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

**505(A): INTERNATIONAL MARKETING MANAGEMENT-I
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- a) _____ is a one which the main members of a distribution channel work together as a unified force.
- | | |
|---------------------------|------------------------|
| i) Digital Marketing | ii) Vertical Marketing |
| iii) Horizontal Marketing | iv) Hybrid Marketing |
- b) _____ pricing is based on the sum of all costs connected with delivering a product or service.
- | | |
|-----------------------|-------------------------|
| i) Cost-based pricing | ii) Value-based pricing |
| iii) Demand pricing | iv) Competition pricing |
- c) _____ is a first stage of product life cycle.
- | | |
|-----------------|-------------|
| i) Introduction | ii) Growth |
| iii) Maturity | iv) Decline |
- d) _____ is a process of preparing a product for a suitable storage.
- | | |
|-------------------|---------------|
| i) Transportation | ii) Packaging |
| iii) Labelling | iv) Grading |

P.T.O.

e) _____ is the beginning and end of all business activity.

- i) Segmentation ii) Selling
- iii) Marketing iv) Promotion

B) Define the term : [5]

- a) Export pricing.
- b) Advertising.
- c) Franchising.
- d) International Marketing
- e) Joint venture

Q2) Long answer questions (any two) : [20]

- a) Explain different principles of International Marketing.
- b) Explain International Branding strategies.
- c) What are the factors influencing the channel selection decision.
- d) Explain advantages and limitations of personal selling.

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

- a) Problems of Market segmentation.
- b) Importance of price mix.
- c) Merger.
- d) Grey Market.
- e) Stages of PLC.
- f) Types of Packaging.



Total No. of Questions : 4]

SEAT No. :

P-1948

[Total No. of Pages : 3

[6035]-506

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

**B505: INTERNATIONAL FINANCIAL MANAGEMENT - I
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions : [5]

- a) _____ refers to immediate delivery market, wherein receipts and payments are made immediately.
 - i) Forward Market
 - ii) Spot Market
 - iii) Call Option
 - iv) Put Option
- b) Under the _____ system, pegged (but adjustable) exchange rates were the norm.
 - i) Floating system
 - ii) Flexible exchange rate system
 - iii) Bretton woods system
 - iv) Gold standards
- c) Which of these is a credit rating organisation?
 - i) S&P Global ratings
 - ii) Fitch ratings
 - iii) Moody's
 - iv) All of the above

P.T.O.

- d) IDA is a part of ____.
- i) World Bank ii) IMF
- iii) ADB iv) BIS
- e) ____ is the date on which the bond will mature and the bond issuer will pay the face value of the bond to the bond investor/bond holder.
- i) Maturity Date ii) Collection Date
- iii) Issuing Date iv) Exchange Date

B) Match the following pairs : [5]

A	B
a) IAS 21	i) SDR
b) Factor	ii) Facere-To get things done
c) CAC	iii) Exports and Imports of Invisible
d) IMF Quotas	iv) Corporate entities with foreign operations
e) Current Account	v) France

Q2) Attempt any ONE of the following : [10]

- a) What do you mean by “Balance of Payments”? Explain its different components.
- b) Explain in brief, the different Arms of World Bank.

Q3) Attempt any ONE of the following : [10]

- a) What is a bond market? Explain the different types of bonds.
- b) Explain different techniques and strategies used to Tackle challenges and risks into International Cash Management.

Q4) Write Short Notes on (Any 4) :

[4 × 5 = 20]

- a) Factoring.
- b) Leads and Lags in International Cash Management.
- c) ADR.
- d) Moody's Credit Rating.
- e) Bretton Wood System.
- f) FOREX Market.



munotes.in

Total No. of Questions : 3]

SEAT No. :

P1949

[Total No. of Pages : 2

[6035]-507

T.Y.B.B.A. (International Business)

A506: LEGAL DIMENSIONS IN INTERNATIONAL MARKETING-II

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

- a) The first UNCTAD conference took place in _____.
i) Paris ii) Geneva
iii) Washington D.C. iv) London
- b) IMF is headquartered in _____.
i) Paris ii) Geneva
iii) Washington D.C. iv) London
- c) IMF came in existence in _____.
i) 1940 ii) 1945
iii) 1950 iv) 1955
- d) UNCTAD ordinarily meets in every _____.
i) Year ii) 2 Years
iii) 3 Years iv) 4 Years
- e) UNCTAD was established in _____.
i) 1954 ii) 1964
iii) 1968 iv) 1972

P.T.O.

