

**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT: SERVICES MANAGEMENT**

Day : **Thursday**  
Date : **09/11/2017**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks : 100

**W-2017-1534**

**N.B.:**

- 1) Attempt any **FOUR** questions from **Section-I**. Each question carries **15 Marks**
- 2) Attempt any **TWO** questions from **Section-II**. Each question carries **20 Marks**
- 3) Both the sections should be written in **SEPARATE** answer book

**SECTION-I**

- Q.1** Define Service. Distinguish between goods and services. Explain in detail, characteristics of services.
- Q.2** What is service quality? Explain service quality gap model.
- Q.3** What do you mean by capacity planning? Discuss the strategy for managing capacity of demand.
- Q.4** Explain pricing strategies to be adopted when a new product is introduced.
- Q.5** Write short notes on: (Any **THREE**)
- a) Pattern of demand
  - b) Blue print of services
  - c) Types of service layout
  - d) Various types of service personnel

**SECTION-II**

- Q.6** Discuss formulation of marketing mix for co-operative banking.
- Q.7** Do you feel that Indian tourism industry has been facing the image problem? Justify your opinion.
- Q.8** Write an essay on marketing of Mutual Fund in Indian perspective.

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**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT: INTRODUCTION TO OPERATION RESEARCH**

Day : **Saturday**  
Date : **11/11/2017**

Time **02.00 PM TO 05.00 PM**  
Max. Marks: 100

**W-2017-1535**

**N.B.**

- 1) Attempt any **FOUR** Questions from Section - I and any **TWO** Questions from Section- II
- 2) Use of Non programmable Calculator is **ALLOWED**.
- 3) Graph papers can be made available, if necessary
- 4) Answers to both the Sections should be written in the **SEPERATE** answer books.

**SECTION – I**

**Q.1** A company produces two types of Leather belts, A and B. Belt A is of superior quality and B is of an inferior quality. The profit from the two are Rs. 40 and Rs. 30 per belt, respectively. Each belt of type A requires twice as much time as required by a belt of type B. If all the belts are of type B, a company could produce 1,000 belts per day. But the supply of leather is sufficient only for 800 belts per day. Belt A requires a fancy buckle and only 400 of them are available per day. For belt B only 700 buckles are available per day. Solve this problem to determine how many units of the two types of belts the company should manufacture in order to have maximum overall profit? **(15)**

**Q. 2** Consider four basis of operations B and three targets T. The tons of bombs per aircraft form any base that can be delivered to any target are given in the following table: **(15)**

Target (T)

Base (B)		<b>T<sub>1</sub></b>	<b>T<sub>2</sub></b>	<b>T<sub>3</sub></b>
	<b>B<sub>1</sub></b>	8	6	5
	<b>B<sub>2</sub></b>	6	6	6
	<b>B<sub>3</sub></b>	10	8	4
	<b>B<sub>4</sub></b>	8	6	4

The daily supply of each of the four bases is 150 per day. The daily requirement of three targets is 200 per day. Find the allocations of targets from each base to each target which maximizes the total tonnage over all three targets.

**Q. 3** Five men are available to do five different jobs. From past records, the time (in hours) that each man takes to do each job is known and is given in the following table: **(15)**

Jobs

Men		<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
	<b>A</b>	2	9	2	7	1
	<b>B</b>	6	8	7	6	1
	<b>C</b>	4	6	5	3	1
	<b>D</b>	4	2	7	3	1
	<b>E</b>	5	3	9	5	1

Find out how men should be assigned the jobs in way that will minimize the total time taken.

P.T.O.

- Q.4 a)** Determine an initial basic feasible solution to the following transportation problem by using Least Cost Method. (08)

		Destination				
Source		D1	D2	D3	D4	Supply
	S1	1	2	1	4	30
	S2	3	3	2	1	30
	S3	4	2	5	9	40
	Demand	20	40	30	10	

- b) Explain the Graphical Method of Linear Programming Problem (LPP) to find optimal solution. (07)

- Q.5** Write short notes on any three of the followings (15)

- Limitations of Operations Research
- Slack in network analysis
- Use of Operations Research
- Monte Carlo Simulation

## SECTION – II

- Q.6** A small project consists of seven activities, the details of which are given below: (20)

Activity	Immediate Predecessor	Expected Duration (days)		
		Optimistic	Most Likely	Pessimistic
A	-	3	1	7
B	A	6	2	14
C	A	3	3	3
D	B,C	10	4	22
E	B	7	3	15
F	D,E	5	2	14
G	D	4	4	4

- Draw the network diagram
  - Find the critical path
- Q. 7** Bright Bakery keeps stock of a popular brand of cake. Previous experience indicates the daily demand as given here: (20)

Daily Demand	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Consider the following sequence of the random numbers:

48,78,19,51,56,77,15,14,68,09

Using this sequence, simulate the demand for next ten days.

