



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Services Management

B.B.A. - I / II / III

Day : Thursday

Date : 02/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B:

- 1) Q. No. 1 is **COMPULSORY**.
- 2) Each question carries **14** marks.
- 3) Attempt **ANY FOUR** questions from Q.2 to Q.7

-
- Q.1** a) Examine the relevance of 'Service Mix' for B-school of national repute. (07)
b) Define 'Service'. How is it classified? (07)
- Q.2** Distinguish between marketing of 'Goods' and 'Services' by citing examples. (14)
- Q.3** Any business needs two basic functions 'Innovations' and 'Marketing'. (14)
Explain with reference to banking sector providing services domestically.
- Q.4** Explain "7-S Framework" suitable for service organization of your choice. (14)
- Q.5** "Marketing mix is the blending of sub- mixes which forms an effective (14)
marketing system"- Comment on this statement with special reference to
service organization of your choice.
- Q.6** What is a 'Pure Service'? Explain the continuum of services by citing (14)
examples.
- Q.7** Write short notes on any two of the following:- (14)
a) Service differentiation
b) Pricing of services
d) 4- I's of services
e) Blue-print of services



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Introduction to Operations Research

B.B.A. - I / II / III

Day : Friday

Date : 3/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 2

N.B.:

- 1) Question. No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from **Q. No. 2 to Q. No. 7**
- 3) Each question carries **FOURTEEN** marks.
- 4) Use of non programmable scientific **CALCULATORS** is allowed.
- 5) Graph papers and statistical tables will be provided if necessary.

Q.1 a) Given the following transportation schedule.

	O ₁	O ₂	O ₃	O ₄	Demand
D ₁	4	3	2	3	10
D ₂	5	3	4	3	25
D ₃	3	2	2	4	35
Supply	30	20	30	40	

Find initial basic feasible solution using North west corner rule and check whether it is optimal or not.

b) Discuss the applications and use of operations research in Business.

Q.2 For the following project details.

	Estimated durations (weeks)		
Activity	Optimistic	Pessimistic	Most likely
1-2	5	10	8
1-3	18	22	20
1-4	26	40	33
2-5	16	20	18
2-6	15	25	20
3-6	6	12	9
4-7	7	12	10
5-7	7	9	8
6-7	3	5	4

- i) Determine the expected activity time and variance
- ii) Draw the network diagram
- iii) Find critical path

P. T. O.

Q.3

A manufacturing firm produces two machine parts P_1 and P_2 of a machine for which it uses milling and grinding machines. The different machining times required for each part, the machining times available on different machines and the profit on each machine part are given below:

Machine	Manufacturing time required (Minutes)		Maximum Time available per week (Minutes)
	P_1	P_2	
Lathe	10	15	2500
Milling Machine	4	10	2000
Grinding Machine	1	15	450
Profit per unit (Rs.)	50	100	

Determine graphically the number of pieces of P_1 and P_2 to be manufactured per week in order to maximize profit.

Q.4

A departmental head has four subordinates and four tasks to be performed. The estimated of the times that each person would take to perform each task is given in the matrix below.

Subordinates	Task			
	I	II	III	IV
A	8	26	17	11
B	13	28	4	26
C	38	19	18	15
D	19	26	24	10

How should the tasks be allocated to subordinates so as to minimize the total man hours?

Q.5

Find optimal solution for the following transportation problem.

Destination	Origin			Requirement
	O1	O2	O3	
D_1	5	6	5	5
D_2	7	7	6	10
D_3	4	5	4	25
Availability	10	20	30	

Q.6

A bakery keeps stock of a popular brand of cake with daily demand pattern as given

Daily Demand: (Number)	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Q.7

Write short notes on (Any TWO):

- Advantages and Disadvantages of simulation
- Graphical method of solving LPP
- Project Evaluation and Review Techniques
- Applications of Assignment Problems



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -I : 1) Customer Relationship Management (MM)

B.B.A. - IV / II / DT

Day : Saturday

Date : 04/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.

- 1) Q. No 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. No 2 to Q. no 7.
- 3) Figures to the right indicate full marks.