- B) Match the pairs. [4]
- | | |
|-----------|-------------------------------------|
| a) UNCTAD | i) 1945 |
| b) IMF | ii) 1973 |
| c) FERA | iii) International Trade |
| d) WTO | iv) United Nations General Assembly |

- C) State True or False. [4]
- a) The WTO Agreement related to investment measures is TRIPS.
 - b) IMF belongs to World Bank Group.
 - c) WTO is headquartered in Geneva.
 - d) The primary objective of UNCTAD is to formulate policies relating to all aspects of development including, trade, aid, transport, finance and technology.

- Q2) Solve any two : [14]
- a) Explain the Principles of International Business contract.
 - b) Explain functions of WTO.
 - c) Explain FEMA.
 - d) Explain TRIP and TRIM.

- Q3) Solve any two. [24]
- a) Explain WTO provisions on Anti-Dumping.
 - b) Explain regulation and treaties related to joint Ventures.
 - c) Explain dispute settlement rules and procedures with respect to IMF.
 - d) Explain Taxation on Foreign income.



Total No. of Questions : 4]

SEAT No. :

P1950

[Total No. of Pages : 2

[6035]-508

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

B506 : LEGAL DIMENSIONS IN FINANCIAL MANAGEMENT - II
(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1) A) Multiple choice questions. [5]**
- a) Which of the following is not an exception to the rule no consideration, no contract.
- i) Compensation for involuntary services
 - ii) Love and affection
 - iii) Contract of Agency
 - iv) Gift
- b) 'A' enters into an agreement with 'B' who has robbed 'A' of ₹10,000 to drop prosecution against him in consideration of B's returning ₹8,000. Afterwards 'B' refused to pay. 'A' can get from 'B' _____.
- i) ₹8,000
 - ii) ₹100
 - iii) Nothing
 - iv) ₹10,000 plus damages
- c) TRIPs agreement is administered by the _____
- i) World Bank
 - ii) United Nations Organisation
 - iii) World Trade Organization
 - iv) Asian Development Bank
- d) ADEN rules, 1953 is related to which of the following?
- i) Tax exemption
 - ii) Residential status
 - iii) Double taxation relief
 - iv) Assessment of corporate entity
- e) Foreign exchange Management Act replacing FERA came into force with effect from _____.
- i) 1st January 2005
 - ii) 1st June 2000
 - iii) 1st July 2006
 - iv) 1st July 1995

P.T.O.

B) Match the pairs. [5]

Group (A)	Group (B)
a) Private company	i) Formation of company
b) Public company	ii) Preference dividend
c) Promotion stage	iii) Minimum 2 members
d) Articles of association	iv) No limit for members
e) Preference share capital	v) Secondary document

Q2) Attempt any one : [10]

- a) What is 'Acceptance of proposal'? Explain the legal rules as to acceptance of proposal.
- b) What is winding up of a company? Explain the winding up of a company by way of adjudication?

Q3) Attempt any one. [10]

- a) Explain in detail with reference to WTO.
 - i) Dispute settlement
 - ii) TRIP's and TRIM's
- b) Explain in detail.
 - i) Foreign Investment
 - ii) Setting up offices and branches abroad.