- Q.8 a)** Solve the following LPP graphically and state what your solution indicates. (10)

$$\text{Max } Z = 5X_1 + 3X_2$$

Subject to

$$3X_1 + 5X_2 \leq 15$$

$$5X_1 + 2X_2 \leq 10$$

$$\text{and } X_1, X_2 \geq 0$$

- b) Explain the Multiple solutions in the assignment problems. (10)

**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT : ELECTIVE – I 1) CUSTOMER RELATIONSHIP MANAGEMENT**  
**(Marketing Management)**

Day : **Tuesday**  
Date : **14/11/2017**

Time **02.00 PM TO 05.00 PM**  
Max. Marks : 100

**W-2017-1536**

**N.B.**

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

**SECTION - I**

- Q.1** CRM is an organization's biggest asset. Elaborate the statement. **(15)**
- Q.2** What are the types of CRM ? Explain the functions of each of the type? **(15)**
- Q.3** Explain different CRM strategies in FMCG market you have studied. **(15)**
- Q.4** State and explain role of CRM in customer retention. **(15)**
- Q.5** Discuss the role of call centers in the present days. **(15)**
- Q.6** Write short Notes on (**ANY TWO**) **(15)**
- a) CRM strategies in service sector
  - b) Evolution of relationship marketing
  - c) Mass customization

**SECTION - II**

- Q.7** Prepare a detailed project on CRM implementation in an organization of your choice in banking sector. **(20)**
- Q.8** 'Relationship has since long been the key of success of marketing of Indian businesses. It has only now been recognized and glamorized.' Critically analyze the statement. **(20)**
- Q.9** Prepare a detailed note on CRM initiative you would like take as a manager of an FMCG product of your choice. **(20)**

**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT : ELECTIVE – I 2) ELEMENTS OF FINANCIAL SERVICES**  
**(Financial Management)**

Day : **Tuesday**  
Date : **14/11/2017**

Time **02.00 PM TO 05.00 PM**  
Max. Marks : 100

**W-2017-1537**

**N.B.**

- 1) Attempt **ANY FOUR** questions from **SECTION –I** and **ANY TWO** questions from **SECTION – II**.
- 2) Figures to the right indicates **FULL** mark.
- 3) Answers for both the sections to be written on **SEPARATE** answer books.

**SECTION - I**

- Q1** Explain in detail the various kinds of financial services offered in India **(15)**
- Q2** Elaborate the various advantages and limitations of Hire Purchase in detail **(15)**
- Q3** Explain the significance of Insurance in today's world in detail **(15)**
- Q4** Write in detail about the various types of Mutual Funds Schemes in India **(15)**
- Q5** Write a short note on **(ANY TWO)** **(15)**
- i) ICRA
  - ii) Components of Indian Financial System
  - iii) Venture Capital

**SECTION - II**

- Q6** Write a detailed note on "Functions of Credit Rating" **(20)**
- Q7** Write in detail about performance in terms of Assets under Management of any two mutual fund companies of your choice. **(20)**
- Q8** Write definition and features of Venture Capital in detail **(20)**

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**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT :ELECTIVE – I 3) EMPLOYEE RELATIONSHIP MANAGEMENT**  
**(Human Resource Management)**

Day : **Tuesday**  
Date : **14/11/2017**

Time **02.00 PM TO 05.00 PM**  
Max. Marks : 100

**W-2017-1538**

**N.B.**

- 1) Attempt any **FOUR** questions from Section-I, each question carries **15** Marks.
- 2) Attempt any **TWO** questions from Section– II, each question carries **20** Marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

**SECTION - I**

- Q.1** Describe with examples the role of various parties in India for shaping Harmonious Industrial Relations. **(15)**
- Q.2** What are the causes for Industrial Accidents and what are the remedial measures to prevent accident in an industrial unit? **(15)**
- Q.3** State the legislative enactment and the jurisprudence in any country of your choice. **(15)**
- Q.4** Prepare an exhaustive note for information of your CEO on Workers Participation Management in Global context and your suggestions on its implementation in your unit. **(15)**
- Q.5** Write short notes on **ANY THREE:** **(15)**
- a) Labour Policy in India
  - b) Accident Investigation
  - c) Workers' Compensation
  - d) Ergonomics

