

Day: Monday
Date: 15/04/2019

S-2019-1964

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 ' **SAME** ' answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

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

Define Service. What are characteristics of services?

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

What are the challenges in marketing of services?

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

What are variations in demand relate to capacity?

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

Write in detail about Service Quality.

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

- a) Critically comment on growth of service sector in India.
- b) What safety provisions are required to protect employees and customer of hotels?

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

- a) Tourism services
- b) Sales Promotion
- c) Capacity planning
- d) Cafeteria service

SECTION -II

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

- a) Write in detail classification of services.
- b) Explain how physical evidence cues are used by each of the following service providers?
 - a. Libraries
 - b. Bank

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

- a) What are the implications of simultaneous production and consumption of services? How these implications can be removed?
- b) In what ways an Airline can measure the quality of its services?

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

- a) What is concept of Bank marketing?
- b) 'Hospitality industry is in the Boom' Justify the statement.

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019

SUBJECT: INTRODUCTION TO OPERATION RESEARCH

Day: Tuesday
Date: 30/04/2019

S-2019-1965

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 **SAME** answer books.
- 4) Use of non-programmable calculator is allowed.
- 5) Graph papers and statistical tables will provided on request.

SECTION -I

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

Discuss limitations of Operations Research in detail.

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

Solve the following LPP graphically

Maximize $Z=7x_1+3x_2$

Subject to Constraints

$$x_1+2x_2 \geq 3$$

$$x_1+x_2 \leq 4$$

$$0 \leq x_1 \leq 5/2$$

$$0 \leq x_2 \leq 3/2$$

$$x_1, x_2 \geq 0$$

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

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

To From	P	Q	R	Supply
A	13	15	16	17
B	7	11	2	12
C	19	20	9	16
Demand	14	8	23	45

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

Solve the following assignment problem

Job Person	I	II	III	IV
A	1	4	6	3
B	9	7	10	9
C	4	5	11	7
D	8	7	8	5

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

- a) Multiple Solution in Graphical Method in LPP
- b) Degeneracy Case in Transportation Problem
- c) Maximization case in Assignment Problem
- d) Simulation in Operations Research

SECTION - II

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

Calculate Initial basic feasible solution using Vogel's Approximation Method (VAM) and find transportation cost using MODI method.

To From	D ₁	D ₂	D ₃	D ₄	Supply
S ₁	21	32	52	12	7
S ₂	72	32	42	62	9
S ₃	42	10	72	22	18
Demand	5	8	7	14	34

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

The following table shows the jobs of a network along with their time estimates.

Activity	Optimistic time	Most likely time	Pessimistic time
1-2	2	5	8
1-3	4	10	16
1-4	1	7	13
2-5	8	8	11
3-5	2	8	14
4-6	6	9	12
5-6	4	7	10

- i) Calculate expected duration of each activity
- ii) Draw Network diagram
- iii) Find critical path and total project duration

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

Following is the distribution of yields per acre of the corn crop

Yield(in Kg.) per acre	120	140	160	180
Probability	0.18	0.24	0.44	0.14

Use the following sequence of random numbers and simulate the average yield per acre using the following sequence of random numbers :

20, 72, 34, 54, 30, 22, 48, 74, 76, 02

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-I : CUSTOMER RELATIONSHIP MANAGEMENT (MARKETING MANAGEMENT)

Day: Monday
Date: 22/04/2019

S-2019-1966

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 **SAME** answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - I

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

How Relationship Marketing is different from Traditional Marketing?

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

What is analytical and operational CRM?

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

Prepare detail plan to implement CRM in educational sector?

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

State and explain recent trends in e-CRM?

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

How mass customization is different from customization?

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

- a) Transactional Marketing
- b) CRM in shopping Mall
- c) CRM in Tourism Services
- d) Features of CRM
- e) Customization plan for Hotel Services
- f) CRM Plans for online shopping

SECTION - II

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

You are appointed as customer support officer by company providing DTH Services, you are informed to develop analytical CRM to satisfy their customers.

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

- a) Develop a CRM strategy for the organization developing educational services, what CRM strategy would you adopt to build its brand into the market?
- b) You are appointed as Business Development Officer for the company manufacturing Washing Machines. You are informed to develop e- CRM Plan to develop its market?

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

- a) You are appointed as Manager Marketing of Shopping Mall .You are informed to develop Customization plan to develop retail market?
- b) An Courier service organization wants to develop CRM plan, organization have appointed you to develop CRM plan. Prepare CRM plan?

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-I: ELEMENTS OF FINANCIAL SERVICES (FINANCIAL MANAGEMENT)

Day: Monday
Date: 22/04/2019

S-2019-1967

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 '**SAME**' answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - I

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

Discuss the role of 'Financial System' in the economic development of India.

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

Differentiate between hire purchase and leasing.

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

What is Insurance? Explain in detail the various types of insurance.

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

Explain concept of Mutual Funds and state the importance of Mutual Funds.

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

Explain the concept of credit rating and state the functions of credit rating.

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

- a) Operational and Financial Lease
- b) Life Insurance
- c) ICRA
- d) Venture Capital Financing

SECTION - II

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

Explain the different components of Financial System.

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

Comment on the performance of Mutual Funds in India.

