



LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Project Management

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

Day : Monday

Date : 13/05/2013



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

-
- Q.1** What is a Project? Explain the various characteristics of a project. (14)
- Q.2** How are the Projects identified? Discuss the process. (14)
- Q.3** How is the Project evaluation different from the Project appraisal? (14)
- Q.4** What is the concept of Feasibility Report? Briefly explain the contents of Feasibility Report. (14)
- Q.5** Discuss the various phases of a software project. (14)
- Q.6** What is the economic analysis of a Project? Explain with the help of suitable examples. (14)
- Q.7** Write short notes on **ANY TWO** of the following: (14)
- a) Project Control
 - b) SLACK activity
 - c) Network diagram
 - d) Types of Projects

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LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Business Policy & Strategic Management

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

Day : Tuesday

Date : 14/05/2013



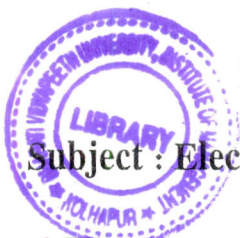
Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B:

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

-
- Q.1 Define strategy. Explain the benefits of strategic management for today's organizations. (14)
- Q.2 Describe in detail the concept and importance of SWOT Analysis. (14)
- Q.3 What is Mission and Vision statement? Explain the importance of mission statement for strategic management. (14)
- Q.4 Explain in detail Michael Porter's Five Force Model. (14)
- Q.5 What is BCG Matrix? Explain how it can be used for evaluating business strategies? (14)
- Q.6 An MNC wants to venture into the Indian market by launching their premium brand of leather ware catering to the youth segment. Before they do so they need to conduct an environmental scan. What factors should they consider? Explain. (14)
- Q.7 Write short notes (any **TWO**) (14)
- a) Various corporate strategies
 - b) Importance of strategic evaluation
 - c) Corporate culture and strategic management
 - d) Organizational structure and strategy



LINA - VI (2010 Course) : APRIL / MAY - 2013

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

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

Day : Thursday

Date : 16/05/2013



1 2 6 3 9

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.

- Q.1 Design an advertisement copy and product promotion program for a newly developed cough syrup which is highly effective even in small doses. The product does not give any side effects. It has been obtained from naturally occurring plant materials. It has been cleared for human consumption by the concerned authorities. State your assumptions clearly.
- Q.2 Describe the integrated Marketing Communication Process and highlight the importance of different participants in IMC.
- Q.3 What are the essential steps involved in Media Planning Process?
- Q.4 Describe the various departments of an Advertising Agency.
- Q.5 What do you understand by Direct Marketing? What are its tools?
- Q.6 How do you evaluate Advertising Effectiveness? Explain with examples.
- Q.7 Write short notes on any **TWO** of the following:
- a) Types of Advertising
 - b) Publicity and Public Relation
 - c) Internet Advertising
 - d) Media-Mix



LINA - VI (2010 Course) : APRIL / MAY - 2013

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

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

Day : Thursday

Date : 16/05/2013



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** Write a note on Equity Shares and Debentures as a source of Corporate Finance.
- Q.2** What is the importance of Financial Planning and strategy? Give the steps involved in Financial Planning.
- Q.3** Explain the factors affecting Dividend decision of a manufacturing company.
- Q.4** What are the sources of short term finance?
- Q.5** Write short notes on **ANY TWO** of the following:
- a) Earning Per Share
 - b) Internal Rate of Return
 - c) Cash Flow Statement
- Q.6** Aditya Co Ltd having cost of capital 10% is considering two mutually exclusive proposals A and B the details of cash flow are given below:

Year	Project A	Project B
Cash out flow 0	15,00,000	15,00,000
Cash inflow 1	1,00,000	6,50,000
Cash inflow 2	2,50,000	6,00,000
Cash inflow 3	3,50,000	6,00,000
Cash inflow 4	5,50,000	5,75,000
Cash inflow 5	7,50,000	5,25,000

Calculate for project A and B:

- 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** What do you mean by Corporate Governance? Explain its important elements.



LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Elective -III : 3) Training & Development (HRM)

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

Day : Thursday

Date : 16/05/2013



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** Explain various techniques used in Needs Assessment and give the advantages (14) and disadvantages of each one of them.
- Q.2** Explain the complete process of Training. Who all are the Parties involved in (14) Training.
- Q.3** Prepare a detailed one week out-door Training Programme for newly appointed (14) team leaders on motivation and team building.
- Q.4** Explain various Training Facilities and Materials required for a training (14) programme.
- Q.5** What are different approaches for Evaluation of Training? Explain each one of (14) them in detail.
- Q.6** Design a Training Evaluation form to be filled in by participants of a two-day (14) long Induction Programme.
- Q.7** Write short notes on Any **TWO** of the following: (14)
- a) Causes of Needs Assessment
 - b) Organizational Analysis
 - c) Cost of Training
 - d) Online Technology