**SECTION - II**

- Q.6** You have been appointed as an HRM Manager for the newly set Engineering unit. Prepare a note addressed to your CEO on the meaning, scope and limitations of HRM in the present external environment. **(20)**
- Q.7** State causes for a large number of pending cases before Labour Court, and comment on the causes of reference of disputes to adjudication. **(20)**
- Q.8** You are about to sign a settlement with the Union in your unit. Explain by a letter to your Union President on what arbitration is and what are the merits or demerits of arbitration, and why you recommend such a clause in the settlement, which you intend to sign? **(20)**

**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT: ELECTIVE – I 4) INTERNATIONAL MARKETING**  
**(International Business Management)**

Day : **Tuesday**  
Date : **14/11/2017**

Time **02.00 PM TO 05.00 PM**  
Max. Marks: 100

**W-2017-1539**

**N.B.:**

- 1) Attempt **ANY FOUR** Questions from Section- **I** each question carries **15** marks.
- 2) Attempt **ANY TWO** Questions from Section- **II** each question carries **20** marks.
- 3) Answer to both the Sections should be written in **SEPARATE** answer book.

**SECTION-I**

- Q.1** What do you mean by International Marketing? Differentiate between Domestic and International Marketing. (15)
- Q.2** 'Psychological and Social dimensions need to be considered while drafting the marketing strategies.' Why? (15)
- Q.3** What role does the marketing research and information system plays as a company plan to enter the foreign market? (15)
- Q.4** Discuss in detail, Role of marketing channels and integrated marketing communication in global market context. (15)
- Q.5** Elaborate the quality issues of Indian products in the context of international market. (15)

**SECTION-II**

- Q.6** An Indian manufacturing firm has two locally famous brands of incense sticks (agarbatties). It is planning to enter foreign markets. Extend your advice regarding choice of markets abroad, as also the social, cultural challenges that the firm may face in these markets. Also discuss whether the current brand-names and the brand ambassadors will have to be replaced. (20)
- Q.7** Discuss all probable challenges and opportunities that an international distributor of 'Bollywood' (Hindi) feature films may have to face, in any two foreign markets (of your choice). (20)
- Q.8** 'Harrow' is the internationally famous brand of a well known American company engaged in manufacturing ready made shirts and trousers. This company has planned to enter Indian market soon. Write a detailed note, advising its global marketing manager regarding the Indian Marketing Environment in general and the psychological & social dimensions of Indian buyers in particular. (20)

**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT: ELECTIVE – I: 6) PRINCIPLES & CONCEPTS OF HOSPITALITY**  
**MANAGEMENT (HOSPITALITY MANAGEMENT)**

Day: **Tuesday**  
Date: **14/11/2017**

Time: **02.00 PM TO 05.00 PM**  
Max Marks. **60**

**W-2017-1541**

**N.B.:**

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

**SECTION – I**

- Q.1** List and explain various types of table services in detail with examples. **[10]**
- Q.2** State and explain the festive dishes of each course of the following cuisine: **[10]**  
a) Maharashtra  
b) Punjab
- Q.3** State and discuss the role of House keeping department in getting a repeat business to the Hotel. **[10]**
- Q.4** State and explain the attributes of front office personnel of a five star hotel. **[10]**
- Q.5** Discuss the daily cleaning of an occupied room and state the general principles of cleaning room. **[10]**

**SECTION – II**

- Q.6** Explain in brief the Origin, USP and the role of the following hotel chains in the Indian Hospitality sector: **[15]**  
a) Ashoka group of Hotels                      b) Welcome group of Hotels
- Q.7** Classify hotels on the basis of : **[15]**  
a) Length of stay    b) theme    c) facilities    d) location
- Q.8** Discuss the elements of Marketing mix in brief. State the strategies adopted for pricing hotel rooms. **[15]**

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**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT : Elective-II 1) SALES & DISTRIBUTION MANAGEMENT**

**(Marketing Management)**

Day : **Thursday**

Date : **16/11/2017**

Time : **02.00 PM TO 05.00 PM**

Max. Marks : 100

**W-2017-1543**

**N.B.:**

- 1) Attempt Any **FOUR** questions from **Section-I**. Each question carries **15** marks.
- 2) Attempt Any **TWO** questions from **Section-II**. Each question carries **20** marks.
- 3) Answer to both the sections should be written in **SEPARATE** answer book.