-
- Q.1 a) Discuss the concept and the significance of Relationship Marketing. (14)
 b) Justify the change from the transactional to the relational marketing pattern.
- Q.2 Present the '6 Market Model' with the help of a diagram. Describe each component. (14)
- Q.3 Discuss the CRM practices adopted by the large-scale insurance companies in India. (14)
- Q.4 Bring out the relative merits and the demerits of CRM & e-CRM. (14)
- Q.5 These days many companies are resorting to the customization of their products. Bring out the benefits and the problems that relate to this strategy. (14)
- Q. 6 A PG institute in Management Education wants to apply the CRM principles, as it deals with its major customer group viz. the industrial employers for its students. Justify and Suggest suitable measures. (14)
- Q.7 Write short notes on (Any TWO) (14)
 a) Current trends in e-CRM
 b) Internet marketing
 c) Customer loyalty



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -I : 2) Elements of Financial Services (FM)

B.B.A. - I / II / III

Day : Saturday

Date : 04/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N. B. :

- 1) Attempt **ANY FIVE** questions.
 - 2) Each question carries **14** marks.
-

- Q. 1** Write a detail note on Financial Markets.
- Q. 2** Briefly explain the features of a bill of exchange, its types and advantages.
- Q. 3** Explain the objectives and functions of IRDA.
- Q. 4** Explain the concept of Mutual Funds. Why should small investors prefer mutual funds to direct investment in the Stock Market?
- Q. 5** Elaborate the role of credit rating agencies in India.
- Q. 6** Define venture capital and distinguish between venture capital and private equity.
- Q. 7** Write short notes on the following:(Any Two)
- a) Credit rating agency
 - b) Venture capital financing
 - c) Financial lease

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LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -I : 3) Employee Relationship Management (HRM)

B.B.A. -I/II/III

Day : Saturday

Date : 04/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N. B. :

- 1) Question No. 1 is **COMPULSORY**.
- 2) Attempt **ANY FOUR** questions from Q. No. 2 to Q. No. 7
- 3) Each question carries **14** marks.

Q. 1 "Globalisation has thrown up new challenges for the industrial relation managers." Comment upon this statement.

Q. 2 What the causes for the limited success of Workers Participation in management in India? Suggest measures to improve their performance.

Q. 3 What do you mean by Industrial Relations? Explain its nature and scope.

Q. 4 Elaborate the various parties involved in industrial relations and discuss their roles in Industrial Relations.

Q. 5 Give an overview of the historical development of Labour Laws in India.

Q. 6 Discuss the importance of Collective Bargaining as a method of regulating relations between employees and employers. What are the prerequisites to make it successful?

Q. 7 Write short notes on **ANY TWO** of the following:

- a) Safety management legislations
- b) Ergonomics
- c) Concept and importance of Occupational Health and Safety in Industry
- d) Safety training and workers compensation claims management



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -I : 4) International Marketing (IBM)

B.B.A. - I / II / III

Day : Saturday

Date : 04/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) **Question No. 1 is COMPULSORY.**
- 2) **Attempt Any FOUR questions from Q.No.2 to Q.No.7.**
- 3) **Each question carries EQUAL MARKS.**

- Q.1 a) "Even the best of marketing efforts will be defeated because of adverse social climate". Explain giving examples. (07)
- b) Compare and contrast the features of Domestic and International Marketing. (07)
- Q.2 Discuss how you will explore global marketing opportunities for an Indian manufacturer, about to enter global market. (14)
- Q.3 Which are the market entry options available for an Indian Textile company with plans to sell its products in international markets? (14)
- Q.4 Write a detailed note on International Marketing Channels. (14)
- Q.5 Discuss the challenges related to Integrate marketing communication in the global markets. (14)
- Q.6 Discuss the various considerations for deciding international pricing strategies. (14)
- Q.7 Write short notes on ANY TWO of the following : (14)
- a) Benefits of International Marketing
 - b) Emerging markets
 - c) Quality issues related to Indian products in global markets.
 - d) Product adaptation



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -I : 5) Principals of Banking (Banking & Insurance Mgt.)

