

LINA - V (2010 Course) : WINTER - 2014

B.B.A. 1/H/III
Subject : Services Management

Day : Monday
Date : 10/11/2014



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** a) Define 'Service'. Explain the difference between the goods and services.
b) Describe growth of services sector in India.
- Q.2** State and explain the determinants of service quality of online shopping.
- Q.3** Examine the relevance of service Mix for the education sector.
- Q.4** Describe the importance of physical evidence with reference to banking.
- Q.5** State and explain the importance of location and pricing policies of service establishment of your choice.
- Q.6** Describe various challenges faced by services providers in the Banking sector.
- Q.7** Write short notes on any **TWO** of the following:
- a) Customer Care Management
 - b) GAP Model
 - c) Patterns of Demand
 - d) Capacity planning

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Subject : Introduction to Operations Research

Day : Tuesday

Date : 11/11/2014



20646

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 2

N.B.

- 1) Q.1 is **COMPULSORY**.
- 2) Solve any **FOUR** questions from Q.2 to Q.7.
- 3) Use of non-programmable scientific calculator is allowed.
- 4) All questions carry **EQUAL** marks.
- 5) Graph papers and statistical tables will be provided if necessary.

Q.1 a) A oil company has two units A and B which produce three different grades of oil- super fine, medium and low grade oil. The company has to supply 12, 8, 24 barrels of super fine, medium and low grade oils respectively per week. It costs the company Rs. 1,000 per day and Rs. 800 per day to run the units A and B respectively. On a day, unit A produces 6, 2, and 4 barrels and the unit B produces 2, 2 and 12 barrels of super fine, medium and low grade oil per day. The manager has to decide on how many days per week should each unit be operated in order to meet the requirement at minimum cost. Formulate the LPP model.

b) Explain in brief the network analysis applications.

Q.2

Solve Graphically:

Minimize $Z = 300X_1 + 200X_2$

Subject to

$$3X_1 + X_2 \geq 10$$

$$2X_1 + 2X_2 \geq 12$$

$$X_1 + 2X_2 \geq 7$$

$$X_1, X_2 \geq 0$$

Q.3

Given the following project details:

Activity	Time estimates		
	Optimistic	Most Likely	Pessimistic
(1-2)	3	4	5
(2-3)	2	2	2
(1-4)	3	5	7
(1-5)	4	6	8
(3-8)	5	5	6
(3-10)	6	7	8
(4-7)	7	7	7
(4-6)	2	2	3
(5-6)	1	2	3
(6-9)	3	3	3
(7-8)	4	5	7
(8-9)	6	7	7
(8-11)	8	8	8
(10-11)	2	2	4
(11-12)	4	5	7
(9-12)	6	7	8

- a) Draw the network diagram.
- b) Compute expected durations
- c) Find earliest and latest times
- d) Find critical path

P.T.O.

Q.4

A factory has three warehouses W_1 , W_2 and W_3 which supply to four stores S_1 , S_2 , S_3 and S_4 . Monthly capacities of the warehouses are $W_1 = 100$ units, $W_2 = 40$ units and $W_3 = 60$ units. Monthly demands at stores are $S_1 = 30$ units, $S_2 = 50$ units, $S_3 = 65$ units and $S_4 = 55$ units. The shipping cost (in rupees) from warehouses to stores is given below:

Warehouses	Stores			
	S_1	S_2	S_3	S_4
W_1	14	16	12	20
W_2	12	14	10	8
W_3	10	16	8	15

Determine the optimum distribution for the factory to minimize shipping costs.

Q.5

5 salesmen are available for assigning to 4 sales territories. The table below gives the sales figures (in thousands) when a particular salesman is assigned to a sales territory.

Sales Territory	Salesmen				
	A	B	C	D	E
I	37	42	40	52	38
II	39	42	45	60	43
III	42	47	48	55	45
IV	42	40	39	62	40

Find optimal assignment of salesman to sales territories.

Q.6

The number of employees reporting late for work at an office is distributed as follows.

Number of Employees	0	2	4	6	8	10
Probability	0.08	0.10	0.32	0.28	0.15	0.07

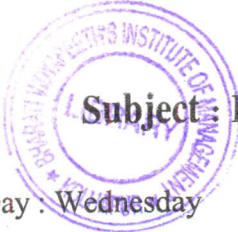
Simulate the number of employees reporting late for the next 10 days. Using the following random numbers: 28, 90, 87, 55, 49, 62, 77, 98, 42 & 10

Q.7

Write short notes on any **TWO**:

- Applications of Operations Research
- Hungarian method
- Critical path method
- Advantages and disadvantages of simulation

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LINA - V (2010 Course) : WINTER - 2014

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

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

Day : Wednesday

Date : 12/11/2014



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.

