



**B.B.A. I / II / III**  
**Subject : Services Management**

Day : Monday  
Date : 07/11/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

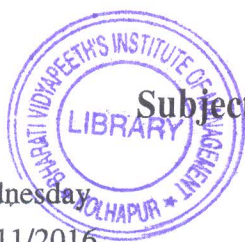
**SECTION – I**

- Q.1** 'A product can be felt held and manufactured and stored, while this is not possible with a service. Highlight the differences between goods and services. [14]
- Q.2** 'Good infrastructure and physical evidence is essential to establish a brand'. Describe with reference to the banking sector. [14]
- Q.3** Explain in detail how will you measure service quality using the GAP model. [14]
- Q.4** 'Since a service cannot be stored its really difficult to manage the demand and supply of a service'. Discuss. [14]
- Q.5** Write short notes on **ANY TWO** of the following: [14]
- a) Sales Promotion
  - b) Challenges in service management
  - c) Reason of growth of service industry
  - d) People in a service

**SECTION – II**

- Q.6** Design a marketing mix for launch of luxury bus service and an online bus booking portal. [14]
- Q.7** You have been asked to ascertain the quality of services offered by five star hotel to identify gaps in the service. Prepare a structured questionnaire to explore gaps in the service of the hotel. [14]
- Q.8** Design a service blue print for a bank. [14]

\* \* \* \*



Day : Wednesday

Date : 09/11/2016



32237

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 2

N.B.

- 1) Q.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.
- 5) Graph papers will be provided if necessary.

- Q.1 a) Discuss the applications and limitations of Linear Programming Problem in management.
- b) Find initial basic feasible solution by using Vogel's Approximation Method for the following transportation table.

Destination Origin	1	2	3	4	Supply
A	464	513	654	867	75
B	352	416	690	791	125
C	995	682	388	685	100
Demand	80	65	70	85	

- Q.2 For the following project details: i) Calculate the expected time for each activity ii) Draw the network diagram iii) Find the critical path and expected duration to complete the project.

Activity	Optimistic Time	Most Likely Time	Pessimistic time
1-2	3	4	5
1-3	2	3	4
2-4	3	5	7
3-4	5	5	5
4-5	6	8	10
5-6	12	14	15
6-7	10	11	12
6-8	8	10	14
7-8	7	8	9

- Q.3 Following is the distribution of daily demand for micro wave ovens at a dealer's showroom.

Demand	0	1	2	3	4	5
Probability	0.11	0.15	0.25	0.20	0.20	0.09

Simulate the demand for the next 10 days and find the average daily demand. Use the following random number 24, 89, 36, 47, 78, 92, 90, 10, 49, 55

P.T.O.

Q.4

Alfa company is a manufacturer of two premium products A and B. Due to the unavailability of desired quality of raw materials, the company can manufacture maximum 80 units of product A and 60 units of product B. Product A consumes 5 units and B consumes 6 units of raw materials respectively and their respective profit margins are Rs. 50 and Rs. 80. Further, A requires 1 man-day of labour per unit and B requires 2 man-days of labour per unit. The constraints operating are : Supply of raw material-maximum - 600 units and supply of labour – maximum 160 man-days. Formulate as a Linear Programming model and solve graphically.

Q.5

Four projects are to be assigned to four teams. The scores of successful completion for projects and teams is given below:

	Projects			
Teams	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	P <sub>4</sub>
T <sub>1</sub>	66	70	68	69
T <sub>2</sub>	68	75	74	70
T <sub>3</sub>	69	72	72	70
T <sub>4</sub>	62	69	68	69

Find the optimal assignment of teams to projects such that total scores are maximized.

Q.6

Find optimal solution for the following transportation problem

	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	Availability
S <sub>1</sub>	8	6	10	9	56
S <sub>2</sub>	4	3	15	18	75
S <sub>3</sub>	18	5	3	7	42
Demand	28	32	45	68	

Q.7

Write short notes on ANY TWO:

- Advantages and applications of simulation
- Project Evaluation and Review Technique (PERT)
- Assignment problem
- Degeneracy in transportation problem

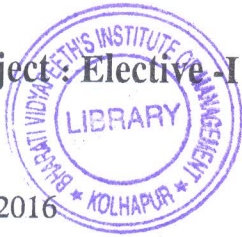
\* \* \*



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

Day : Friday

Date : 11/11/2016



32238

Time : 02.00 PM TO 05.00 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. No. 2 to Q. No. 7**.