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

- a) One person company
- b) Capital clause
- c) Discharge of contract
- d) Regulatory framework of WTO
- e) Regional groupings



Total No. of Questions : 3]

SEAT No. :

P3043

[Total No. of Pages : 3

[6035]-601

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

GC - 601 : NEW VENTURE CREATION AND START-UPS
(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 indicates full marks.*

Q1) A) Fill in the Blanks:

[5]

- a) _____ actions of an entrepreneur will most likely result in creative destruction.
 - i) Developing a new product
 - ii) Taking over a competitor's business
 - iii) Issuing shares to individuals and institutions
 - iv) Lowering prices of your product or service
- b) _____ is not a challenge for the entrepreneur.
 - i) Managing the cash flow of their business
 - ii) Recruiting new employees
 - iii) Choosing the product or service to sell in the market
 - iv) Formulating rules and regulations relating to conducting entrepreneurship in their country
- c) _____ is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns.
 - i) Entrepreneur
 - ii) Business person
 - iii) Buyer
 - iv) Venture capitalist
- d) _____ should be involved in preparing a firm's business plan.
 - i) Accountant
 - ii) Engineer
 - iii) Entrepreneur
 - iv) None of the above
- e) The process of creating something new is called:
 - i) Creative flexibility
 - ii) Management
 - iii) Business
 - iv) Innovation

P.T.O.

- B) Match the following: [5]
- | | |
|---------------------------|--|
| a) Business Plan | i) An assessment of a business project. |
| b) Managerial Feasibility | ii) Assessment typically involves a cost/benefits analysis of the project, helping organizations determine the viability, cost, and benefits associated with a project before financial resources are allocated. |
| c) Financial Feasibility | iii) Evaluates the technical complexity of the expert system and often involves determining whether the expert system can be implemented with state-of-the-art techniques and tools. |
| d) Economic Feasibility | iv) A document that defines in detail a company's objectives and how it plans to achieve its goals. |
| e) Technical Feasibility | v) Ability of a project to achieve sufficient income, credit, and cash flow to financially sustain the project over the long term and meet all debt obligations. |
- C) Answer in one sentence (attempt any 5): [5]
- a) Entrepreneur
 - b) Manager
 - c) Economic Development
 - d) Brand Creation
 - e) Idea Generation
 - f) Social and Legal Feasibilities

- D) Fill in the blanks: [5]
- a) The Small Industrial Development Bank of India (SIDBI) is a _____ Institution of Government of India.
 - b) Full Form of DIC is _____.
 - c) _____ is the design or symbol that is created by an organization and identifies its offerings & services.
 - d) To provide financial assistance to entrepreneurs the government has set up a number of _____.
 - e) _____ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.

Q2) Answer the following questions (Attempt any 3): [30]

- a) What is KVIC? Explain the objectives and functions of KVIC.
- b) Explain the role of social media and websites in new venture development.
- c) What is meant by Business Opportunities? Explain different Market Entry Strategies.
- d) Explain objectives and functions of Small Industries Development Bank of India (SIDBI).
- e) Explain the significance of Financing and Managing the sources of capital of new venture.

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

- a) International Entrepreneurship Opportunities.
- b) Characteristics of Entrepreneurship.
- c) Activities of State Financial Corporation (SFCs).
- d) Project Report Preparation.
- e) E-commerce and Entrepreneurship.
- f) Digital Tools Facilitating Marketing.



Total No. of Questions : 3]

SEAT No. :

[Total No. of Pages : 2

P1951

[6035]-602

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

602 : INTERNATIONAL PROJECT MANAGEMENT

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) _____ is a set of activities which are networked in an order and aimed towards achieving the goals of a project.
 - i) Project
 - ii) Process
 - iii) Project management
 - iv) Project cycle
- b) Who is an internal stakeholder of a project
 - i) Project manager
 - ii) Project resource supplier
 - iii) Project sponsor
 - iv) None of the above
- c) Critical path method is the _____
 - i) Time oriented technique
 - ii) Event oriented
 - iii) Target oriented technique
 - iv) Activity oriented technique
- d) Which stage of project management life cycle requires the maximum time of completion?
 - i) Conceptualization
 - ii) Planning
 - iii) Execution
 - iv) Estimation
- e) _____ is the first stage of project life cycle.
 - i) Planning
 - ii) Initiation
 - iii) Execution
 - iv) Closing

B) Define term in one sentences. [5]

- a) Project
- b) SCBA
- c) Variance
- d) Project management
- e) Training

P.T.O.