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- Q.1** Explain Customer Relationship development strategies in FMCG market.
- Q.2** What is relationship marketing? Explain the significance of CRM. Give appropriate examples.
- Q.3** Discuss the CRM practices adopted by banking sector in India.
- Q.4** Present the CRM “6” market model with the help of a diagram describing each component.
- Q.5** Explain the term customization. Bring out the benefits and problems that relate to this strategy.
- Q.6** Explain with the help of an example how CRM is practiced in Auto Service Business in your city.
- Q.7** Write short notes on any **TWO** of the following:
- a) Transactional Vs Relationship Marketing
 - b) Evolution of Relationship Marketing
 - c) CRM Vs e-CRM

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Day : Wednesday

Date : 12/11/2014



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 **FOURTEEN** marks.

- Q.1 What is Financial System? Discuss any three financial services.
- Q.2 Define and distinguish between Hire Purchase and Leasing.
- Q.3 Elaborate the role of credit rating agencies in India.
- Q.4 What is Insurance? Explain in detail the various principles of insurance.
- Q.5 What is Mutual Fund? Write its benefits and factors.
- Q.6 Explain in detail the features and factors of venture capital.
- Q.7 Write short notes on any **TWO** of the following:
 - a) CARE
 - b) Factoring
 - c) Bill Discounting

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LINA - V (2010 Course) : WINTER - 2014

B.B.A. - I / II / III
Subject : Elective -I : 4) International Marketing (IBM)

Day : Wednesday

Date : 12/11/2014



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 question No. 2 to question No.6.
- 3) All questions carry **EQUAL** marks.

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- Q.1** a) Distinguish domestic marketing from international marketing. (07)
- b) 'Emerging markets are the great hope for the global marketers'. Discuss (07)
- Q.2** Write a detailed note on characteristics of MNCs (multi national companies). (14)
- Q.3** How do the political, environmental & social factors influence the global business? (14)
- Q.4** "Marketing research & information system provides a solid foundation for International marketing decisions". Do you agree? Justify your answer. (14)
- Q.5** Explain the issues related to setting the price of globally marketed products. Which factors do influence the global pricing decisions? (14)
- Q.6** Write short notes on any **TWO** of the following : (14)
- a) Global market entry strategies
 - b) Quality issues for Indian products in global markets
 - c) Global marketing of consumer services
 - d) International marketing channels

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LINA - V (2010 Course) : WINTER - 2014

B.B.A. ~~17H~~ / III

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

Day : Thursday

Date : 13/11/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

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

Q.1 What is 'Distribution Mix'? Explain in detail distribution plan for each of (14) following:

- a) Laptops b) Bakery products

Q.2 Define sales management. Explain the duties and responsibilities of the sales (14) manager.

Q.3 Discuss in detail, important factors considered while selecting, recruiting and (14) training sales force.

Q.4 "Over last few decades, there is a visible change in the roles performed by the (14) wholesalers and retailers." Explain the nature of and the reasons for this change.

Q.5 Distinguish the features, nature and utility of physical distribution on and logistics. (14)

Q.6 "Motivation of the sales force is not 'All current' or 'All stick'? It is actually to (14) strike a balance, between these two." Discuss.

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

- a) Sales audit
- b) Sales quotas
- c) Channel conflict
- d) Performance appraisal of sales staff.



LINA - V (2010 Course) : WINTER - 2014

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

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

Day : Thursday

Date : 13/11/2014



20655

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.**
- 2) Each question carries **FOURTEEN** marks.

- Q.1** Explain the role and importance of Management Control System.
- Q.2** What is meant by MBO? Explain the merits of establishment of MBO in an organisation.
- Q.3** Define Transfer pricing. Explain its meaning and importance.
- Q.4** What is meant by Cost Audit? Explain the objectives and advantages of Cost Audit.
- Q.5** Define Budgetary control system. Explain its advantages and disadvantages.
- Q.6** The expenses budgeted for production of 10,000 units in a factory are furnished below:

Particular	Per unit Rs.
Materials	70
Labour	25
Variable Factory overheads	20
Fixed Factory overheads (Rs. 1,00,000)	10
Variable Expenses (Direct)	5
Selling expenses (10% Fixed)	13
Distribution Expenses (20% Fixed)	7
Administration Expenses (Rs. 50, 000)	5
Total Cost per unit	155

You are required to prepare a budget for the production of 8000 units and 9000 units.

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

- a) Zero Base Budgeting
- b) Cost centre and profit centre
- c) Areas of Control



LINA - V (2010 Course) : WINTER - 2014

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

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

Day : Thursday

Date : 13/11/2014



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 both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1 Explain the procedure for obtaining IEC code. (10)
- Q.2 Define Bill of Lading. Explain its use and importance in Import-Export. (10)
- Q.3 Explain the role of quality control and pre-shipment inspection in export procedures. (10)
- Q.4 Explain the following contracts (10)
- a) FOB
 - b) CIF
- Q.5 Differentiate between proforma, commercial and consular invoice. (10)

SECTION-II

- Q.6 Explain the mechanism of letter of credit. (15)
- Q.7 Explain post shipment procedures. (15)
- Q.8 Write short notes on **ANY TWO** of the following : (15)
- a) FIEO
 - b) Certificate of Origin
 - c) Clearing and Forwarding Agent
 - d) Commercial Invoice