

BBA-III Sem.-V



LINA - V (2010 Course) : OCT / NOV - 2012

Subject : Services Management

B.B.A. I/H/III

Day : Friday

Date : 21/12/2012



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**

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- Q.1** a) "Service quality dimensions are important in today's competitive business" (07)
How do these dimensions affect the marketing of Life Insurance Services?
- b) Define 'Service'. How it is classified? Explain with suitable examples. (07)
- Q.2** On what grounds the 4 P's of product marketing are not sufficient in services (14)
marketing? Justify with reference to coffee shops located in metro cities.
- Q.3** How will you carry out SWOT analysis of a B- school of your choice? (14)
- Q.4** Examine the relevance of 'Price Mix' as a service passes through various (14)
stages of its life cycle.
- Q.5** What is a 'Pure Service'? Explain the continuum of services by citing (14)
examples.
- Q.6** How will you develop an effective corporate plan for improving service (14)
quality and productivity of city municipal corporation? Give assumptions if
any.
- Q.7** Write short notes on any two of the following:- (14)
- a) Service Delivery
 - b) Institutional Services
 - d) 4-I's of Service
 - e) Distribution of Services



LINA - V (2010 Course) : OCT / NOV - 2012

Subject : Introduction to Operations Research

B.B.A. I / II / III

Day : Saturday

Date : 22/12/2012



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 following transportation table

	O ₁	O ₂	O ₃	Demand
D ₁	10	9	8	8
D ₂	9	8	8	12
D ₃	9	10	10	30
Supply	12	15	10	

Find initial basic feasible solution using

- i) North west corner rule
- ii) Matrix minimum method.

b) Explain the Hungarian method of solving assignment problem.

Q.2 A company produces two types of presentation goods A and B that require gold and silver. Each unit of type A requires 3g of silver and 1g of gold while B requires 1g of silver and 2g of gold.

The company has supply of 9g of silver and 8g of gold. If each unit of A brings a profit of Rs. 40 and that type B of Rs. 50, determine graphically the number of units of each type that should be produced in order to maximize profit.

Q.3 For the following transportation problem

	J ₁	J ₂	J ₃	Capacity
B ₁	8	6	5	70
B ₂	6	6	6	90
B ₃	10	6	4	100
B ₄	8	6	4	140
Requirement	100	120	180	

Find optimal solution.

P. T. O.

Q.4

A computer centre has three expert programmers, The center wants three application programmes to be developed. The head of the computer center, after carefully studying the programmes to be developed, estimates the computer time in minutes required by the experts for the application programmes as follows:

Programmes	Programmers		
	A	B	C
1	120	100	80
2	80	90	110
3	110	140	120

Assign the programmers to the programmes in such a way that total computer time is minimum.

Q.5

For the following project details.

Activity	Optimistic	Most likely	Pessimistic
1-2	3	4	5
1-3	1	2	3
1-4	6	6	6
2-4	3	5	7
2-5	6	7	8
3-4	1	2	3
4-5	3	4	5

- Draw network diagram
- Find expected duration for each activity
- Find critical path

Q.6

Following table represents the probability distribution of sales of a laptop at a dealer's outlet

X	0	1	2	3	4
P(x)	0.05	0.25	0.40	0.20	0.10

Simulate the above system for the next ten days using the random numbers.
80, 65, 74, 39, 15, 9, 49, 88, 97, 72.

Q.7

Write short notes on (Any TWO):

- Graphical method of solving LPP
- History of operations research
- Vogel's Approximation method
- Applications of Transportation Problems