- C) Fill in the blanks. [5]
- a) Controlling function finds out how far _____ deviates from standards.
 - b) Cost performance index in the earned value analysis can be computed as _____.
 - c) _____ is represented activity in a network diagram.
 - d) _____ specifying various aspects of the project.
 - e) _____ is the last stage of project life cycle.
- D) True or False. [5]
- a) ROI helps to quantify project value and gauge an investments profitability.
 - b) Project control helps to minimize the variance from what was originally planned.
 - c) Costly affair is a limitation of controlling?
 - d) Horizontal bar chart shows project tasks against a calendar is called goal.
 - e) Histogram is a horizontal bar graph.

- Q2)** Long answer questions. (Any three) [30]
- a) What are the various principles of project management.
 - b) What are the various measures of performance of a project.
 - c) Explain the project management process.
 - d) Discuss the steps for corrective action plan.
 - e) What are the role & responsibilities of a project manager.

- Q3)** Write short notes on (any 4) : [20]
- a) Project risk
 - b) Tools & Techniques of cost estimation
 - c) Training
 - d) Scheduling
 - e) Stakeholder management
 - f) Gantt charts



Total No. of Questions : 3]

SEAT No. :

P-1952

[Total No. of Pages : 3

[6035]-603

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

603 : DECISION MAKING AND RISK MANAGEMENT
(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple Choice Questions :

[5]

- i) Right decision ensures balance between _____.
 - a) Risk and inputs
 - b) Risk and losses
 - c) Risk and returns
 - d) Gains and profits
- ii) Identify the first step in decision making
 - a) Analyzing each alternative options
 - b) Exploring the available channels
 - c) Defining a problem
 - d) Get the feedback for the decision
- iii) _____ Model calls for attention of human side or psychological preferences of people supplementing the existing facts.
 - a) Rational Decision making model
 - b) Myers Briggs Model
 - c) Y Model
 - d) MBIT Model
- iv) In McGregor's _____, it is assumed that the employees basically do not like and avoid to work, have little motive and prefer to be directed and controlled.
 - a) Theory W
 - b) Theory X
 - c) Theory Y
 - d) Theory Z
- v) As per Herbert and Simon, _____ are the people who simply try to find a solution that is mere good enough.
 - a) Maximisers
 - b) Satisfiers
 - c) Pessimistic
 - d) Adjusters

P.T.O.

B) Match the pairs : [5]

	Group A		Group B
i)	Myers Briggs Model	a)	Feeling of unpleasant state
ii)	Extrovert	b)	Hygiene and motivation factors
iii)	Mintzberg Model	c)	Z model
iv)	Cognitive dissonance	d)	Unreserved & seeks for social interaction
v)	Herzberg's motivation theory	e)	Three stages to Decision making

C) Answer in one sentence : [5]

- What is bounded rationality model?
- What is Team composition?
- What is a conflict?
- Name two characteristics of Good Followers.
- What is empathy?

D) Fill in the Blanks : [5]

- _____ decision making process implies the ability to go beyond common or traditional thinking.
- Rational Decision making model is also known as _____.
- _____ is the ability to channelize and guide others to work with confidence and energy towards common defined goals.
- _____ refers to individual's ability to perceive, control, evaluate and express feelings.
- _____ decision model is also known as Implicit decision making model, where in he makes a decision before evaluating solutions.

[Intelligence, Leadership, Retrospective, EQ, IQ, Creative, Classical model, Modern model]

Q2) Write Long Answers (Any Three) : [3 × 10 = 30]

- What is decision making? Explain the factors affecting decision making?
- What is Problem solving? Explain the creative problem solving model in detail?
- Define Leadership. Explain the important characteristics of Leaders & Followers.
- Explain the decision model in strategic Management?
- Explain the concept of Risk analysis and highlight the qualitative measures to deal with organizational risks?

