



LINA - V (2010 Course) : OCT. / NOV. - 2013

Subject : Services Management

B.B.A. ~~I / II / III~~

Day : Thursday

Date : 07/11/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Answer any **FOUR** questions from Section -I and any **TWO** questions from Section -II.
- 2) Figures to the **RIGHT** indicate full marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Define and distinguish between 'Tangible Goods' and 'Intangible Goods' by (10) citing examples.
- Q.2** What is Internal Marketing, External Marketing and Interactive Marketing? (10) Explain with reference to the chain of Restaurants operating in India.
- Q.3** "Marketing Mix is the key to industrial prosperity". Justify this statement with (10) suitable service organisation of your choice.
- Q.4** "Service productivity service differentiation and service quality should go (10) hand-in -hand". Explain with examples.
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Distribution of Services
 - b) Service delivery System
 - c) Co-producer of Services
 - d) Classification of Services

SECTION-II

- Q.6** Design an effective consumer delight strategies for health care service (15) organisation with assumptions if any.
- Q.7** You want to start cyber café in semi urban market. How will you proceed? (15) Give your marketing plan, with assumptions if any.
- Q.8** "Service management is what service manager does". Explain with reference to (15) the co-operative bank having branch offices in metro cities.



LINA - V (2010 Course) : OCT. / NOV. - 2013

Subject : Introduction to Operations Research

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

Day : Saturday

Date : 09/11/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 2

N.B.:

- 1) **QUESTION 1 is COMPULSORY.**
- 2) Attempt **ANY FOUR** questions from **Q.2 to Q.7.**
- 3) Each question carries **FOURTEEN** marks.
- 4) Use of non-programmable scientific **CALCULATOR** is allowed.

- Q.1 a)** In an assignment problem, how do you solve for
i) Unbalanced? ii) Restricted assignments?
- b)** Explain the uses and limitations of Operations Research in Business.

- Q.2** A firm makes two types of furniture - chairs and tables. Both products are to be processed on three machines M_1 , M_2 and M_3 with the time required in hours for processing on each product and total hours available per week :

Machine	Chair	Table	Available time per week (hrs)
M_1	3 hours	3 hours	36
M_2	5 hours	2 hours	50
M_3	2 hours	6 hours	60
Contribution to profit	Rs. 20	Rs. 30	

How should the manufacturer schedule his production in order to maximize profit? Formulate as LPP and solve graphically.

- Q.3** A concrete company transports concrete from three plants I, II and III to three construction sites A, B and C with the following details:

To From	Sites			Supply
	A	B	C	
I	4	3	8	300
II	7	5	9	300
III	4	5	5	100
Demand	200	200	300	

Find optimal solution and total transportation cost.

- Q.4** For the following table of scores available for employees performing jobs :

Employees	Jobs			
	1	2	3	4
A	80	55	45	45
B	58	35	70	50
C	70	50	80	65
D	90	70	40	80

Find the optimal assignment that will result in maximum overall score.

P.T.O.

Q.5 For the following project details:

Activity	Optimistic time	Most likely time	Pessimistic
1 – 2	1	2	3
1 – 3	2	3	4
2 – 4	3	6	9
3 – 4	1	2	6
3 – 5	2	4	9
4 – 5	2	2	2
4 – 6	2	4	6
5 – 7	3	5	13
6 – 7	1	3	5

- Calculate the expected time for each activity.
- Draw the network diagram.
- Find critical path and expected duration to complete project.

Q.6 Following is the distribution of sales of laptops at a dealer's showroom:

Demand	0	1	2	3	4	5	6
Probability	0.07	0.15	0.20	0.25	0.15	0.10	0.08

Simulate the demand for the next 10 days using the following random numbers 40, 60, 72, 18, 22, 38, 77, 82, 95, 60. Also find average demand

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

- Applications and advantages of network analysis
- Limitations of Simulation.
- Application of Assignment problems



LINA - V (2010 Course) : OCT. / NOV. - 2013

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

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

Day : Tuesday

Date : 12/11/2013



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.

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- Q.1** Explain the necessity for the change in the marketing orientation of companies from the transactional to relationship marketing. (14)
- Q.2** Discuss the operational measures required to be adopted by a nationalized bank operating throughout India. (14)
- Q.3** Bring out the challenges and the opportunities presented by the Internet to the marketing strategists. Quote suitable examples. (14)
- Q.4** Explain the issues involved in mass customization of products. What will be the benefits of such actions? (14)
- Q.5** Identify the constituents of the '6' markets as in the case of a petrol/diesel/lubricants dealership. (14)
- Q.6** Recommend the CRM strategies for the makers of a famous brand of 'Papad' now diversifying into 'Dough' (atta) market. (14)
- Q.7** Write short notes on (Any TWO) (14)
- a) Current trends in e-CRM
 - b) Problems in implementing CRM
 - c) CRM in restaurants.



LINA - V (2010 Course) : OCT. / NOV. - 2013

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

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

Day : Tuesday

Date : 12/11/2013



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.

