



B.B.A. 1/11/11
Subject : Project Management

Day : Monday
Date : 07/11/2016



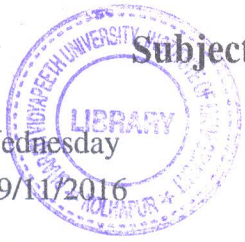
Time : 10.00 AM TO 01.00 PM
Max Marks : 70 Total Pages : 1

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** Elaborate the concept of Project Management. Discuss the difficulties in Project Planning. **(14)**
- Q. 2** a) Explain the process of Project implementation. **(07)**
 b) Explain briefly the concept of Institutional Analysis. **(07)**
- Q. 3** Explain the following concepts in Project Management **(14)**
 a) Project Identification
 b) Economic Analysis
- Q. 4** What are the different criteria for Project selection? Explain with suitable examples. **(14)**
- Q. 5** Define various Network techniques. Explain how Network Analysis is used in Project Management. **(14)**
- Q. 6** a) What are the steps in Project formulation? **(07)**
 b) Explain the steps followed in Project Appraisal. **(07)**
- Q. 7** Write short on **ANY TWO** of the following: **(14)**
 a) Structure of a Project Report
 b) ISO certification for Software organization
 c) Social Analysis

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Subject : Business Policy & Strategic Management

Day : Wednesday

Date : 09/11/2016



Time : 10.00 AM TO 01.00 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.
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- Q.1** What do you mean by the term 'strategic management? Explain the characteristics of strategic management in detail. (14)
- Q.2** Discuss strategic management process in detail. (14)
- Q.3** Differentiate between Vision and Mission. (14)
- Q.4** Explain BCG Matrix with suitable examples. (14)
- Q.5** Discuss porter's Five forces model in detail. (14)
- Q.6** What are different types of strategies? Explain Turnaround strategy. (14)
- Q.7** Write short notes on **ANY TWO** of the following: (14)
- a) Corporate governance
 - b) SWOT Analysis
 - c) Types of control

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

Day : Friday

Date : 11/11/2016



32254

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 **EQUAL** marks.

- Q.1** An owner of a medium-sized company suggested that "it is advisable to change the advertising agency every year." What is your view on this statement? Justify your suggestions.
- Q.2** Promotion management involves all the activities marketers engage in so as to communicate effectively about their marketing offers. Enumerate the steps in developing an effective communication process.
- Q.3** Russell Colley developed a model, DAGMAR. State what DAGMAR stands for and explain it in detail.
- Q.4** Critically discuss the different methods available when setting communication and advertising budget.
- Q.5** What are the advantages and disadvantages of television as an advertising medium?
- Q.6** What do you understand by Media-mix? What is Media Planning ? Why it is necessary? Discuss giving examples.
- Q.7** Write short notes on any **TWO**:
- a) Advertising slogans
 - b) Ad effectiveness
 - c) Outdoor advertisement



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

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

Day : Friday

Date : 11/11/2016



32255

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

- Q.1** Explain the term Preference Capital. Illustrate the different types of Preference Share Capital (14)
- Q.2** Define Financial Planning and explain needs of Financial Planning (14)
- Q.3** Define term Capital Structure and explain factors affecting Capital Structure (14)
- Q.4** Explain difference between Fund flow and Cash Flow Statement (14)
- Q.5** Write Short Note(**ANY TWO**) (14)
- 1) Annual Report
 - 2) Corporate Governance
 - 3) Venture Capital
- Q.6** Discuss factors influencing Dividend Decision policy in organization. (14)
- Q.7** A company is considering two mutually exclusive projects. Both require an Initial Investment of Rs.60,000/-each and have life of Five years. The cost of the capital of the company 12% and tax rate is 50%. The depreciation charge on straight line method. The estimated net Inflow (before Depreciation and Tax) of the two Project are as follows (14)

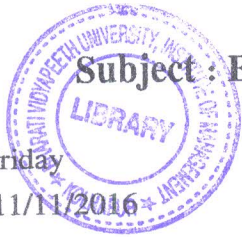
Year	Machine X	Machine Y
1	25000	30000
2	28000	27000
3	32000	32000
4	35000	35000
5	35000	30000

Which project should be accepted by using following methods?

1. Pay Back period
2. Net present Value
3. Profitability Index

P.V FACTOR @12% of five years are as follows.