Q.1 "CRM is considered to be the most important factor affecting business growth". Explain the statement with concept and its significance.

Q.2 What are the key benefits of CRM?

Q.3 Write a note on practices of CRM followed in any of the private sector banks.

Q.4 Explain the term Internet Marketing. State the role of technology in CRM.

Q.5 Write a note on CRM planning and implementation.

Q.6 Discuss the term Mass customization in detail.

Q.7 Write short note on any two of the following:

- a) CRM Vs e-CRM
- b) CRM market model
- c) Transactional Vs Relationship Marketing
- d) Current Trends in e-CRM

\* \* \* \*



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

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

Day : Friday

Date : 11/11/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

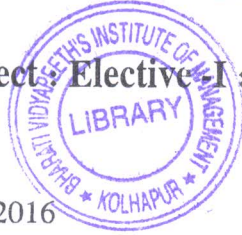
---

**N.B.:**

- 1) Attempt **ANY FIVE** questions.
  - 2) All questions carry **EQUAL** marks.
- 

- Q1. Explain the role financial system in economic development of India.
- Q2. What do you mean by the term factoring? Distinguish between factoring and forfeiting.
- Q3. What is insurance? Elaborate types of Insurance available in India.
- Q4. Comment on the performance of mutual funds in India.
- Q5. What is credit rating? Explain the role and functions of credit rating agencies operating in India.
- Q6. Define 'Venture Capital' Discuss the features & types of venture capitalist.
- Q7. Write short notes on : (**ANY TWO**) of the following:
- a) Hire purchase finance
  - b) Financial markets
  - c) Bill Discounting
  - d) Functions of IRDA

\* \* \* \* \*



B.B.A. ~~I/H/III~~

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

Day : Friday

Date : 11/11/2016



32240

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.

- 1) Q.1 is **COMPULSORY**. Attempt any **FOUR** questions from Q.2 to Q.7.
- 2) Each question carries 14 marks.

- Q.1 "Effectiveness of Industrial Relations is dependent upon on contribution of employer, employees and government". Justify the statement with example.
- Q.2 What is safety training? Explain its importance in an organization.
- Q.3 Discuss the structure of legislative framework governing labour management relations in today's world.
- Q.4 Explain the historical development of labour laws in India.
- Q.5 Define the word "Collective Bargaining" and explain its process in detail.
- Q.6 Explain the different types of workers participation methods with suitable examples.
- Q.7 Write short note on (ANY TWO)
  - a) Ergonomics
  - b) Role of HRM
  - c) Labour relations board activity

\* \* \*



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

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

Day : Friday

Date : 11/11/2016



32241

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.

- 1) Q.1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q.2 to Q. 7.
- 3) All questions carry **EQUAL** marks.

- 
- Q.1 What are the challenges faced by a marketer in International Marketing? Explain the measures to overcome such challenges. Give examples.
- Q.2 How does the cultural dynamics influence the International Marketing decisions? Explain with suitable examples.
- Q.3 Write a detailed note on International Marketing Channels.
- Q.4 Discuss the quality issues for Indian Products in the context of International Marketing.
- Q.5 What are the different foreign market entry strategies one can use to enter the new market? Explain with suitable examples.
- Q.6 What is meant by Marketing Information System ? Discuss the need and scope of Marketing Information System in global context.
- Q.7 Write short notes on (ANY TWO)
- a) Product adaptation
  - b) Global pricing : Major influences
  - c) Benefits of International Marketing
  - d) Challenges of Integrated Marketing Communication in global context

\* \* \*



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

Day : Tuesday

Date : 15/11/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

**N.B.:**

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

- Q.1** What is channels conflict? What are the causes of channel conflict? How will you handle following causes of channel conflict: (14)  
i) Shortage of spare parts at two Wheeler Outlet  
ii) Unauthorized high price of cold drink at vendor's kiosks
- Q.2** Discuss in detail sales organization and Sales Planning Process. (14)
- Q.3** 'Personal selling is more effective for Industrial goods rather than consumer goods'. Comment. (14)
- Q.4** Discuss changing role of Wholesalers and Retailers operating in India. (14)
- Q.5** State in detail the importance of Sales Force Training to the Organization. (14)
- Q.6** Explain the significance of sales territories? On which basis can they be formed? (14)
- Q.7** Write short notes on any **TWO** of the following: (14)  
a) Sales force Motivation  
b) Sales Analysis and Audit  
c) Physical Distribution and Logistics  
d) Sales presentation