B.B.A. - I / II / III

Day : Saturday

Date : 04/05/2013



12627

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) **Q. No. 1 is COMPULSORY.**
- 2) Attempt any **FOUR** questions from **Q. No. 2 to Q. No. 7.**
- 3) Each question carries **14** marks.

-
- Q.1 Write a detailed note on Reserve Bank of India.
- Q.2 Explain the sources and application of funds in the case of Bank.
- Q.3 Explain the role of Venture Capital funds for Upcoming business.
- Q.4 Explain following concepts, namely Demand and supply of money, inflation, control over inflation and methods of credit control.
- Q.5 What are emerging trends in contemporary Banking (Elaborate point wise)
- Q.6 Explain the fundamental concept of Money Market and Capital market.
- Q.7 What is the Role of Merchant-Banker? Explain.

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LINA - V (2010 Course) : APRIL / MAY - 2013

Subject - Elective -I : 6) Principles and Concepts of Hospitality Mgt. (Hospitality Mgt)

B.B.A. - I / II / III

Day : Saturday

Date : 04/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q.No. 1 is **COMPULSORY**.
- 2) Attempt **ANY FOUR** questions from Q.No.2 to Q.No.7.
- 3) All questions carry **FOURTEEN** marks.

-
- Q.1 Discuss the growth and development any two Indian hotel chains.
- Q.2 List and describe any eight types of rooms in a hotel and discuss the various tariff plans used in a hotel.
- Q.3 Discuss the types of menus and any four styles of food and beverage service used in a hotel.
- Q.4 Draw an organizational chart of House Keeping department for a large classified hotel (350 rooms).
- Q.5 Give the classification of beverage giving two examples each.
- Q.6 Explain the use of social media in promotion and customer care with special reference to the hotel industry.
- Q.7 Write short notes on **ANY TWO** of the following:
- a) Italian Cuisine
 - b) Contribution by J.W. Marriott
 - c) Cleaning Agents
 - d) Qualities of a Front Office Executive



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -I : 7) Introduction to Financial Market & Financial Institution. (Financial Markets)

Day : Saturday

B.B.A. - I / II / III

Date : 04/05/2013

1 2 6 2 9

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Question No. 1 is **COMPULSORY**.
 - 2) Attempt any four from **Q.2 to Q.7**.
 - 3) Each question carries **14** marks.
-

Q.1 Explain the following terms:

- a) Derivatives
- b) Mutual Fund

Q.2 Elaborate upon the process of raising capital from foreign countries.

Q.3 Briefly take an overview of the regulations governing equity market.

Q.4 Define the term of "Liquid fund". Explain its salient features.

Q.5 Write a detailed note on the role of various banking and non-banking financial institutions in the ever growing Indian Economy.

Q.6 Explain the process of dematerialization of securities.

Q.7 Write short notes on Any **TWO** of the following:

- a) I.P.O.
- b) Net Asset Value
- c) SEBI
- d) Products in the secondary market

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LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -II : 1) Sales & Distribution Management (MM)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. No. 2 to Q. No. 7.
- 3) Each question carries **14** marks.

-
- Q.1 a) Discuss the various components of the distribution mix. (07)
- b) Differential between physical distribution and logistics. (07)
- Q.2 Explain the need and importance of sales force performance appraisal and techniques used. (14)
- Q.3 Discuss the concept of Sales Management and scope of the same. (14)
- Q.4 'Duties of a sales manager is just not to manage sales, it includes a lot more that sales'. Explain. (14)
- Q.5 Design a distribution mix for distribution of pre-cooked Indian food products in the International Market. (14)
- Q.6 'As a sales manager you have added new members to your existing sales team. How will you go about administering the sales territories and the sales quota? (14)
- Q.7 Write short notes on any **TWO** of the following: (14)
- a) Sales audit
 - b) Effective sales presentation
 - c) Sales force motivation.
 - d) Channels of distribution



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject - Elective -II : 2) Introduction to Management Control Systems (FM)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



1 2 6 3 1

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q.No.1 is **COMPULSORY**.
- 2) **ATTEMPT ANY FOUR** questions from Q.No.2 to Q.No.7.
- 3) Each question carries **FOURTEEN** marks.

