

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

Day : Monday

Date : 05/05/2014



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

Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

17958

**N.B.:**

- 1) Q.No.1 is **COMPUSLORY**.
- 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** 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

Subject : Project Management

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

Day : Saturday

Date : 11/04/2015



23317

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) Figures to the right indicate **FULL** marks.

- 
- Q.1 Explain the concept of Project Management. Discuss the difficulties in Project Planning. (14)
- Q.2 Define PERT (Programme Evaluation and Review Technique). What is the importance of PERT in project management? (14)
- Q.3 Discuss the uses of : (14)
- a) Social Cost Benefit Analysis
  - b) Impact Analysis in Project Management
- Q.4 What is the significance of critical path? Can there be multiple critical paths in a network? (14)
- Q.5 What is a Project Report? Briefly explain the contents of a Project Report. (14)
- Q.6 What are different criteria for Project selection? Explain with suitable examples. (14)
- Q.7 Write short notes on **ANY TWO** of the following: (14)
- a) Time estimates
  - b) Project Appraisal
  - c) ISO certification
  - d) Project Classification

Subject : Business Policy & Strategic Management

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

Day : Monday

Date : 13/04/2015



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B:

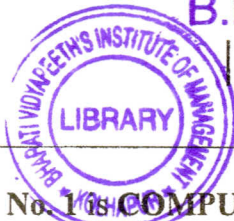
- 1) Question no. 1 is **COMPULSORY**.
- 2) Attempt any **FOUR** questions from question no.2 to question no.7
- 3) All questions carry **EQUAL** marks.

- 
- Q.1 Define a mission statement. What are the ingredients and characteristics of an effective mission statement? (14)
- Q.2 What is strategic management? What are the components of a strategic management process? (14)
- Q.3 Describe the concept of SWOT analysis. Highlight its importance for strategic management. (14)
- Q.4 Explain in detail the various components of Porter's Five Force Model. (14)
- Q.5 Explain in detail the various techniques used for evaluating a strategy. (14)
- Q.6 Explain how one can use the BCG Matrix for evaluating Business Strategies. (14)
- Q.7 Write short notes (any **TWO**) (14)
- a) Importance of corporate culture for strategic management
  - b) Different Corporate strategies
  - c) Importance of organizational structure for strategic management
  - d) Identification of Distinct Competencies

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

Day : Wednesday

Date : 15/04/2015



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



**23319**

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** "Advertising should follow norms of ethics and social Responsibility while advertising products and services". Comment.
- Q.2** Discuss in detail marketing communication process with its significance to the business organisation.
- Q.3** What is Promotion Mix? Explain the different ways of promotion mix
- Q.4** What is advertising? Explain the importance of advertising in changing business scenario.
- Q.5** What are the different types of advertising? Explain each with suitable example.
- Q.6** Explain the term Media Mix. Describe in detail the factors affecting the choice of media.
- Q.7** Write short notes on any **TWO** of the following:
- a) DAGMAR
  - b) Integrated Marketing
  - c) Copy Writing
  - d) Internet Advertising



Subject : 2) Elements of Corporate Finance (FM)

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

Day : Wednesday

Date : 15/04/2015



23320

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

- Q.1 Explain in detail any two sources of Corporate Finance.
- Q.2 a) Explain the importance of Financial Forecasting.  
b) Write a note on long range planning and short range planning.
- Q.3 What are the dividend policies followed by the companies?
- Q.4 Explain the importance of funds Flow Statement. Give its proforma.
- Q.5 Write a note on share holders rights.
- Q.6 Amey Co. Ltd is considering two mutually exclusive proposals M and N the details of cash flow are given below. The cost of capital is 10% .

Year	Project M	Project N
0	(5,00,000)	(7,00,000)
1	80,000	2,20,000
2	2,00,000	3,10,000
3	1,50,000	1,50,000
4	2,50,000	2,00,000
5	1,20,000	1,50,000

Calculate for project M and N:

- a) Pay back period
  - b) Net present value
  - c) Profitability Index
- Discounting factors @10% are 0.909, 0.826, 0.751, 0.683 and 0.621 respectively.

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

- a) Accounting Rate of Return
- b) Retained Earnings
- c) Earning Per Share

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

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

Day : Thursday

Date : 16/04/2015



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 a) A salesman who maintains the daily 'Log' is actually building his own database of customers. Discuss.

b) What are the parameters of effective salesmanship?

Q.2 Describe effective sales presentation process.

Q.3 What are the common objectives raised by the customer? How can they be met?

Q.4 What is the concept , scope and utility of e-selling?

Q.5 Discuss the major features of Network Marketing.

Q.6 Explain the impact of automation on the sales process. How will it support selling of services viz; banking, insurance etc?

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

- a) Time Management in selling
- b) Multilevel Marketing
- c) Sales planning
- d) Difference between marketing and selling

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

(FM) **B.B.A. - I / II / III**

Day : Thursday

Date : 16/04/2015



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Solve any ~~THREE~~ questions from section -I and any **TWO** questions from Section -II.
- 2) All questions carry **EQUAL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** Explain the need for Financing Cross Border Trade?
- Q.2** What are different Sources of raising Finance in Cross-Border Transaction?
- Q.3** What is Risk? What are the different techniques available to manage the risk?
- Q.4** Define Factoring and Forfeiting. Write the difference between Factoring and Forfeiting.
- Q.5** Write short notes on (Any **TWO**):
- a) Gambling
  - b) Forex Market
  - c) World Bank
  - d) Pre Shipment Credit

**SECTION-II**

- Q.6** An Indian Company (importer) wants to be settled the transaction with the Japanese Company (exporter), suggest the different methods, an Indian Company should adopt to settle the trade.
- Q.7** How IMF and World Bank help the countries in the growth of International Business.
- Q.8** Write nature and scope of International Finance.