Years	1	2	3	4	5
P.V.F.	0.892	0.797	0.711	0.635	0.567



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

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

Day : Friday

Date : 11/11/2016



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section–II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What do you mean by Training? Discuss its importance in detail. (14)
- Q.2** What are various methods and sources of identifying Training Needs? Explain each of them in brief. (14)
- Q.3** 'New technologies make the learning process easier.' Comment. (14)
- Q.4** What is on-the-job training? Explain its benefits. (14)
- Q.5** Write short notes on any **TWO**: (14)
- a) Budget for Training
 - b) Venue Selection for Training
 - c) Administration of Training Records

SECTION-II

- Q.6** Design a Training Need Identification process for an IT firm. (14)
- Q.7** Elaborate on how will you go ahead about evaluating a training program conducted for skilled workers in an organization? (14)
- Q.8** Prepare a Training program for 20 newly recruited software engineers in your organization. Make your own assumptions. (14)

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B.B.A. I / II / III

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

Day : Friday

Date : 11/11/2016



32257

Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N. B. :

- 1) Attempt **Any Four** from **Section-I** and **Any Two** from **Section-II**.
- 2) Answers to both the sections should be written in the **SAME** answer books.
- 3) Figures to the **RIGHT** indicate full marks.

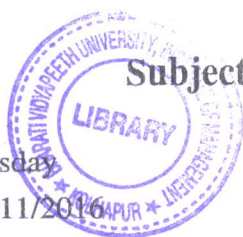
SECTION-I

- Q.1** Why financing of International Trade has gained significance, in the 21st century. (10)
- Q.2** Define 'Globalization'. What are advantages and disadvantages of globalization? (10)
- Q.3** Define Balance of payment. Explain deficit and surplus in BOP. (10)
- Q.4** Write brief note on Role of IMF in International Finance. (10)
- Q.5** Write short notes on **Any TWO** of the following : (10)
- a) Factoring
 - b) Forfeiting
 - c) Supplier's credit

SECTION-II

- Q.6** Explain letter of credit as a method of Import Finance. (15)
- Q.7** Write a detailed note on "Export Finance". What is its significance for developing economy like India? (15)
- Q.8** Explain "External Commercial Borrowings" as a source of International Finance. (15)

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

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

Day : Tuesday

Date : 15/11/2016



Time : 10.00 AM TO 01.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section –I.
- 2) Attempt any **TWO** questions from Section –II.
- 3) Figures to the right indicate **FULL** marks.
- 4) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is the importance of selling in the business? Differentiate between selling and Marketing. (10)
- Q.2** What is creative selling process? Explain the attributes of a creative salesperson. (10)
- Q.3** What are different types of customer objections? How will you handle objections raised by your customer. (10)
- Q.4** Define direct selling. Explain how is it carried out. (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) e- selling
 - b) Salesman traits
 - c) Network Marketing

SECTION-II

- Q.6** Develop a direct selling plan for the Insurance Company. Producing health Insurance plans. (15)
- Q.7** Develop Sales force automization plan in view of creative selling of Banking Services. (15)
- Q.8** Develop a multilevel marketing program for the company diversified into Herbal Health care products. (15)

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

Day : Tuesday

Date : 15/11/2016



32262

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 **14** marks each.

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- Q.1** Explain the Nature and Scope of International Finance.
- Q.2** What role does IMF play in development of International Monetary Scene?
- Q.3** Write a detailed note on "Documentary Credit".
- Q.4** What are the different types of risks involved in business?
- Q.5** Explain the features of Foreign Exchange Market.
- Q.6** What are the sources of Export Finance?
- Q.7** Write short notes on **ANY TWO** of the following:
- a) Factoring
 - b) Speculation
 - c) ECB

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

Day : Tuesday

Date : 15/11/2016



32263

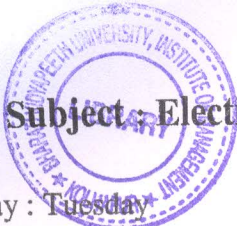
Time : 10.00 AM TO 01.00 PM

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) Each question carries **14** marks.

- Q.1 a) Differentiate between traditional and modern methods of Performance Appraisal. (07)
- b) Discuss EPSS (Elec Performance Support System) (07)
- Q.2 Write the different usages of Performance Appraisal System. (14)
- Q.3 Discuss the process of Performance Management system. (14)
- Q.4 What are the main features for deciding Performance dimensions and indicators? (14)
- Q.5 State the importance of training the support staff before introduction of any performance Appraisal System. (14)
- Q.6 Prepare a Performance Appraisal System for supervisors working in a manufacturing plant engaging about 300 + employees. (14)
- Q.7 State the importance of evaluation of the Performance Appraisal System in any organization of your choice. (14)



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

Day : Tuesday

Date : 15/11/2016



32264

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** Why is it important to study International Economics? [14]
- Q.2** Country should specialize in the production of goods for which they have absolute advantage. Explain. [14]
- Q.3** What factors differentiate International Trade from Domestic Trade? [14]
- Q.4** "Tariff and non-tariff barriers are the two sides of the same coin". Explain. [14]
- Q.5** What was Gold Standard? [14]
- Q.6** Explain the effects of quota. The fixation of quota for imports of goods reduces trade and raise prices. Examine critically. [14]
- Q.7** Write short notes on **ANY TWO** of the following: [14]
- a) Depreciation
 - b) WTO
 - c) Terms of Trade
 - d) Mercantilism