

B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018

SUBJECT: SERVICES MANAGEMENT

Day: Wednesday

W-2018-1735

Time: 02.00 PM TO 05.00 PM

Date: 14/11/2018

Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Differentiate Goods and Services.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Define services and explain in detail classification of services.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What are determinants of demand?

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

For measuring service quality, what are the points you would need to consider and why?

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) How research can help in identifying customer needs so as to develop an effective marketing strategy for banks?
- b) You want to start a five star hotel in semi-urban area, what factors will you consider in deciding the location?

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Globalization – reason for growth of services
- b) Service delivery
- c) Inventorying the demand through reservations
- d) Service product - A restaurant

SECTION - II

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) 'Changing life style affects positively the service industry' Explain the statement with examples.
- b) Service customers do not switch brands frequently as compared to products. Explain

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) What are the potential problems arising out of inseparability characteristics of services?
- b) Explain in detail PZB gap model.

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) 'Customer Satisfaction is affected by the performance of all the personnel of the bank' Explain.
- b) Do you think that the concept of marketing mix is applicable to the hotel industry? If yes, how?

B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018**SUBJECT: INTRODUCTION TO OPERATION RESEARCH**

Day: Friday
Date: 16/11/2018

W-2018-1736

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books.
- 4) Use of non-programmable calculator is allowed.
- 5) Graph papers and statistical tables will be provided on request.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Do you think Operations Research is significant in Business Management? Explain in detail.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

A nutrition scheme for babies is proposed by a committee of doctors. Babies can be given two types of food (I and II), which are available in standard sized packets weighing 50 grams. The cost per packet of these foods are Rs.2 and Rs.3 respectively. The vitamin availability of each type of food per packet and the minimum vitamin requirement for each type of vitamin are given in the table below. Formulate the L.P.P. to determine the optimal combination of food types with the minimum cost such that the minimum requirement of vitamin in each type is satisfied.

Vitamin Availability per packet			
Vitamin	Food Type I	Food Type II	Minimum daily required Vitamin
1	1	1	6
2	7	1	14
Cost/Packet(Rs.)	2	3	

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

Find Initial basic Feasible solution by using Vogel's Approximation Method.

Destination Source	D ₁	D ₂	D ₃	D ₄	Supply
S ₁	1	2	1	4	30
S ₂	3	3	2	1	50
S ₃	4	2	5	9	20
Demand	20	40	30	10	100

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Given the following information

Activity	1-2	1-3	2-3	2-4	3-4	4-5
Duration (day)	20	25	10	12	5	10

- a) Draw Network diagram
- b) Find earliest and latest times
- c) Find critical path and total project duration

Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Formulation of LPP
- b) North West Corner Method (NWCM) in Transportation Problem
- c) Multiple Solution in Assignment Problem
- d) Limitations of simulation

SECTION - II

Q.6) Answer the following: (20 Marks X 1 = 20 Marks)

Solve the following LPP graphically.

$$\text{Maximize } Z=4x_1+3x_2$$

Subject to Constraints

$$4x_1+3x_2 \leq 24$$

$$x_2 \leq 6$$

$$x_1 \leq 4.5$$

$$x_1, x_2 \geq 0$$

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

A marketing manager has five salesman and five sales districts. The marketing manager estimates that sales per month (in hundred rupees) for each salesman in each district would be as follows. Find the assignment of salesman to districts that will result in a maximum sale.

District Salesman	A	B	C	D	E
1	32	38	40	28	40
2	40	24	28	21	36
3	41	27	33	30	37
4	22	38	41	36	36
5	29	33	40	35	39

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

A retailer sells retail items. Past data of demand per week (in hundred kilograms) with probability is given below :

Demand/week (in hundred kilograms)	27	28	29	30	31	32
Probability	0.10	0.15	0.20	0.35	0.15	0.05

Use the following sequence of random numbers to generate the demand for next 10 weeks.

Random Numbers : 10, 99, 65, 99, 95, 01, 79, 11, 16, 20

B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018

**SUBJECT: ELECTIVE-I : CUSTOMER RELATIONSHIP MANAGEMENT (MARKETING
MANAGEMENT)**

Day: Monday
Date: 19/11/2018

W-2018-1737

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

State and explain concept and significance of Relationship Marketing?

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

State and Explain features of analytical CRM?

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

How you will plan to implement CRM in service sector?

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Differentiate between CRM and e-CRM?

Q.5) Answer the following: (15 Marks X 1 = 15 Marks)

Develop a customization plan for educational services?

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Relationship Marketing
- b) Analytical Vs Operational CRM
- c) CRM Planning steps
- d) Recent trends in e-CRM
- e) Customization Vs Mass Customization
- f) Challenges in CRM implementations in retail sector

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

Develop “6” Market Model for the company producing FMCG product, take one of the product of your choice.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) You are appointed as regional head by a company producing soft-drink. You have given a task to develop CRM Strategy to enhance its sale?
- b) You are appointed as Manager Marketing for the company producing smart phone, develop a e-CRM plan to develop market?