LINA - VI (2010 Course) : APRIL / MAY - 2013

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

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

Day : Thursday

Date : 16/05/2013



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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** What do you mean by International Finance? Discuss the scope of International Finance. (14)
- Q.2** Explain the term Globalization and state its impact on Environment. (14)
- Q.3** How International Financial System differs from Domestic Financial System? (14)
- Q.4** What is Balance of Payment? Explain various causes of disequilibrium in Balance of Payment. (14)
- Q.5** What do you mean by a Letter of Credit? Explain the various types of Letter of Credits. (14)
- Q.6** Distinguish between Pre-Shipment Financing and Post-Shipment Financing. Discuss in detail how Pre-Shipment Credit is Provided by Commercial Banks. (14)
- Q.7** Write short notes on Any **TWO** of the following: (14)
- a) Foreign Direct Investment (FDI)
 - b) International Monetary Fund (IMF)
 - c) Factoring

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LINA - VI (2010 Course) : APRIL / MAY - 2013

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

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

Day : Thursday

Date : 16/05/2013



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 What do you mean by International Finance? Discuss the scope of International Finance. (14)
- Q.2 Explain the term Globalization and state its impact on Environment. (14)
- Q.3 How International Financial System differs from Domestic Financial System? (14)
- Q.4 What is Balance of Payment? Explain various causes of disequilibrium in Balance of Payment. (14)
- Q.5 What do you mean by a Letter of Credit? Explain the various types of Letter of Credits. (14)
- Q.6 Distinguish between Pre-Shipment Financing and Post-Shipment Financing. Discuss in detail how Pre-Shipment Credit is Provided by Commercial Banks. (14)
- Q.7 Write short notes on Any **TWO** of the following: (14)
- a) Foreign Direct Investment (FDI)
 - b) International Monetary Fund (IMF)
 - c) Factoring

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LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Elective -III : 5) Banking Law & Practice (Banking & Insurance Mgt.)

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

Day : Thursday

Date : 16/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) **Q. No. 1 is COMPULSORY.**
- 2) Answer any **FOUR** questions from **Q. No. 2 to Q. No 7.**
- 3) Each question carries **14** marks.

-
- Q.1 a)** Define Promissory Note. How does a Promissory Note differ from Bill of Exchange? (07)
- b)** What is negotiation? Explain the different kinds of endorsements. (07)
- Q.2** Briefly explain the evolution of banking laws in India. (14)
- Q.3** Explain e-banking and its functions to benefit various customers of banks. (14)
- Q.4** "Reserve Bank of India is bankers' bank". What control systems are implemented by RBI while giving loans and advances to banks in India? (14)
- Q.5** Explain the procedure for inspection and non implementation of rules under The Merchant Banker Rules 1992. (14)
- Q.6** Define Cheque. Explain with diagrams the different types of crossing of cheque. (14)
- Q.7** Write short notes on Any **TWO** of the following: (14)
- a) Demand Draft
 - b) Holder in due course
 - c) Banker and Customer relationship
 - d) Securities and Exchange Board of India (SEBI)



LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Elective -III : 7) Commodity Markets (Financial Markets)

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

Day : Thursday

Date : 16/05/2013



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 the concept, participants, and functions of Derivatives.
- b) Distinguish between Commodity and Financial Derivatives with relevant examples.
- Q.2** Explain in detail Cost of Carry Model with suitable examples.
- Q.3** "Commodity Futures can be used for Hedging, Speculation and Arbitrage". Justify.
- Q.4** Explain Future Trading System and also Entities involved in Trading System.
- Q.5** Elaborate upon the rules Governing Investors Grievances and arbitration with reference to commodity derivatives.
- Q.6** Explain the Concept and Pay off for Future and Option Derivatives.
- Q.7** Write Short notes on Any **TWO** of the following:
- a) Electronic Spot Exchange
 - b) Clearing and Settlement System
 - c) Types of Margins
 - d) Investment Assets Versus Consumption Assets



LINA - VI (2010 Course) : APRIL / MAY - 2013

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

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

Day : Friday

Date : 17/05/2013



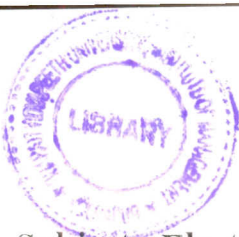
Time : 10.00 AM TO 01.00 PM

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) Quote some of the customers' probable complaints about following service providers:
i) Insurance company
ii) Domestic appliances dealership
- b) How can a sales representative of the concerned company handle the above complaints?
- Q.2** Under what circumstances can a company's sales team will find direct selling useful? Explain with some examples.
- Q.3** Distinguish between marketing and selling with appropriate examples.
- Q.4** Discuss the essence of modern salesmanship and the significance of record keeping.
- Q.5** Describe Multilevel Marketing Mechanism in Retail selling.
- Q.6** Explain the personality traits of a salesman as a major factor in creative selling.
- Q.7** Write short notes on **ANY TWO** of the following:
a) Network Marketing
b) Closing of sales
c) Communication log
d) Effectiveness of sales presentation



