



Subject : Project Management

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

Day : Monday

Date : 28/04/2014



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.

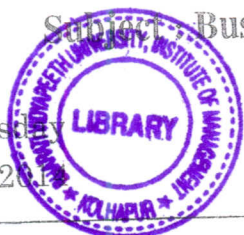
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- Q.1 What is project appraisal? Explain the steps in project appraisal. [14]
- Q.2 a) Explain the importance of project identification. [07]  
b) Discuss the process of project formulation. [07]
- Q.3 What are the contents of Feasibility Report? Explain along with a suitable example. [14]
- Q.4 Discuss the process of Technical and Economic Analysis of a project. [14]
- Q.5 What is the importance of Network Analysis in Project Management? [14]
- Q.6 What are the various difficulties arising during project planning? Give solutions along with examples. [14]
- Q.7 Write short notes on **ANY TWO** of the following: [14]  
a) ISO Certification  
b) Risk modeling and simulation  
c) Project monitoring reports

Subject : Business Policy & Strategic Management

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

Day : Wednesday

Date : 30/04/2014



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

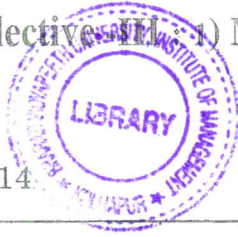
- 1) Q. No. 1 is COMPULSORY.
- 2) Solve any FOUR questions from Q. No. 2 to Q. No. 7.
- 3) All questions carry EQUAL marks.

- Q.1 Define strategy. Explain nature, importance and benefits of strategic management. (14)
- Q.2 Explain in detail the concept of mission, vision and objectives with suitable examples. (14)
- Q.3 "Environmental Analysis is the prerequisite of strategic management". Discuss. (14)
- Q.4 Explain BCG matrix with suitable examples. (14)
- Q.5 What are different types of strategies? Explain Turnaround strategy. (14)
- Q.6 How can the strategic evaluation and control be carried out? Explain with appropriate examples. (14)
- Q.7 Write short notes on any TWO of the following: (14)
- a) Corporate Culture
  - b) Michael Porter's five forces model.
  - c) 'SWOT' Analysis
  - d) Types of control

Subject : Elective-III : 1) Marketing Communication & Advertising (MM)

Day : Friday

Date : 02/05/2014



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

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** Design a sales promotion and publicity program for a newly developed Smart Phone highlighting its differentiation and competitive advantages over other cell phones available in the market. [14]
- Q.2** a) What do you understand by 'DAGMAR' Approach? [07]  
b) Comment on social advertising in India. [07]
- Q.3** Describe in brief the services that are offered by Advertising Agencies in India. Give examples. [14]
- Q.4** What is Ad-Copy Writing? Explain the skills and process of preparing an ad-copy with the help of an example. [14]
- Q.5** Explain the Communication Process and discuss its significance in Marketing Communication. [14]
- Q.6** What do you understand by 'Media Planning'? What is Media Mix? Why it is done? [14]
- Q.7** Write short notes on **ANY TWO** of the following: [14]  
a) Internet Advertising  
b) Ad Effectiveness Studies  
c) Ms of Advertising  
d) Publicity and Public Relations

Subject : Elements of Corporate Finance (FM)

Day : Friday

Date : 02/05/2014



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- 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.
- 4) Use of **CALCULATOR** is allowed.

- Q.1** Define of Short Term Sources of Finance in detail? (14)
- Q.2** Explain difference between Fund flow and Cash flow statement. (14)
- Q.3** Write brief note on Annual Report. (14)
- Q.4** Discuss factors affecting Dividend Decision policy in organisation. (14)
- Q.5** Write short notes on Any **TWO** of the following: (14)
- a) Corporate Governance
  - b) Types of Preference Share Capital
  - c) Importance of Capital Structure
- Q.6** A company is considering two mutually exclusive project. Both require an initial investment of Rs.50,000/- each and have life five years. The cost of capital of the company is 10% and Tax Rate is 50%. The Depreciation is charged on straight- line method. The estimated net cash inflow (Before Tax and Depreciation) of two project are as follows: (14)