- Q.1** What is the role of Management Control System in the organization?
- Q.2** Write a note on following motivational techniques:
a) Management by Objective b) Zero Base Budgeting
- Q.3** a) Explain efficiency and effectiveness of control in different organization
b) What is strategic planning process?
- Q.4** Explain Internal Audit as a technique of management control system.
- Q.5** What is the significance of transfer pricing? Explain various methods of transfer pricing.
- Q.6** Prepare a Flexible Budget for 5000 and 6000 units. The following details are available for the production of 4,000 Units:

Particulars	Cost Per Unit
Direct Material	Rs. 500
Direct Labour	Rs. 400
Direct Expenses	Rs. 300
Variable Overheads	Rs. 200
Administrative Overheads (100% Fixed)	Rs. 100
Selling Expenses (20% Fixed)	Rs. 150
Distribution Expenses (50% Fixed)	Rs. 100

- Q.7** Write short notes on **ANY TWO** of the following:
- a) Cost Centre
 - b) Management Audit
 - c) Cash Budget



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject - Elective -II : 2) Introduction to Management Control Systems (FM)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) **Q.No.1 is COMPULSORY.**
- 2) **ATTEMPT ANY FOUR** questions from **Q.No.2 to Q.No.7.**
- 3) Each question carries **FOURTEEN** marks.

- Q.1** What is the role of Management Control System in the organization?
- Q.2** Write a note on following motivational techniques:
a) Management by Objective b) Zero Base Budgeting
- Q.3** a) Explain efficiency and effectiveness of control in different organization
b) What is strategic planning process?
- Q.4** Explain Internal Audit as a technique of management control system.
- Q.5** What is the significance of transfer pricing? Explain various methods of transfer pricing.
- Q.6** Prepare a Flexible Budget for 5000 and 6000 units. The following details are available for the production of 4,000 Units:

Particulars	Cost Per Unit
Direct Material	Rs. 500
Direct Labour	Rs. 400
Direct Expenses	Rs. 300
Variable Overheads	Rs. 200
Administrative Overheads (100% Fixed)	Rs. 100
Selling Expenses (20% Fixed)	Rs. 150
Distribution Expenses (50% Fixed)	Rs. 100

- Q.7** Write short notes on **ANY TWO** of the following:
- a) Cost Centre
 - b) Management Audit
 - c) Cash Budget



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -II : 3) Labour Legislation (HRM)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



12632

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. No. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q. No 2 to Q. No. 7.
- 3) Each question carries **FOURTEEN** marks.

- Q.1 Define occupier as stated under The Factories Act, 1948. As an occupier state (14)
the measures you will adopt for the workers employed in your factory in
relation to:-
- a) Safety of workers
 - b) Health of workers
- Q.2 Discuss in brief the functions and weakness of any five prominent Trade (14)
Unions in Indian and their changing trends.
- Q.3 "Strike is a recognized weapon in the hands of worker". Explain with relevant (14)
current case law.
- Q.4 Explain the "Principles of Equity" of Industrial Jurisprudence. (14)
- Q.5 Draft a model standing order for Relay Co. Ltd. (14)
- Q.6 Explain in detail the machinery set up for the resolution of dispute under the (14)
Industrial Dispute Act, 1947.
- Q.7 Write short notes on any **TWO** of the following: (14)
- a) Public utility Service
 - b) Lay-off
 - c) Acts and Omission constituting misconduct
 - d) Rules for Payment of Wages



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -II : 4) Export Import Procedure & Documentation (IBM)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Answer to the two sections should be written in **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Describe the procedure to obtain Import-Export Code Number. (10)
- Q.2** Explain the procedure for clearance of goods imported by sea mode. (10)
- Q.3** State and explain any two provisions of U.C.P-600. (10)
- Q.4** Differentiate between proforma, commercial and consular invoice. (10)
- Q.5** Write a brief note on “Inotems”. (10)

SECTION – II

- Q.6** Draw a flow-chart of letter of credit mechanism. (15)
- Q.7** Define “Bill of Lading”. What are characteristics of Bill of Lading? (15)
- Q.8** Write short notes on any **TWO**: (15)
- a) Deemed export
 - b) Bill of exchange
 - c) Documentary collection
 - d) Marine insurance

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LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -II : 5) Principles of Insurance (Banking & Insurance Mgt)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B:

- 1) Question No. 1 IS COMPULSORY.
- 2) Attempt ANY FOUR questions from Q.No 2 to Q.No. 7
- 3) Each question carries 14 marks.

