



LINA - VI (2010 Course) : SUMMER - 2016

Subject : Project Management
B.B.A. I/II/III

Day : Monday

Date : 11/04/2016



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

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- Q.1** What is a Project? What are the difficulties encountered in Project Planning? [14]
- Q.2** What is an activity in a Project? How is the concept of activity important in the implementation of a Project? [14]
- Q.3** a) Explain the concept of Project Appraisal. [07]
b) Discuss in detail the steps followed in Project Appraisal. [07]
- Q.4** a) What is the importance of Project Design and Network Analysis in Project Management? [07]
b) Explain any two Network Techniques. [07]
- Q.5** What are the factors considered in Financial and Economic Analysis of a Project? Quote an example. [14]
- Q.6** "Regular reporting helps in monitoring the progress of a Project". Explain this concept with the help of a suitable example. [14]
- Q.7** Write short notes on **ANY TWO** of the following: [14]
a) Feasibility Report
b) ISO certification for software organization
c) Project Appraisal
d) Steps in Project formulation



LINA - VI (2010 Course) : SUMMER - 2016

Subject : Business Policy & Strategic Management

B.B.A. H/II/III

Day : Wednesday

Date : 13/04/2016



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 questions carry **EQUAL** marks.

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- Q.1** Explain in detail the components of Strategic Management Process with suitable examples.
- Q.2** Discuss "Vision, Mission and Objectives of any organization of your choice".
- Q.3** Explain in detail the concept and process of SWOT analysis.
- Q.4** Illustrate how Strategic Analysis is carried out with appropriate examples.
- Q.5** Explain any two Corporate Strategies with suitable examples.
- Q.6** What do you understand by Strategic Control? Explain different types of control.
- Q.7** Write short notes on **ANY TWO** of the following:
- a) Michael Porter's Five Forces Model
 - b) Corporate Culture
 - c) Benefits of Strategic Management
 - d) Foundations of Business Strategies

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LINA - VI (2010 Course) : SUMMER - 2016

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

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

Day : Monday

Date : 18/04/2016



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

- Q.1 Suggest an effective promotion- mix plan for the following: (14)
i) Herbal cosmetics
ii) Educational Institute of your choice
- Q.2 Discuss in detail Integrated Marketing Communication process, and highlight participants in (IMC). (14)
- Q.3 Enlist the objectives of Advertising. Describe Ms of Advertising in detail. (14)
- Q.4 What do you mean by Advertising Agency? Explain organizational structure and services of an Advertising Agency. (14)
- Q.5 What is Media Mix? Briefly discuss merits and demerits of various media with examples. (14)
- Q.6 Design an Ad- copy for promotion of Drinking water purification filter with effective slogan and headlines. (14)
- Q.7 Write short notes on any **TWO**: (14)
a) DAGMAR
b) Public Relation
c) Out Door Advertising
d) Internet Advertising

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Subject : Elective -III :2) Elements of Corporate Finance (FM)

B.B.A. - III

Day : Monday

Date : 18/04/2016



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.
- 3) Use of electronic calculator/ log table is **ALLOWED**.

Q.1 Explain long term sources of corporate finance.

Q.2 Define financial planning and explain factors affecting in financial planning.

Q.3 Explain the importance of capital structure.

Q.4 What is mean by annual report and explain its contents and disclosures.

Q.5 Write a short note (Any **TWO**)

- a) Fund flow statement
- b) Corporate governance
- c) Venture capital.

Q.6 Explain dividend policy and what factors determine the divided policy of particular business enterprises?

Q.7 A company require an investment of Rs.50,000 for five years project and expected to generate net cash flow as under (Tax Rate 50%).

Year	Net Income before tax (Rs.)
1	20,000
2	22,000
3	28,000
4	25,000
5	Nil

Cost of capital of the company is 10%. The following are the present values factors @, 10% p.a.