Q3) Write Short Answers (Any Four) :

[4 × 5 = 20]

- a) Role of Technology in Decision making.
- b) Ladder of Inference.
- c) EQ Vs IQ in decision making perspective.
- d) Hurdles or Barriers in effective decision making.
- e) Measures to deal with Workplace problems.
- f) Team Composition.



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Total No. of Questions : 3]

SEAT No. :

P1953

[Total No. of Pages : 3

[6035]-604

T.Y.B.B.A. (International Business)

GC-604 : MANAGEMENT OF AGRIBUSINESS & AGRI EXPORTS

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) Who heads the department of import export in India?
 - i) GOI
 - ii) DGFT
 - iii) WTO
 - iv) None of the above
- b) Which one of the following is not a part of export documents?
 - i) Commercial invoice
 - ii) Certificate of Origin
 - iii) Mate's receipt
 - iv) Bill of entry
- c) Micro Finance was developed by _____
 - i) Rangarajan
 - ii) Late Prime Minister Rajiv Gandhi
 - iii) Late Prime Minister Indira Gandhi
 - iv) Wagule Committee
- d) Apex institution in Agriculture Finance is _____
 - i) RBI
 - ii) NABARD
 - iii) Co-operative
 - iv) Agri-clinic
- e) _____ is also known as grower's market?
 - i) Local
 - ii) Wholesale
 - iii) Terminal
 - iv) Seaboard

P.T.O.

- B) Match the following. [5]
- | A | B |
|--|---------------------|
| i) RRB Act | a) Letter of credit |
| ii) WTO Agreement on
agriculture came into force in | b) Direct payment |
| iii) Amber Box | c) Trade distorting |
| iv) Blue Box | d) 1995 |
| v) Documents related to payment | e) 1975 |
- C) Answer the following questions in one sentence each. [5]
- What is WTO?
 - What are essential Contents of export marketing plan?
 - What is Certificate of Origin?
 - What is Bill of lading?
 - What does NABARD stand for?
- D) Fill in the blanks (Attempt any 5 out of 6) [5]
- The word agriculture business was explained in the year _____ by John Davis and Ray Goldberg.
(1952, 1955, 1957, 1959)
 - Agricultural product are mainly _____ in nature.
(non-perishable, durable, perishable, toxic)
 - _____ markets are held only for few hours on daily basis.
(Secular, Spot, Terminal, Daily)
 - _____ is formal and informal agreement between producers and processor and markets.
(Nucleus state model, The centralized model, Intermediary model, Multipartite model)
 - _____ is defined as set of techno economic activities carried out for conservation and handing of agriculture produce and make them usable.
(Farm input, Agro processing, Marketing, Processing)
 - Proper allocation of cultivable land and utilization of various productive resources for optimal yielding is called as _____.
(Farm Planning, ICT, Contract Farming, Farm Input)

Q2) Long answer questions. (Attempt any 3 out of 5)

[30]

- a) Define the term Agribusiness Management. Explain structure of Agribusiness.
- b) Explain the characteristics of Agricultural Marketing.
- c) Explain the objectives, Role and functions of NABARD.
- d) Define Self Help Group. State its various Models.
- e) Explain all the documents used in Export procedure.

Q3) Write short notes (Attempt any 4 out of 6) :

[20]

- a) Factors influencing selection of foreign Markets.
- b) Letter of Credit.
- c) Micro Finance.
- d) Primary Agricultural Credit Society.
- e) Foreign Trades of Agricultural Products.
- f) Role of ICT in Agribusiness.



