

Subject : Services Management

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

Day : Thursday

Date : 19/11/2015

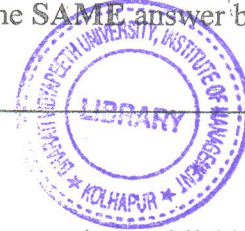


Time : 02.00 PM TO 05.00 PM

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** 'The location of a hotel is of prime importance as this go on in establishing the hotel as a brand.' Discuss. [10]
- Q.2** The 4 P's of marketing is not enough for service marketing; hence the 7 P's of marketing is needed. Discuss. [10]
- Q.3** Explain the characteristics of a service. [10]
- Q.4** Explain in detail how will you use GAP Model to determine service quality. [10]
- Q.5** Write short notes on ANY TWO of the following: [10]
- a) Pricing policies
 - b) Types of services
 - c) Managing demand and supply

SECTION – II

- Q.6** Design a structured questionnaire to study the quality of services of a star hotel. [15]
- Q.7** Design a promotion campaign for the launch of a B-School. [15]
- Q.8** A star hotel in Pune faces a problem of large number of customers waiting during peak hours. You have been appointed as a consultant and asked to solve this problem. Explain how will you go about managing demand and supply at the hotel. [15]

Subject : Introduction to Operations Research

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

Day : Saturday

Date : 21/11/2015

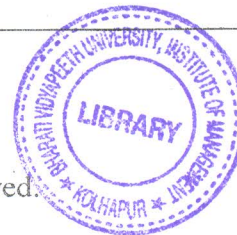


Time : 02.00 PM TO 05.00 PM

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) Describe the steps involved in solving a transportation problem.

b) Discuss the applications and Limitations of Operations Research.

Q.2 Royal company manufactures two products A and B with production time requirements as follows:

	Product A	Product B
Polishing (hours)	3	4
Plating (hours)	2	1
Profit (rupees)	60	50

Production of Product A and B is limited by the capacity of 120 hours per week for polishing and 40 hours for plating. Formulate and solve graphically as LPP.

Q.3 Find the optimal transportation schedule from the following:

Plant	Market			Supply
	A	B	C	
W	6	3	4	250
X	2	4	---	200
Y	4	3	5	150
Z	5	2	8	250
Demand	200	250	175	

Also, state whether there is surplus or shortage observed? Give details.

Q.4 Given the following information of cancellations of taxis per day at a travel agency:

Number of cancellations	Probability
0	0.35
1	0.22
2	0.18
3	0.10
4	0.15

Simulate cancellations of taxis for the next 10 days using random numbers 20, 43, 58, 85, 62, 75, 84, 45, 55, 92.

P.T.O.

Q.5 Given the following network details:

Activity	Duration (weeks)
(1 - 2)	2
(1 - 3)	8
(1 - 4)	6
(2 - 3)	7
(3 - 4)	3
(2 - 6)	5
(2 - 5)	4
(3 - 5)	3
(3 - 6)	2
(4 - 7)	5
(5 - 6)	5
(6 - 7)	6
(6 - 8)	5
(7 - 8)	7

- Draw network diagram.
- Find critical path.
- Find earliest and latest times.
- Find total project duration.

Q.6 Find the optimal assignment for the following Assignment Problem:

Projects	Programmers				
	A	B	C	D	E
I	24	32	27	30	26
II	35	32	33	32	34
III	39	38	36	42	40
IV	40	39	30	29	32

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

- Importance of Network Analysis
- Graphical solution of LPP
- Applications of Assignment Problem

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

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

Day : Tuesday

Date : 24/11/2015

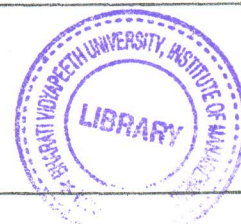


Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

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



- Q.1 Insurance is one of the most complex Financial Service Product, where the strength and depth of the customer relationship determine the success or failure of insurance policy - elaborate. (14)
- Q.2 Design a questionnaire to get customer satisfaction feedback of a Automobile showroom and service centre for which you are a Customer Care Director. (14)
- Q.3 Explain the term Mass Customization and also discuss issues involved in customization of product. (14)
- Q.4 Differentiate between CRM and e-CRM and list down current trends in e-CRM. (14)
- Q.5 Formulate marketing strategies to enhance customer relation and business of a Garment retail shop in your city. (14)
- Q.6 List out the requirements to be considered before implementing a CRM plan. (14)
- Q.7 Write short notes on any **TWO** of the following: (14)
- a) Operational CRM
 - b) CRM in banking
 - c) CRM in educational services.

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

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

Day : Tuesday

Date : 24/11/2015



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** questions from **Q.No.2 to Q.No.7.**
- 3) Each question carries **14** marks.