**SECTION-I**

- Q.1** Discuss in detail the nature and the scope of sales management. List out the duties of sales manager.
- Q.2** Describe briefly the steps in the systematic process for recruiting sales representatives for a multinational company.
- Q.3** Discuss the need, importance and methods for the performance appraisal of the sales force.
- Q.4** Personal selling is the important tool to handle customer objection. Justify with suitable examples.
- Q.5** Write a note on each of the following:
- a) Sales audit
  - b) Channels of distribution
  - c) Direct marketing

**SECTION-II**

- Q.6** “Face to face handling of customers complaints may generate more heat, even an occasional quarrel. But it surely will resolve the issues more promptly and permanently than any online customer handling system.” Explain your view point in this context.
- Q.7** Design and justify a set of multiple distribution channels to take a huge range of sports goods manufactured in Jalandhar (Punjab) to each city in each state of India.
- Q.8** Two schemes of sharing the profit margins among the members of distribution chain have come up for discussion:
- a) Manufacture: Wholesaler: Dealer: Retailer:: 45:30:20:05
  - b) Manufacture: Wholesaler: Dealer: Retailer:: 25:25:25:25
- Which one in your opinion is more suitable for distribution of readymade clothes and hosiery products. Justify your choice.

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**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT : Elective-II 2) INTRODUCTION TO MANAGEMENT CONTROL SYSTEMS**  
**(FINANCIAL MANAGEMENT)**

Day : **Thursday**  
Date : **16/11/2017**

**W-2017-1544**

Time **02.00 PM TO 05.00 PM**  
Max. Marks : 100

**N.B.**

- 1) Answer any **FOUR** questions from Section - I and **TWO** questions from Section - II.
- 2) Answers to each section should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate the **FULL** marks.

**SECTION – I**

- Q.1** Define “Management Control System”. State and explain the “Areas of Control” and “Process of Control” (15)
- Q.2** Examine the merits of “Management by Objective” (MBO) (15)
- Q.3** Explain in detail the need for Strategic Planning Process. (15)
- Q.4** Explain the concept of Cost Centre, Profit Centre, Revenue Centre and Investment Centre (15)
- Q.5** Write short notes on any **THREE** (15)
- i) Area of Control.
  - ii) Internal Audit.
  - iii) Zero Base Budgeting.
  - iv) Cost Audit.
  - v) Effectiveness of Control.

**SECTION - II**

- Q.6** PQR Company Ltd. has two departments viz. (1) Machining and (2) Assembly. Following data is extracted from the cost ledger of the company. (20)

Particulars	Machining Dept. (Rs.)	Assembly Dept. (RS)
Direct Material	70,000	15,000
Direct Labour	15,000	35,000
Direct Expenses	15,000	25,000

The Machining department transfers its output to Assembly department by loading 25% on its cost. You are required to find out:

- i) The amount at which the output of Machining Dept is transferred to Assembly Dept.
- ii) The total cost for the output of the Assembly Dept.

- Q.7** Prepare Cash Budget for November and December 2016 from the following data about Futures Limited. **(20)**

Particulars	October 2016	November 2016	December 2016
Sales	50,000	70,000	80,000
Purchases	25,000	30,000	15,000
Rent	5,000	4,000	4,000
Selling Expenses	2,500	3,500	3,750
Wages	5,000	5,600	6,000
Administrative Expenses	1,500	2,250	2,750

Additional information.

- Closing cash as on 31/10/2016 was 22,500/-
- 50% of the Sales are for cash and remaining amount of Sales is realised in the following month.
- Suppliers are paid in the following month.
- All other expenses are paid in the same month.
- Epson printer worth Rs.10,000/- is purchased on cash in the month of November 2016.

- Q.8** What is Management Audit? State and explain its objectives and advantages giving suitable examples. **(20)**

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**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT: ELECTIVE – II: 3) LABOUR LEGISLATION  
(Human Resource Management)**

Day : **Thursday**  
Date : **16/11/2017**

**W-2017-1545**

Time **02.00 PM TO 05.00 PM**  
Max. Marks: 100

**N.B.**

- 1) Attempt any **FOUR** questions from Section-I. Each question carries 15 marks.
- 2) Attempt any **TWO** questions from Section-II. Each question carries 20 marks.
- 3) Answers to both the sections should be written on **SEPARATE** answer book.