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- Q.1** a) Explain significance and limitations of fund based financial services. (07)
- b) Discuss various economic developments with reference to financial system. (07)
- Q.2** Explain concept, types and advantages of mutual fund with relevant example. (14)
- Q.3** Define venture capital. State the stages of venture financing with relevant examples. (14)
- Q.4** Elaborate the concept and types of insurance products available in India. (14)
- Q.5** Comment on the role and functions of credit rating agencies with suitable examples. (14)
- Q.6** What do you mean by the term factoring? Explain the procedure of factoring services. (14)
- Q.7** Write short notes on (any two) of the Followings: (16)
- a) Hire Purchase Finance
- b) Indian Financial System
- c) Bill Discounting
- d) CRISIL



LINA - V (2010 Course) : OCT. / NOV. - 2013

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

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

Day : Tuesday

Date : 12/11/2013



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 question carry **EQUAL** marks.

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- Q.1** Discuss the scope and challenges in International Marketing.
- Q.2** Explain the impact of political and legal environment of the 'host' (destination) country on the exports from the 'home' (origin) country.
- Q.3** Discuss the 'foreign market entry strategy' employed by successful multinational fast-food company like 'McDonalds' or 'Pizza Hut'.
- Q.4** Imagine yourself to be a bicycle manufacturer based in Ludhiana, Punjab. You now are planning to enter the USA and European market. Explain how you will go about assessing the market opportunities over there.
- Q.5** Bring out the significance of 'Brands' in the international marketing. Why is it, that even a giant MN'C (e.g. 'P and G') sells few brands in the global market and some other brands in the regional/ local markets?
- Q.6** Elaborate the 'Quality' issues for Indian products in the context of international market.
- Q.7** Write short notes on any **TWO** of the following:
- a) Characteristics of MNCs
 - b) Global pricing : major influences
 - c) Challenges in global 'I.M.C' (Integrated marketing communication)
 - d) International Marketing Channels.



LINA - V (2010 Course) : OCT. / NOV. - 2013

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

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

Day : Friday

Date : 15/11/2013



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.

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- Q.1** Discuss various tools and techniques of direct marketing for the following: (07)
- i) Detergents (07)
 - ii) Snacks like wafers, biscuits
- Q.2** Explain the Distribution Mix with suitable example. (14)
- Q.3** Wholesaler's and retailer's play an important role in the entire selling process. (14)
Discuss the above statement citing examples.
- Q.4** Discuss the importance, need and methods of sale force performance appraisal. (14)
- Q.5** "Effective sales presentation and properly handling customers objections is the key for effective personal selling". Discuss. (14)
- Q.6** As MD of a FMCG company you have appointed a Sales Manager to take care of the sales of your company. Draw up the duties and responsibilities of the sales manager. (14)
- Q.7** Write short notes on any **TWO** of the following: (14)
- a) Sales force selection in pharma industry.
 - b) Selection process
 - c) Conflicts in channels of distribution
 - d) Sales force training



LINA - V (2010 Course) : OCT. / NOV. - 2013

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

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

Day : Friday

Date : 15/11/2013



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** Explain the concept of Management Control. What are the characteristics of Management Control systems?
- Q.2** What do you mean by Management by Objective? Explain the merits of establishment of MBO in organization.
- Q.3** Write a note on :
a) Cost Centre b) Profit Centre
- Q.4** Explain the objectives and advantages of Management Audit.
- Q.5** Explain the methods of Transfer Pricing.
- Q.6** Prepare a Flexible Budget for 1500 and 2000 machines. The following details are available for the production of 1000 machines:

Particulars	Cost Per Unit
Direct Material	Rs. 1000
Direct Labour	Rs. 800
Direct Expenses	Rs. 600
Variable Overheads	Rs. 350
Administrative Overheads (100% Fixed)	Rs. 500
Selling Expenses (20% Fixed)	Rs. 400
Distribution Expenses (50% Fixed)	Rs. 200

- Q.7** Write short notes on **ANY TWO** of the following:
- a) Internal Audit under MCS
 - b) Objectives of Transfer Pricing
 - c) Investment Centre



LINA - V (2010 Course) : OCT. / NOV. - 2013

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

B.B.A. I / II / III

Day : Friday

Date : 15/11/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FIVE** questions.
- 2) Figures to the **RIGHT** indicate full marks.

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- Q.1** Distinguish clearly between International and domestic trade. (14)
- Q.2** In what way 'Export' are important for developing economy like India? (14)
- Q.3** What are objectives of Exchange Control? How they are fulfilled by exchange control manual? (14)
- Q.4** Clearly distinguish between C.I.F., F.O.B. and C & F. contracts. (14)
- Q.5** How goods received by sea mode are cleared? (14)
- Q.6** Write a brief note on latest Foreign Trade Policy. (14)
- Q.7** Explain 'Bill of Exchange' as financial document. (14)
- Q.8** Write short notes on any **TWO** of the following : (14)
- a) I.E.C. number
 - b) Bill of Lading
 - c) Marine Insurance
 - d) Preshipment Inspection.

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