Total No. of Questions : 3]

SEAT No. :

P-3044

[Total No. of Pages : 2

[6035]-605

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

605 A : INTERNATIONAL SERVICE MANAGEMENT - I
(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question no. 1 is compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use diagrams wherever necessary.*

Q1) A) Choose the correct option. (any five) [5 × 1 = 5]

- i) According to the AMA, Services are defined as being - A) activities, benefits or satisfactions which are offered for sale and B) _____?
 - a) Are provided in connection with the sale of goods
 - b) An offer that is essentially intangible
 - c) Does not result in ownership of anything
 - d) May not be tied to a physical product
- ii) What is the difference in quality of service depending on the deliverer of service called?
 - a) Simultaneity
 - b) Intangibility
 - c) Perishability
 - d) Heterogeneity
- iii) One of the three additional P's for services marketing is _____?
 - a) Place
 - b) People
 - c) Purpose
 - d) Performance
- iv) Cars offered by two companies with different accessories, discount and after sales services are an example of which type of services?
 - a) Hybrid
 - b) Pure Tangible Goods
 - c) Tangible goods with accompanying services
 - d) Services with accompanying tangible goods

P.T.O.

- v) Measuring the performance of a business against that of the strongest competitor is called as _____?
 - a) Standardization b) Benchmarking
 - c) MBO d) None of these
- vi) The two-way process that focusses on interaction and collaboration based on consumer behaviour and preferences is known as _____ marketing?
 - a) Internal marketing b) External marketing
 - c) Employee marketing d) Interactive marketing

B) Match the pairs. [5 × 1 = 5]

- i) Dr. Christian Gronroos a) 4 Ps Marketing Mix
- ii) F. J. McCarthy b) Service Triangle Model
- iii) Booms and Bitner c) 7 Ps Marketing Mix
- iv) Kapferer d) The GAP Model
- v) Zeithaml, Parsuraman, Berry e) Brand Identity Prism Model

Q2) Write Any 1 out of 2 Long answer questions. [1 × 10 = 10]

- a) Describe the different stages involved in the process of New Service Development.
- b) Explain the concept of a Service life cycle and its different stages.

Q3) Write Any 1 out of 2 Long answer questions. [1 × 10 = 10]

- a) What are the various product strategies available to a Service firm? What are the implications of each?
- b) Why does service failure occur? What are the various strategies to recover service failure?

Q4) Write Any '4' Short Notes. [4 × 5 = 20]

- a) Reasons for growth of Service Sector in India
- b) Service Marketing Triangle
- c) Dimensions of Service Quality
- d) Aaker Model
- e) GAP Model
- f) Service Blueprinting



Total No. of Questions : 3]

SEAT No. :

P-1954

[Total No. of Pages : 3

[6035]-606

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

**B 605: INTERNATIONAL HUMAN RESOURCE
MANAGEMENT - I**

(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) Fill in the blank with the most appropriate alternative (Any 4): [4]

- a) The country where the headquarters of a multinational company is located is known as _____.
(Host country, Home country, Third country)
- b) _____ is a major IHRM practice that means to open their recruitment process that enhance the attractiveness of global assignment.
(Planning, Training, Staffing)
- c) In _____ approach subsidiaries are managed by staff form the home country (PCNs).
(Ethnocentric, Polycentric, Geocentric)
- d) The internal aspects of environment include _____.
(Organisation structure, Social issues, Political issues)
- e) _____ workforce is found to be more creative and adaptable.
(Multicultural, Skilled, Knowledgeable)

P.T.O.

B) Match the following :

[4]

Column A	Column B
a) Localisation approach	i) Multidimensional
b) Creativity	ii) Salary level in host country approach
c) Diversity	iii) Similar to diversity
d) Strategic Planning	iv) Diversity is viewed as an integral part

C) True or False (Any 4) :

[4]

- a) Multicultural workforce is found to be more creative and adaptable.
- b) Basic pay takes the form of wage or salary.
- c) Polycentric approach reflects the geographic strategy and structure of MNEs.
- d) Domestic HRM is done at the state level.
- e) Home country is one where the headquarter of MNC & TNC is located.

Q2) Write a short answer (Any 2) :

[14]

- a) International labour market.
- b) Emerging issues in compensation management.
- c) Cultural sensitivity and its importance.
- d) Global Challenges in HRM in the 21st Century.