Year	Project (A)	Project (B)
1	20,000	30,000
2	22,000	27,000
3	28,000	22,000
4	25,000	25,000
5	30,000	20,000

you are required to calculate

- a) Pay back period
- b) Average rate of Return (ARR)
- c) Net present value (10% p/v factor)
- d) Profitability Index (10% p/v factor)

p/v factor: 1<sup>st</sup> year      2<sup>nd</sup> year      3<sup>rd</sup> year      4<sup>th</sup> year      5<sup>th</sup> year  
                          0.909      0.826      0.751      0.683      0.621

respectively

- Q.7** Explain Financial Planning and give the steps involved in sound Financial Planning? (14)



**Subject : Elective - III : 4) Basics of International Finance (IBM)**

Day : Friday

Date : 02/05/2014



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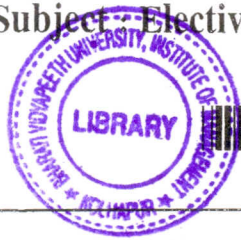
- 1) Q.No.1 is **COMPULSORY**.
- 2) Attempt any **FOUR** from Q.No.2 to Q.No.7.
- 3) All questions carry **FOURTEEN** marks.

- 
- Q.1** What is International Finance? Explain its nature and scope in detail.
- Q.2** What are the different sources of raising finance in cross border trade?
- Q.3** Define factoring. Explain its advantages and limitations in detail.
- Q.4** "IMF and IBRD are the backbone of International Business"- Justify the given statement.
- Q.5** What is Letter of Credit? What are the different types of Letter of Credit?
- Q.6** What is FDI and FII? Explain its advantages and limitations in detail.
- Q.7** Write short notes on (**ANY TWO**):
- a) Balance of Payment
  - b) Supplier's credit
  - c) ECB

Subject : Elective -IV : 1) Creative Selling (MM)

Day : Monday

Date : 05/05/2014



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Max Marks : 70 Total Pages : 1

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- 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 What are the various types of salesmen? What are the fundamentals of successful creative selling?
- Q.2 "Selling is mere exchange of goods in terms of money, whereas marketing is more than selling". Distinguish between marketing and selling.
- Q.3 What is the sales process? What important steps are involved in the entire sales process?
- Q.4 The effective use of consumer complaint resolution system helps to retain consumers. Explain various techniques of achieving customer satisfaction.
- Q.5 What are the tools and techniques of direct selling? Give suitable examples for justifying your answer.
- Q.6 Discuss the essence of modern selling skills and techniques.
- Q.7 Write short notes on **any TWO** of the following :
- a) Sales Planning
  - b) Sales Force Automation
  - c) Effective Sales Presentation

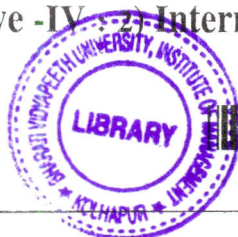
Subject : Elective -IV : 2) International Finance & Financial Risk Management

(FM)

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

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- 2) Solve any **FOUR** questions from Q. No. 2 to Q. No. 7.
- 3) All questions carry **FOURTEEN** marks.

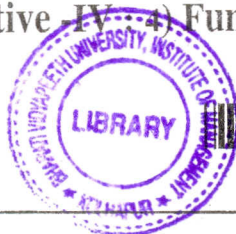
- Q.1 Explain the Scope and Importance of International Finance in today's globalized era.
- Q.2 Explain the procedure of Documentary Credit.
- Q.3 Explain the business transacted by the Authorized Dealers in case of International Trade.
- Q.4 What are the various sources of raising finance for cross Border trade transactions?
- Q.5 What are the different types of risks in the international trade?
- Q.6 "IMF plays a vital role in Development of International Monetary Scene". Explain in detail.
- Q.7 Write short notes on any **TWO** of the following:
- a) Gambling
  - b) Pre and Post Shipment Credit
  - c) Suppliers Credit

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Subject : Elective - IV... 4) Fundamentals of International Economics (IBM)

Day : Monday

Date : 05/05/2014



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- 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 nature and scope of International Economics. [14]
- Q.2** Explain the comparative cost advantage theory with an appropriate example [14]
- Q.3** "Tariff and non-tariff barriers are the two sides of the same coin". Explain. [14]
- Q.4** Define the balance of payment and discuss the components of balance of payment in detail. [14]
- Q.5** What is foreign exchange market? Explain the participants of the foreign exchange market. [14]
- Q.6** With suitable diagrams explain the flexible and fixed exchange rates. [14]
- Q.7** Write short notes on **ANY TWO** of the following: [14]
- a) IMF
  - b) Absolute Cost Advantage
  - c) Terms of trade