LINA - V (2010 Course) : OCT / NOV - 2012

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

Day : Monday

Date : 24/12/2012



B.B.A. I / II / III

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. No. 2** to **Q. No. 7**.
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- Q. 1** Discuss the process of evolution of CRM and bring out its significance in the service industry.
- Q. 2** Explain the concept of "6" market model. Discuss its applications.
- Q. 3** How will you plan and implement CRM strategies in FMCG Market.
- Q. 4** Distinguish between CRM and e-CRM? Explain the current trends in e-CRM in the Indian context.
- Q. 5** Magnify the concept of mass customization and the sectors in which it can be applied?
- Q. 6** Discuss the benefits and challenges of internet marketing.
- Q. 7** Write short notes on **ANY TWO** of the following:
- a) CRM in Insurance
 - b) Limitations of CRM
 - c) Retail CRM
 - d) Relationship Marketing

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LINA - V (2010 Course) : OCT / NOV - 2012

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

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

Day : Monday

Date : 24/12/2012



Time : 10.00 AM TO 01.00 PM

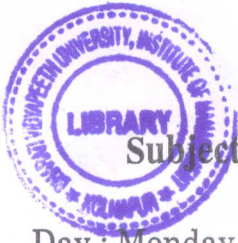
Max Marks : 70 Total Pages : 1

N. B. :

- 1) Attempt ANY FIVE questions.
 - 2) Each question carries 14 marks.
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- Q. 1** What is insurance? What are its types? Explain any two types in brief.
- Q. 2** Explain what is credit rating? What are factors that are considered before assigning credit rating?
- Q. 3** Define what are Mutual Funds and explain its different types.
- Q. 4** Which are the stages involved in process of venture financing?
- Q. 5** Differentiate between hire purchase and leasing.
- Q. 6** Write briefly about Indian financial system and any two financial services.
- Q. 7** Write short notes on the following: (Any Two)
- a) Bill discounting
 - b) Venture capital investment
 - c) Advantages of mutual funds

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LINA - V (2010 Course) : OCT / NOV - 2012

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

Day : Monday

Date : 24/12/2012



B.B.A. - I / H / III

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.
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Q. 1 Comment on the future of Industrial relations in India in view of the emerging economic, political and international environment.

Q. 2 "Workers Participation in Management is neither feasible nor desirable under the prevailing industrial conditions in India." Critically examine this statement.

Q. 3 Discuss the role of HRM in maintenance of Industrial relations.

Q. 4 What is the importance of Occupational Health and safety in industry? Elaborate as per Factory Act, 1948.

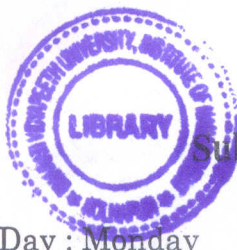
Q. 5 Define the term "Workers Participation in Management". Explain its objectives.

Q. 6 "Collective Bargaining is important to both employers and employees"? Do you agree? Justify your answer.

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

- a) Issues in shaping labour policy
- b) Factors affecting employee relationship strategy
- c) Accident prevention of investigation
- d) Safety training and workers compensation

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LINA - V (2010 Course) : OCT / NOV - 2012

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

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

Day : Monday

Date : 24/12/2012



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)** Political unrest in Egypt and neighboring countries has affected the global business of Indian IT companies. Discuss the situation and remedies. (07)
- b)** Discuss international dimensions of Marketing. (07)
- Q.2** Political stability in the home country and the host country is a necessity of International Marketing. Discuss. (14)
- Q.3** Explain the significance of Marketing Research and information systems for global marketers. (14)
- Q.4** Mention any five international brands being sold in Indian market. Are they successful because of their brand strength or product quality? (14)
- Q.5** Explain the factors influencing the composition of international marketing channels. (14)
- Q.6** "Difference in language and culture in the global markets is a major barrier for Integrated Marketing Communications ". Explain. (14)
- Q.7** Write short notes on **ANY TWO** of the following : (14)
- a) Quality issues related to Indian products.
 - b) International franchising
 - c) Cultural impact on global/international marketing
 - d) Emerging markets



LINA - V (2010 Course) : OCT / NOV - 2012

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

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

Day : Tuesday



Time : 10.00 AM TO 01.00 PM

Date : 01/01/2013

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) You have taken up a job as a sales manager in a retail outlet and noticed that this retail chain does not have any appraisal system. You have been asked to design an appraisal system for the sales people of the company.

b) Objectives of a effective sales presentation in the pharma industry.