Year	1	2	3	4	5
P.V. factor 10%	0.909	0.826	0.751	0.683	0.621

Calculate:

- 1) Payback period
- 2) Average rate of return
- 3) Net present value (10% P.V. factor)
- 4) Profitability Index (10% P.V. factor)



LINA - VI (2010 Course) : SUMMER - 2016

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

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

Day : Monday

Date : 18/04/2016



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Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B:

- 1) Question No. 1 is **COMPULSORY**. And attempt **ANY FOUR** from questions No-2 to questions No. 6.
- 2) All questions carry **EQUAL** marks.
- 3) Figures to the right indicate **FULL** marks.

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- Q.1 a) Define 'Letter of Credit'. (04)
- b) State and explain various steps involved in Letter of Credit. (10)
- Q.2 Define the term "Globalisation". Discuss merits and demerits of Globalisation. (14)
- Q.3 Define the term 'Balance of Payment'. What is 'Deficit' and 'Surplus' in B.O.P.? (14)
- Q.4 Distinguish clearly between Preshipment and Postshipment Finance. (14)
- Q.5 Write a note on "International Monetary Fund". (14)
- Q.6 Write short notes on (**ANY TWO**): (14)
- a) External Commercial Borrowings (ECB)
 - b) Factoring
 - c) Buyers Credit

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LINA - VI (2010 Course) : SUMMER - 2016

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

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

Day : Thursday

Date : 21/04/2016



Time : 10.00 AM TO 01.00 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 14 marks each.

- Q.1 Do you consider selling as an art? Describe factors involved in the 'Opening' and 'Closing' of Sales.
- Q.2 Which are the common types of customers? Which type is most likely to raise complaints and objection? Why so?
- Q.3 Which are the most favourable personality traits you will expect in a successful salesman? Can these traits be acquired through training?
- Q.4 Explain the significance of record keeping in the sales process. Which are the different types of Sales Records?
- Q.5 What do you mean by Network Marketing? Explain how a network can be developed.
- Q.6 Discuss the selling skills involved in a) the Insurance Sector and b) the banking sector.
- Q.7 Write short notes on any **TWO**:
- a) Multilevel marketing
 - b) Professionalism in selling
 - c) Effective sales presentation

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LINA - VI (2010 Course) : SUMMER - 2016

Subject : Elective -IV : 2) International Finance & Financial Risk Management
(FM) **B.B.A. I/II/III**

Day : Thursday

Date : 21/04/2016



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 **14** marks.

Q.1 a) Explain Scope and Importance of International Finance.

b) Explain role of IBRD in development of International Monetary Scene.

Q.2 Write in detail business transacted by authorized dealers.

Q.3 What are the various sources of raising finance for Cross Border trade transactions?

Q.4 Write detailed note on Environment of Risk Management for individual and the business.

Q.5 Explain the process and importance of Documentary Credit.

Q.6 What are the various types of risks involved in the business?

Q.7 Write short notes on any **TWO**:

- a) Gambling
- b) Factoring and Forfeiting
- c) Transactional and Transitional risk

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LINA - VI (2010 Course) : SUMMER - 2016

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

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

Day : Thursday

Date : 21/04/2016



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. 8.
- 3) Figures to the **RIGHT** indicate full marks.

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- Q.1 Define 'International Economics'. Discuss significance of International Economics in today's changed economic scenario. (14)
- Q.2 "Balance of Payment must always balance". Appraise. (14)
- Q.3 Explain "Mercantilist" doctrine of International Trade. (14)
- Q.4 Write a note on objectives and functions of International Monetary Fund. (14)
- Q.5 With appropriate diagram explain 'Fixed' and 'Flexible' exchange rate. (14)
- Q.6 Explain 'Tariff' and 'non-Tariff' barriers to trade. (14)
- Q.7 Write a detailed one on Heckscher and Ohlin Theory of International Trade.
- Q.8 Write short notes on (Any Two) (14)
- a) Regional Blocks
 - b) Deficit and Surplus in B.O.P.
 - c) Absolute cost theory by Adam Smith.

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