- Q.1 a) "Banc assurance" is a system in which there is marketing tie up between bank (14)
& insurance companies- Explain this mechanism.
- b) Explain Risk & various types of Risk.
- Q.2 Write a note on formation of insurance contracts with specific to principle of (14)
utmost faith.
- Q.3 Give a detailed list of various products available under life insurance along (14)
with basic features.
- Q.4 Explain concepts of life insurance & marine insurance. (14)
- Q.5 Explain the insurance players in public sector as well as Private sector. How (14)
IRDA regulates them.
- Q.6 How insurance sector effectively gives services in the area of social security & (14)
retirement benefit.
- Q.7 Write notes on ANY TWO of the following: (14)
- a) Insurable interest
 - b) Subrogation
 - c) Motor insurance
 - d) Fire Insurance



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -II : 6) Tourism Mgt. Part - I (Hospitality Mgt)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section -I
- 2) Attempt any **TWO** questions from Section -II.
- 3) Figures to the right indicate **FULL** marks.
- 4) Answers to both the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1 Explain in length the need and significance of travel and trade associations. (10)
- Q.2 Explain the components of a standard package tour and the factor's affecting the formulation of a tour. (10)
- Q.3 Define a tourist and the concept of tourism with respect to inbound, outbound and domestic tourism. (10)
- Q.4 What do you understand by the term 'itinerary'? Define and discuss various types of it itineraries. (10)
- Q.5 Write short notes on any **TWO** of the following: (10)
- a) IATA accreditation for a travel agency
 - b) Functions of a tour manager.
 - c) Tour Brochure
 - d) Alternative tourism
- Q.6 Differentiate between the following with examples (10)
- i) Alternative tourism and mass tourism
 - ii) Inbound and out bound tourism

SECTION-II

- Q.7 Plan a tour itinerary for 5 days for a group of foreign tourists visiting the 'Golden triangle of India'. (15)
- Q.8 As a minister of tourism what initiatives would you take for increasing inbound tourist traffic into India? (15)
- Q.9 How will you promote the following of forms of tourism in India: (15)
- i) Agro tourism
 - ii) Eco tourism
 - iii) Medical tourism



LINA - V (2010 Course) : APRIL / MAY - 2013

Subject : Elective -II : 7) Capital Mkt. Operation (Financial Markets)

B.B.A. - I / II / III

Day : Monday

Date : 06/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Question No. 1 is **COMPULSORY**.
 - 2) Attempt any **FOUR** questions from **Q. No. 2 to Q. No. 7**
 - 3) Each question carries **FOURTEEN** marks.
 - 4) Use of non-programmable scientific **CALCULATOR** is allowed.
 - 5) **Graph papers** and **statistical tables** will be provided if necessary.
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Q.1 a) Comment on the role of primary markets in the economy. (07)

b) Elaborate upon derivatives Market and recent reforms in this aspect. (07)

Q.2 Explain the types of market in detail relevant to Indian Securities Market. (14)

Q.3 Explain the implications of securities contracts (Regulation) Act, 1956. (14)

Q.4 Explain the following concepts: (14)

- | | |
|-----------------------------|-----------------------|
| i) Risks in settlement | ii) Trade Management |
| iii) File transfer protocol | iv) Shortage Handling |

Q.5 Discuss the concept and significance of RETDEBT market (RDM).

Q.6 Elaborate upon the facilities in securities trading due to Demat and Electronic transfer of securities. (14)

Q.7 Write short notes on Any **TWO** of the following: (14)

- a)** Transaction cycle
- b)** Investor protection fund
- c)** Corporate hierarchy

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