Q.2 What are the various tools and techniques one can use for direct marketing?

Q.3 Explain the changing role of wholesalers and retailers.

Q.4 As a sales person of an insurance company how would you go about giving an effective sales presentation.

Q.5 What are the various channels of distribution, explain in detail.

Q.6 Explain importance of logistics in distribution.

Q.7 Write short notes (Any Two)

- a) Sales Audit
- b) Personal selling: qualities required for salesmen
- c) Sales planning process
- d) Importance of effective distribution system.

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LINA - V (2010 Course) : OCT / NOV - 2012

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

Day : Tuesday

Date : 01/01/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N. B. :

- 1) Each question carries 14 marks.
- 2) Q. No. 1 is **COMPULSORY**.
- 3) Attempt **ANY FOUR** questions from Q. No. 2 to Q. No. 7
- 4) Use of **NON PROGRAMMABLE** calculator is allowed.

- Q.1 a) Explain the importance of Management Control System in the growth of the organisation.
- b) What are the motivational techniques applied in Management Control System.
- Q.2 Explain the following concepts.
- i) Cost Centre ii) Investment Centre
- Q.3 Explain the objectives and advantages of Management Audit.
- Q.4 Discuss the concept of Zero Base Budgeting and state its procedure and advantages.
- Q.5 For the production of 10,000 electric automatic Irons; the following are the budgeted expenses:

Particulars	Per Unit Rs.
Direct material	60
Direct labour	30
Variable overheads	25
Fixed overheads (Rs. 1,50,000)	15
Variable expenses (Direct)	5
Selling expenses (10 % Fixed)	15
Administration expenses 100% Fixed (Rs. 50,000)	5
Distribution expenses (20 % Fixed)	5

Prepare a Flexible budget for the production of 11,000 and 12,000 units showing distinctly the marginal cost and total cost.

- Q.6 What do you mean by Transfer Pricing? State and explain different methods of Transfer Pricing.
- Q.7 Write short notes on **ANY TWO** of the following:
- a) Process of Control
 - b) Cost Audit
 - c) Strategic Planning
 - d) Profit Centre



LINA - V (2010 Course) : OCT / NOV - 2012

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

B.B.A. - I / H / III

Day : Tuesday

Date : 01/01/2013



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 Explain in brief formation, membership, functions, political affiliation and weaknesses of prominent Trade Unions.

Q. 2 Explain the provisions made under the Bombay Shops and Establishment Act, 1948 to register the establishments.

Q. 3 State and discuss the provisions of the Factory Act, 1948 with regard to the health welfare and safety of the workers employed in a factory.

Q. 4 Explain fully the authorised deductions which can be made from the wages of an employed person under the Payment of Wages Act, 1936.

Q. 5 a) Define and explain the meaning of Certifying Officer.

b) Write a note on Certification of standing orders.

Q. 6 Define and explain the following terms as used in the Factories Act, 1948.

- | | |
|--------------------------|-------------|
| i) Manufacturing process | ii) Factory |
| iii) Occupier | iv) Worker |

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

- a) Layoff and Retrenchment
- b) Lockout and Strikes
- c) Industrial Dispute Award
- d) Public Utility Service



LINA - V (2010 Course) : OCT / NOV - 2012

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

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

Day : Tuesday

Date : 01/01/2013



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 How to obtain Import Export Code (I.E.C. number) to enter into cross border trade? (10)
- Q.2 How to clear goods against Bill of Lading? (10)
- Q.3 State and explain any two provisions of U.C.P-600. (10)
- Q.4 Explain various types of Invoices drawn in cross border trade. (10)
- Q.5 Explain meaning of following terms: (10)
- a) C.I.F b) F.O.B c) Ex-Works

SECTION – II

- Q.6 Explain various steps in Letter of Credit Mechanism. (15)
- Q.7 Explain the role of “Clearing and Forwarding Agents”. (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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