Q3) Write a short answer (Any 2) :

[24]

- a) Define International Human Resource Management (IHRM) and write objectives and principles of International Human Resource Management (IHRM).
- b) What is Expatriation? Explain role & Challenges of an expatriate.
- c) What is Performance Management? Explain issues and challenges in International Performance Management.
- d) Define organisational Culture. Explain types and strategies of organisational Culture.

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Total No. of Questions : 3]

SEAT No. :

P1955

[Total No. of Pages : 2

[6035]-607

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

606 A : BRAND MANAGEMENT - II

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- a) The act of creating a brand is known as _____
 - i) Branding
 - ii) Brand management
 - iii) Brand hierachy
 - iv) Brand building
- b) _____ defines what the brand thinks about the consumer, as per the consumer.
 - i) Brand attitude
 - ii) Brand positioning
 - iii) Brand relationship
 - iv) Brand management
- c) Brand association and brand personality are part of _____
 - i) Brand symbol
 - ii) Brand image
 - iii) Brand relationship
 - iv) None of above
- d) _____ refers to a brands objective ie functional attributes in relation to other brands.
 - i) Brand position
 - ii) Product position
 - iii) Brand relationship
 - iv) Both (i) & (ii)
- e) When a particular product is available with the same brand name throughout the world is known as _____
 - i) International brand
 - ii) National brand
 - iii) Family brand
 - iv) Brand management

P.T.O.

- B) Define the term [5]
- a) Define brand
 - b) Brand personality
 - c) Brand identity
 - d) Brand equity
 - e) Brand audit

Q2) Long answer questions. (any two) [20]

- a) Explain the role of social media in brand building.
- b) Explain challenges and opportunities in branding.
- c) What is global branding? Explain the advantages of global branding?
- d) What is brand valuation? Explain its various methods.

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

- a) Brand association
- b) Stages of brand development
- c) Brand licensing
- d) Brand extension
- e) Point of distribution
- f) Brand positioning



Total No. of Questions : 4]

SEAT No. :

P1956

[Total No. of Pages : 2

[6035]-608

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

B606 : CROSS CULTURAL RELATIONSHIP - II

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) Cultural difference can be a source of _____ in economic environment.
 - i) Competitive advantage
 - ii) Disadvantage
 - iii) Neutrality
 - iv) None of the above
- b) International marketers across the world have to be aware of certain specific criteria for success apart from economy there are
 - i) History
 - ii) Geography
 - iii) Both (i) and (ii)
 - iv) None of the above
- c) Cross-cultural management is about knowing how to assess the impact of culture in a
 - i) Domestic environment
 - ii) National environment
 - iii) National & International environment
 - iv) None of the above
- d) Two core features of culture that influence the behavior of a manager are
 - i) Attitude and perception
 - ii) Values and beliefs
 - iii) Knowledge and skills
 - iv) Convictions and relationships
- e) Some societies are oriented to the past, some to the present and others to the future. This relates to which dimension of Hofstede :
 - i) Power-Distance
 - ii) Individualism-Collectivism
 - iii) Masculinity-femininity
 - iv) Long term orientation - short term Orientation

P.T.O.

- B) Match the following : [5]
- | | |
|-----------------------------------|--|
| a) Cross Culture | i) Western and Eastern culture |
| b) Material Component of culture | ii) Society's values and norms guiding and regulating behavior. |
| c) Normative Component of culture | iii) People's knowledge, scientific experiments and applications |
| d) Cognitive Component of culture | iv) Customs, beliefs & values of different cultures |
| e) International Culture | v) Artifacts, types of houses and furniture |

Q2) Answer the following (any 1 out of 2) : [10]

- a) Explain Geert Hofstede Cultural Dimension Theory.
- b) Explain the concept of cross cultural management.

Q3) Answer the following (any 1 out of 2) [10]

- a) What is meant by Cross Cultural Communication? Explain the role of Culture in Communication.
- b) Discuss the challenges and opportunities involved in managing international careers.

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

- a) Levels of culture
- b) Cultural Identify
- c) Challenges faced by global teams
- d) Impact of culture on Negotiation
- e) Any five elements of culture
- f) Culturally responsive Negotiation Strategies