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) You are appointed as Manager Marketing of FMCG market. develop customization plan for the FMCG Market. ?
- b) An Insurance company wants to launch health insurance as new extension , as a manager marketing you are hereby informed to develop a CRM plan for its health insurance company?

B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-II : SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1744

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Discuss in detail duties and responsibilities of sales manager.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Describe in detail the steps involved in sales force training process.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

‘Personal selling is a two way communication best suited to a company marketing consumer product with a poor brand loyalty’. Discuss.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Should salespeople be furnished with complete statistics, not only on their own performance but also on the performance of other salespeople? Discuss.

Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Remunerating sales persons
- b) Effective sales presentations
- c) Sales audit
- d) Direct marketing
- e) Sales quota

SECTION - II

Q.6) Answer the following: (20 Marks X 1 = 20 Marks)

List down the components of ‘Physical Distribution’ and explain any two components with reference to ‘cement’ market.

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

Medicare pharmaceutical is facing a revolt from six of its Mumbai distributors. Medicare is relatively new on the pharma front and is just ten years old but has well established products regularly prescribed by majority of the doctors and hospitals. When Medicare started operations in Mumbai, they had difficulty getting good distributors and hence offered 8 percent margin to the distributors. The company supported the products and distributors quite a lot to reach the present comfortable stage. The distributors also stood by it. Now the company wants to cut down the margin to the distributors to 6 percent as their sales volume are quite high. The distributors do not agree. They know that Medicare cannot get distributors like them. What do you think Medicare should do to sustain their business?

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

Discuss the scope of Sales Management in a manufacturing and marketing organization.

B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-I :ELEMENTS OF FINANCIAL SERVICES (FINANCIAL MANAGEMENT)

Day: Monday
Date: 19/11/2018

W-2018-1738

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Explain Fund based financial services in detail.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

What do you mean by the term factoring? Explain the procedure of factoring services.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

Write a detailed note on 'Indian Financial System'.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Write detail note on Mutual Funds and explain its features in detail.

Q.5) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the concept and nature of Credit Rating in detail.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Significance of Bill Discounting
- b) Marine Insurance
- c) Duff and Phelps credit Rating (DCR)
- d) Scope of Venture Capital in India

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

What is Financial Market? Discuss the types of Financial market in detail.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

What is Health /Medical Insurance? Explain the benefits of Health Insurance.

Q.9) Answer the following: (20 Marks X 1 = 20 Marks)

Which are the stages involved in process of Venture financing?

B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-II : INTRODUCTION TO MANAGEMENT CONTROL
SYSTEM (FINANCIAL MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1745

Time 02.00 PM TO 05.00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books
 - 4) Draw a labeled diagram WHEREVER necessary
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SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Enumerate how an efficient Management Control System is helpful in ensuring efficiency and effectiveness of control in different organizations.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Define Management By Objectives (MBO). Explain the steps involved in setting up MBO in an organization.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is a Profit Center? Enumerate the pre-requisites for the successful implementation of the Profit Center System.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Define the term 'Transfer Pricing'. Explain the methods of charging Transfer Prices.

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) State and explain the meaning and objectives of a Budgetary Control System.
- b) Define 'Management Audit'. Discuss the weaknesses of Management Audit.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Feedback in Control
- b) MBO for individual goal setting and appraisal.
- c) Revenue Centre
- d) Upstream Fixed Costs and Profits
- e) Budget and Forecast
- f) Procedure of cost audit programme.

SECTION - II

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Highlight the Interrelationship among Strategic Planning, Management Control and Operational Control.
 - b) Explain the importance of Zero Base Budgeting as a motivational technique in MCS.
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Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- What do you understand by the term Responsibility Center? Highlight the features of a responsibility center. Explain the-different types of responsibility centers.
- Twilight Ltd. fixes inter-divisional transfer prices for its products on the basis of cost plus a return on investment, in that division. The budget for 2017-18 is as under:

Investment in Division 'J'	Amount Rs.
Fixed Assets	40,00,000
Current Assets	24,00,000
Debtors	16,00,000
Variable Cost per unit	80
Annual Fixed Cost of the Division	64,00,000
Budgeted Volume	4,00,000 units per year
Desired R.O.I.: 25%	

Determine transfer price for division 'J'.

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- From the following data prepare a Cash Budget for 3 months commencing 1st June 2018; when the bank balance is Rs.1,00,000.

Month	Sales Rs.	Purchases Rs.	Wages Rs.	Production Expenses Rs.	Administration Expenses Rs.
April	80,000	41,000	5,600	3,900	10,000
May	76,500	40,500	5,400	4,200	14,000
June	78,500	38,500	5,400	5,100	15,000
July	90,000	37,000	4,800	5,100	17,000
August	95,000	35,000	4,700	6,000	13,000

There is two month credit period allowed to customers and two month credit period received from suppliers. Wages, production expenses and administration expenses are payable in the following month.

- Differentiate Management Audit from Financial Audit and Cost Audit.