**SECTION - I**

- Q1.** Give an overview of the objectives of the Factories Act 1948; also define a 'Factory'. (15)
- Q2.** "Constitution which is the supreme law of the land, it alone is the primary source of Industrial Jurisprudence". Discuss in brief how the various labour statutes are in consonance or harmony with the constitutional values. (15)
- Q3.** Enumerate the objectives of the following Acts :- (15)
- a) The Payment of Wages Act, 1936
  - b) The Industrial Dispute Act, 1947
  - c) The Industrial Employment (Standing Orders) Act, 1946
- Q4.** Discuss the procedures for registration of shops and establishment under The Bombay Shops and Establishment Act, 1948. (15)
- Q5.** Write short notes on **ANY THREE** of the following: (15)
- a) Wages
  - b) Manufacturing Process
  - c) Public Utility Service
  - d) Social Justice

**SECTION- II**

- Q6.** "The Factories Act, 1948 aims at reducing the hazards to 'Safety'." Discuss the various provisions. (20)
- Q7.** Explain the provisions as to strikes and Lock-outs and its prohibitions as per the Industrial Dispute Act, 1947. (20)
- Q8.** As an owner of a company discuss the various authorized deductions from wages of workman as laid down under The Payment Of Wages Act, 1936. (20)

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**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT :ELECTIVE- II 4) EXPORT IMPORT PROCEDURE & DOCUMENTATION**  
**(International Business Management)**

Day : **Thursday**  
Date : **16/11/2017**

**W-2017-1546**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks : 100

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**N.B.**

- 1) Attempt any **FOUR** questions from **Section-I**. Each question carries **15 Marks**
  - 2) Attempt any **TWO** questions from **Section-II**. Each question carries **20 Marks**
  - 3) Both the sections should be written in **SEPARATE** answer book
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**SECTION-I**

- Q.1** What is IEC? How to obtain Import Export Code (IEC number) to enter in cross border trade?
- Q.2** Explain the provisions of Foreign Trade (Development and Regulation) Act.
- Q.3** Explain the procedure for pre-shipment inspection.
- Q.4** Distinguish between F.O.B. and C.I.F.
- Q.5** Write short note on: (Any **THREE**)
- a) Certificate of Origin
  - b) Marine Insurance
  - c) Bill of Lading
  - d) Shipping and Custom formalities

**SECTION-II**

- Q.6** List the authorities with which an exporter is required to register before exporting.
- Q.7** 'Appreciation of Export as compared to Import is important for country like India'. Justify the statement
- Q.8** Write a brief note on latest Foreign Trade policy of India.

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**B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017**

**SUBJECT: ELECTIVE – II: TOURISM MANAGEMENT – I  
(HOSPITALITY MANAGEMENT)**

Day: **Thursday**  
Date: **16/11/2017**

**W-2017-1548**

Time: **02.00 PM TO 05.00 PM**  
Max Marks. 100

**N.B.:**

- 1) Answer any **4 questions** from **Section I** and **2 questions** from **Section II**.
- 2) Figures to the right indicate **FULL** marks.

**SECTION –I**

- Q.1** Write a note on: (15)  
A) Significance of Packaged tour  
B) MICE
- Q.2.** List & Explain the factors effecting tour formulations (15)
- Q.3.** Write a note on : (15)  
A) Thomas Cook  
B) Difference between Inbound & Outbound Tourism
- Q.4.** Define Itinerary. What factors one should consider while planning an Itinerary? (15)  
Plan an Itinerary for 1 day Mumbai Darshan for 45 pax.
- Q.5.** What are the functions of the Travel Agency? Give duties of Tour Manager. (15)

**SECTION –II**

- Q.6.** Explain the following types of Tourism with examples. (20)  
A) Mass Tourism                      F) Special Interest Tourism  
B) Alternative Tourism              G) Spa Tourism  
C) Inbound Tourism                  H) Wildlife Tourism  
D) Medical Tourism                  I) Pilgrimage Tourism  
E) Adventure Tourism                J) Sustainable Tourism
- Q.7.** Explain the following ; (20)  
A) List & Explain the factors effecting the tour formulation (10)  
B) Explain the concept, origin & development of Tour packaging. (10)
- Q.8.** What factors are required to be fulfilled to start a Travel Agency? (20)