- Q.1** Discuss the role of 'Financial System' in the economic development of India.
- Q.2** What is 'Mutual Fund'? Explain the types and advantages of Mutual Fund.
- Q.3** Elaborate the concept and types of insurance products available in India.
- Q.4** Define the term 'Venture Capital'. Explain the factors affecting investment decisions under venture capital financing.
- Q.5** Differentiate between Hire Purchase and Leasing.
- Q.6** Describe in detail the performance of Mutual Funds Schemes in India.
- Q.7** Write short notes on **ANY TWO** of the following:
- a) Functions of Credit Rating
 - b) Bills Discounting
 - c) Organizational structure of Indian Financial System
 - d) CRISIL

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

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

Day : Tuesday

Date : 24/11/2015

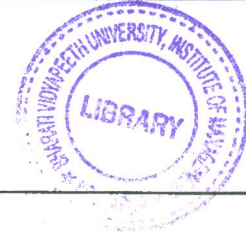


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Max Marks : 70 Total Pages : 1

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 Suggest suitable foreign market entry strategy for the following: (14)
- a) An internationally reputed coffee chain willing to enter Indian market.
 - b) An Indian steel company planning to get into overseas market.
- Q.2 a) Which are the different pricing methods that can be used in international market? (07)
- b) Explain the factors influencing international pricing decisions. (07)
- Q.3 "Compared with products, marketing of services poses distinctive challenges to marketers". Discuss. (14)
- Q.4 Write a detailed note on global marketing environment. (14)
- Q.5 What is meant by Integrated Marketing Communication? Explain with suitable examples, the adaptation and standardization strategies in international advertising. (14)
- Q.6 Distinguish between domestic marketing and international marketing. (14)
- Q.7 Write short notes on any **TWO** of the following: (14)
- a) Marketing research
 - b) Quality issues in global market
 - c) International marketing-scope and challenges
 - d) Market analysis.

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

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

Day : Friday

Date : 27/11/2015



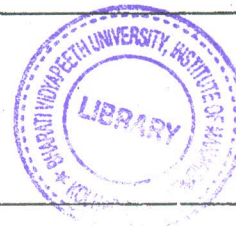
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Max Marks : 70 Total Pages : 1

N. B.

- 1) **Question No. 1 is COMPULSORY.**
- 2) **Attempt ANY FOUR questions from Q.No.2 to Q. No.7.**
- 3) **Figures to the right indicate FULL marks.**



- Q.1** Discuss the scope and significance of sales management. (14)
- Q.2** Discuss the issues involved in the motivation of sales force. How can these issues be resolved? (14)
- Q.3** Explain the ideal mechanism to handle the customers' objections. (14)
- Q.4** Distinguish 'Physical Distribution' from 'Logistics'. Quote suitable examples. (14)
- Q.5** What are the common causes of 'conflicts in the channel'? How can they be overcome? (14)
- Q.6** Which are the features of and the expected outcome of an effective sales presentation? (14)
- Q.7** Write short notes on **ANY TWO** of the following : (14)
- a) Sales territory
 - b) Sales audit
 - c) Changing role of retailer
 - d) Sales force performance appraisal

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

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

Day : Friday

Date : 27/11/2015



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Q. No.1 is **COMPULSORY**.
- 2) All questions carry **EQUAL** marks.
- 3) Attempt any **FOUR** from the rest.



- Q.1** Explain the meaning of transfer pricing. What are its methods?
- Q.2** What is meaning and importance of management control system?
- Q.3** Define the Budget and Budetory control system. What are its advantages?
- Q.4** Explain:
 a) Revenue centre and investment centre
 b) Strategic planning
- Q.5** A company fixes the inter divisional transfer prices for its product on the basis of cost plus estimated return on investment in its divisions. The relevant portion of the budget for division 'A' for year 2007-08 is given below:

Particular	Rs.
Fixed Assets	5,00,000
Current Assets (other than debtors)	3,00,000
Debtors	2,00,000
Annual fixed cost of division	8,00,000
Variable cost per unit of product	10

Budgeted volume of production per year (units) 4,00,000. Desired return of investment – 28%. You are required to determine transfer price for the division 'A'.

- Q.6** Division 'A' and 'B' are both considering an outlay on new investment projects.

	Division 'A' Rs.	Division 'B' Rs.
Investment outlay	1,00,000	1,00,000
Net return on new investment	16,000	11,000
Current ROI	18%	11%

The company's cost of capital is 13%. Should the project be accepted or rejected?

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

- a) MBO
- b) Zero base Budgeting
- c) Cost Audit

Subject : Elective -II : 4) Export Import Procedure & Documentation (IBM)**B.B.A. - I / II / III**

Day : Friday

Date : 27/11/2015

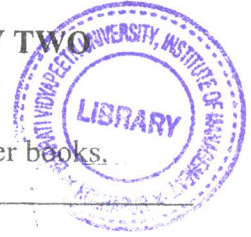


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- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer books.

**SECTION – I**

- Q.1** Explain the steps to commence exports. (10)
- Q.2** Explain the mechanism of Letter of Credit. (10)
- Q.3** Describe FOB and CIF contracts. (10)
- Q.4** Discuss the role of clearing and forwarding agents. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Bill of Lading
 - b) Mate's Receipt
 - c) INCOTERMS
 - d) Bill of Entry

SECTION - II

- Q.6** What is IEC number? Explain the process for obtaining IEC number. (15)
- Q.7** Explain the role of ECGC in export activity. (15)
- Q.8** Explain the steps for obtaining Pre and Post Shipment Finance. (15)

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