LINA - VI (2010 Course) : APRIL / MAY - 2013

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

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

Day : Friday

Date : 17/05/2013



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 What is Foreign Exchange Market? Explain its features and participants in detail.
- Q.2 What is Risk? Explain its types.
- Q.3 What is Letter of Credit? Explain its mechanism with the help of suitable diagram and advantages.
- Q.4 Write a detailed note on World Bank and its operations.
- Q.5 Write short notes on (Any **TWO**):
- a) Suppliers Credit
 - b) Speculation
 - c) ADR
 - d) Flexible Exchange Rate

SECTION-II

- Q.6 How options better than Forward and Futures in hedging the risk? Explain in detail.
- Q.7 Why financing is needed in Cross Border Trade?
- Q.8 What are the different sources available in financing Cross Border Trade?



LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Elective -IV : 3) Performance Appraisal Systems (HRM)

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

Day : Friday

Date : 17/05/2013



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 Question No. 2 TO 7.
- 3) Each question carries **14** marks.

Q.1 a) Write down a suitable appraisal method for a supervisor working in medium scaled manufacturing unit.

b) "Appraisals should be carried out in an objective manner"-Comment.

Q.2 Explain the concept of Performance Appraisal. Discuss the process of performance appraisal followed by an organization in detail.

Q.3 What are various Performance Dimensions? How will you ensure the best measurement tool for performance appraisal?

Q.4 What are modern methods of Performance Appraisal? How they are different than traditional methods.

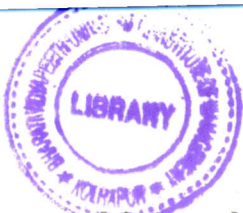
Q.5 Explain the steps involved in implementation of Performance Appraisal System giving suitable examples.

Q.6 How the results of performance appraisals be communicated to the employees?

Q.7 Write Short notes on any **TWO** of the following:

- a) Rater errors
- b) training the support staff for Performance Appraisal System
- c) Feedback
- d) EPSS

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LINA - VI (2010 Course) : APRIL / MAY - 2013

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

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

Day : Friday

Date : 17/05/2013



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 the meaning and scope of "International Economics" in today's era of globalization.
- Q.2** Write a note on "Comparative Cost Theory".
- Q.3** Distinguish between Fixed and Flexible exchange rate System.
- Q.4** Write a detailed note on "Balance of Payment".
- Q.5** Explain the role of IMF in the international scenario.
- Q.6** Explain the gains of International trade with respect to India.
- Q.7** Write short notes on **ANY TWO** of the following:
- a) Tariff
 - b) H O model
 - c) Formation of Regional Blocs



LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Elective -IV : 5) Practice of Life & General Insurance (Banking & Insurance Mgt)

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

Day : Friday

Date : 17/05/2013



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Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) **Q. No. 1 is COMPULSORY.**
- 2) Answer any **FOUR** questions from **Q. No. 2 to Q. No 7.**
- 3) Each question carries **14** marks.

- Q.1** Explain the concept of Live Insurance and basic principles of Life Insurance.
- Q.2** What are the various pricing objectives? Explain.
- Q.3** Explain the theory and practice of underwriting.
- Q.4** Differentiate between Retention and Reinsurance.
- Q.5** Explain the process of claim settlement.
- Q.6** Explain the concept and issues related to Marine Insurance.
- Q.7** Write short notes on (Any **TWO**):
- a) General Insurance
 - b) Claim settlement
 - c) Personal Risk

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LINA - VI (2010 Course) : APRIL / MAY - 2013

Subject : Elective -IV : 6) Tourism Management-II (Hospitality Mgt)

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

Day : Friday

Date : 17/05/2013



Time : 10.00 AM TO 01.00 PM

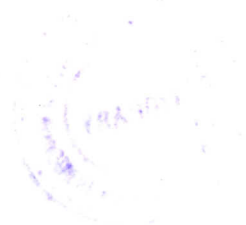
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N.B.:

- 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.

-
- Q.1** a) Explain the term: Inbound Tourists, Outbound Tourists & Domestic Tourists. (07)
b) Explain the types of itineraries. (07)
- Q.2** Discuss the concept of tour itinerary. What steps will be involved in developing an itinerary. (14)
- Q.3** Explain the components of a standard package tour. (14)
- Q.4** Elaborate the structure and functions of modern travel agencies. (14)
- Q.5** Examine the role and significance of Travel Trade Associations. (14)
- Q.6** Comment upon the 'WATA' guidelines regarding client servicing and relations. (14)
- Q.7** Write short notes on any **TWO** of the following: (14)
a) Role of retailers in Tourism
b) Criterion for IATA accreditation
c) Mass Tourism

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