B.R.A. SEM – V (2015 CBCS Course) : WINTER - 2018
SUBJECT : ELECTIVE - I 3) EMPLOYEE RELATIONSHIP MANAGEMENT
(HUMAN RESOURCE MANAGEMENT)

Day : Monday
Date : 19/11/2018

W-2018-1739

Time 02.00 PM TO 05.00 PM
Max. Marks : 70

N.B.

- 1) Q.1 is **COMPULSORY**.
 - 2) Attempt any **FOUR** questions from Q.2 to Q.7.
 - 3) Each questions carries 14 marks
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- Q.1** Define Industrial Relations. Discuss in detail the present status of Industrial Relations in India.
- Q.2** How a workman can get his claim for compensation for an accident on duty?
- Q.3** What do you mean by the term 'Labour Laws'? Write in short an overview of few important Labour Laws in the Indian context.
- Q.4** Enumerate and discuss the importance of Collective Bargaining.
- Q.5** Write in detail the philosophy of Labour Management Peace.
- Q.6** Give an account of the growth and development of Workers Participation in Management in Indian context.
- Q.7** Write short note on any **TWO** of the following:
a) Occupational Health
b) Safety Training
c) Role of HRM in Industrial Relations

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B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018

SUBJECT: ELECTIVE-II : LABOUR LEGISLATION (HUMAN RESOURCE MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1746

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Describe the history, functions and problems of Trade Union Movement in India.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

What are the measures to be taken by a factory in respect of 'Health' of workers as laid down under the Factories Act, 1948?

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is meant by wages according to the Payment of Wages Act, 1936? Who is responsible for the payment of wages under the Act? What are the obligations of the employer?

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

What are the provisions relating to submission of Standing Orders framed by an industrial establishment under the Industrial Employment (Standing Orders) Act, 1946?

Q.5) Answer the following: (15 Marks X 1 = 15 Marks)

Define 'Commercial Establishment' and 'Shop' as under the Shops and Establishment Act (The Bombay Act) 1948? Discuss the 'Safety' provisions under the Act.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Salient features of Industrial Dispute Act, 1947
- b) Strikes
- c) Wages
- d) Certifying Officer
- e) Manufacturing Process

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

Mr. Amit is the owner of a concern manufacturing cigars with the aid of power. 20 persons are employed in the concern. Is the concern a factory within the meaning of that term under the Factories Act, 1948? Discuss. Further explain the role of occupier under the Act.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

Explain the principles of Natural and Social Justice under the Industrial Jurisprudence.

Q.9) Answer the following: (20 Marks X 1 = 20 Marks)

Distinguish between the following under the Industrial Dispute Act, 1947:-

- a) Lock-out and Lay-off
- b) Retrenchment and Closure

B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018

**SUBJECT : ELECTIVE – I : INTERNATIONAL MARKETING
(International Business Management)**

Day : Monday
Date : 19/11/2018

W-2018-1740

Time 02.00 PM TO 05.00 PM
Max. Marks : 100

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 book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What are the characteristics of MNC's? (15)
- Q.2** Explain with examples the importance of cultural analysis in international marketing. (15)
- Q.3** What is marketing research? Discuss the utility of marketing research. (15)
- Q.4** Discuss the advantages and disadvantages of cost-based pricing. (15)
- Q.5** Write short notes on any **TWO**: (15)
- a) Licensing
 - b) Global brand
 - c) TQM
 - d) Counter trade

SECTION – II

- Q.6** "One of the most important decisions in international business is market selection". Discuss the determinants of market selection. (20)
- Q.7** A well known Indian cook ware and kitchen appliances company wishes to cash on the marketing opportunities in global markets. The company is developing an appropriate international marketing communication. What are the factors or problems which make the development of international marketing communication difficult? Support your answer with suitable examples. (20)
- Q.8** Design a distribution channel for any two of the following Indian products that have a huge demand in global markets. i) Spices ii) Cotton garments iii) Wooden toys iv) Packaged food products. State the advantages of the suggested distribution channel. (20)

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B.B.A. SEM – V (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-II: EXPORT IMPORT PROCEDURE & DOCUMENTATION
(INTERNATIONAL BUSINESS MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1747

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

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

What do you mean by Import? State its significance.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

What is I.E.C. (Importer Exporter Code) number? Explain how to obtain an I.E.C. number.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is Export Contract? What are its important elements?

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Write detailed note on the Shipping and Custom Formalities.

Q.5) Answer the following: (15 Marks X 1 = 15 Marks)

Write a detailed note on Commercial Invoice and Certificate of Quality Control.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Foreign Trade Policy
- b) Objectives of FEMA (Foreign Exchange Management Act)
- c) Sales Tax Exemption
- d) Marine Insurance
- e) Bill of Exchange

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

Explain in detail meaning and importance of International Trade.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

Elaborate the auxiliary documents required in International Trade.

Q.9) Answer the following: (20 Marks X 1 = 20 Marks)

Explain in detail about Free On Board (FOB) and Cost, Insurance Freight (CIF) Contract.