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

Day : Tuesday  
Date : 15/11/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

**N.B.**

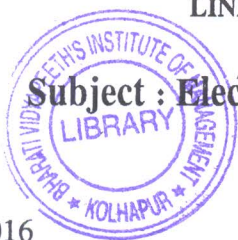
- 1) Q.1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from Q.2 to Q.7.
- 3) Each question carries **14** marks

- Q.1** Define the term 'Management control'. Explain the role and importance of Management Control System.
- Q.2** What is the importance of Strategic Planning? Explain the steps involved in Strategic Planning Process.
- Q.3** What is meant by 'Transfer Pricing'? Explain its significance and objectives.
- Q.4** Define 'Cost Audit'. Explain the objectives and advantages of Cost Audit.
- Q.5** What is meant by MBO? Explain the merits of establishment of MBO in an organization.
- Q.6** For the production of 5,000 units the following are budgeted expenses:

Particulars	Cost Per Unit Rs.
Direct material	70
Direct Labour	55
Variable overheads	30
Fixed overheads	15
Variable expenses	10
Selling expenses (10% fixed)	20
Administration expenses (100% fixed)	10
Distribution expenses (20% fixed)	8

Prepare a flexible budget for 6,000 and 8,000 units showing distinctly marginal cost and total cost.

- Q.7** Write short notes on any **TWO** of the following:
- a) Process of control
  - b) Revenue Centre and Investment Centre
  - c) Zero Base Budgeting



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

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

Day : Tuesday

Date : 15/11/2016



Time : 02.00 PM TO 05.00 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.

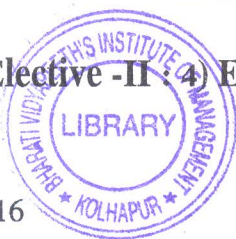
- 
- Q1.** "The main sources of industrial jurisprudence are the Constitution, Legislative Enactment and Judge made Laws". Comment.
- Q.2** Define 'Factory'. Enumerate the powers of 'Chief Inspector' and duties of 'Welfare Officer' under the Factories Act, 1948.
- Q.3** Define 'Certifying Officer'. Discuss his role under the Industrial Employment (Standing Orders) Act, 1946.
- Q.4** As an employer of a factory, discuss the authorized deductions permitted under the Payment of Wages Act, 1936.
- Q.5** Enumerate and state the various authorities constituted under the Industrial Dispute Act, 1947 and also state their powers and duties for investigation and settlement of industrial disputes.
- Q.6** State the provision as to 'Working hours' of 'Women' and 'Children' under the Bombay shops and Establishment Act, 1948.
- Q.7** Write short notes on **ANY TWO** of the following:
- a) Industrial Dispute Award
  - b) 'Occupier' under the Factories Act, 1948
  - c) History of Trade Union Movement in India
  - d) 'Lock- out' and 'Closure'

\* \* \* \* \*

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

Day : Tuesday

Date : 15/11/2016



32248

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section - II.
- 2) Answers 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 term “Globalization” and its benefits to India. [10]
- Q.2 What is IEC No.? Explain the process of obtaining IEC No. [10]
- Q.3 Explain pre export procedures in brief. [10]
- Q.4 Discuss the role of quality control and pre-shipment inspection in export procedures. [10]
- Q.5 Explain the mechanism of Letter of Credit. Name the parties involved. [10]

**SECTION - II**

- Q.6 Explain import documents: [15]
- a) Custom Clearance
  - b) Bill of Entry
- Q.7 Explain how government’s intervention would help in stabilizing exchange rate. [15]
- Q.8 Write short notes on **ANY TWO** of the following: [15]
- a) ECGC (Export Credit Guarantee Corporation)
  - b) Bill of Exchange
  - c) CIF (Cost Insurance Freight) and FOB (Free on Board) contract
  - d) INCOTERMS (any three)

\* \* \* \*