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

What is Venture Capital ?explain the role of Venture Capital in economic development in India

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT : ELECTIVE -I 3) EMPLOYEE RELATIONSHIP MANAGEMENT
(HUMAN RESOURCE MANAGEMENT)

Day : Monday
Date : 22/04/2019

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

S-2019-1968

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 various parties to Industrial Relations.
- Q.2** Write a detailed note on Arbitration.
- Q.3** Give an overview of Labour Laws in the Indian context.
- Q.4** Highlight the concept and importance of Occupational Health and Safety.
- Q.5** Describe the process of Collective Bargaining in detail.
- Q.6** Enumerate and discuss various types of Workers Participation in Management.
- Q.7** Write short notes on any **TWO** of the following:
- a) Trade Union
 - b) Accident Investigation
 - c) Philosophy of Labour Management Peace

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B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT : ELECTIVE – I : INTERNATIONAL MARKETING
(International Business Management)

Day : Monday
Date : 22/04/2019

S-2019-1969

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 '**SAME**' answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the benefits of international marketing. **(15)**
- Q.2** Discuss the factors influencing selection of international marketing channels. **(15)**
- Q.3** Write a note on Franchising and Licensing as a foreign market entry strategy. **(15)**
- Q.4** Discuss the advantages and disadvantages of market – oriented pricing. **(15)**
- Q.5** Write short notes on any **TWO**: **(15)**
- a) International trade fairs
 - b) Marketing contract
 - c) TQM
 - d) Global brands

SECTION – II

- Q.6** Design a distribution channel for any two of the following Indian products that have a huge demand in global markets . **i)** Jewellery **ii)** Cut Flowers **iii)** Soft toys **iv)** Agro food products. State the advantages of the suggested distribution channel. **(20)**
- Q.7** There are several factors or problems, which make development of integrated marketing communication in global markets difficult for an international firm. Explain with suitable examples. **(20)**
- Q.8** 'Culture', which is a very complex factor is often a critical component of international business environment. Proper understanding of the cultural dimension is very important for product development and promotion. Elaborate. **(20)**

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B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-II : SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: Wednesday
Date: 24/04/2019

S-2019-1973

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 SAME answer books.

SECTION - I

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

Explain the various roles and responsibilities of sales managers?

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

What are the external and internal sources of recruitment? If you have to recruit sales professionals for a highly technical product, what sources would you consider and why?

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

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

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

'The importance of sales force evaluation increases with its size and management will not intervene in it'. Do you agree or disagree with this statement and why?

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

- a) Recruiting a sales representative
- b) Significance of personal selling
- c) Sales audit
- d) Role of physical distribution in marketing
- e) Direct marketing

SECTION - II

Q.6) 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.7) Answer the following: (20 Marks X 1 = 20 Marks)

What are the types and reasons of channel conflict? And how to resolve these channel conflicts?

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

How does a sales Manager design a sales territory and what are the different shapes of territory design? Discuss.

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-II : INTRODUCTION TO MANAGEMENT CONTROL
SYSTEM (FINANCIAL MANAGEMENT)

Day: Wednesday
Date: 24/04/2019

S-2019-1974

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 SAME answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - I

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

Write a detailed note on 'Process of Control'.

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

Enlist and explain the difficulties in using MBO in an organization.

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

Describe the basic types of Responsibility Centers. Correlate the measurement of inputs and outputs with reference to different types of responsibility centers.

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

Explain the different methods of Transfer Pricing. Also state the drawbacks of each method.

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

- a) What is a Cash Budget? Explain the importance and technique of preparing a Cash Budget.
- b) State and explain the circumstances under which Management Audit is indispensable.

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

- a) Strategic Planning
- b) Steps in ZBB
- c) Principles of Responsibility Accounting
- d) Revenue Center
- e) Distinguish between Fixed Budget and Flexible Budget
- f) Cost Audit

SECTION - II

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

- a) Explain the concept of management control and discuss the necessity of such control in organisations.
- b) Discuss in detail the process of setting up Management By Objectives (MBO) in an organization.

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

- a) What is a Profit Centre? State the pre-requisites for the successful implementation of a Profit Centre System.
- b) Supreme 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 'R'	Rs.
Fixed Assets	5,00,000
Current Assets	3,00,000
Debtors	2,00,000
Variable Cost per unit	10
Annual Fixed Cost of the Division	8,00,000
Budgeted Volume	4,00,000 units per year
Desired R.O.I.: 28%	

Determine transfer price for division 'R'.

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

- a) With the following data for a 60% capacity, prepare a budget for production at 80% and 100% capacity.
Production at 60% capacity: 300 units
Materials Rs.100 per unit
Labour Rs.40 per unit
Expenses Rs.10 per unit
Factory Expenses Rs.40,000 (40% Fixed)
Administrative expenses Rs.30,000 (60% Fixed)
- b) Explain the objects and areas of Cost Audit

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-II : LABOUR LEGISLATION (HUMAN RESOURCE MANAGEMENT)

Day: Wednesday

Date: 24/04/2019

S-2019-1975

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 Same answer books.

SECTION - I

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

What is Justice? Discuss any two justice under Industrial Jurisprudence.

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

What are the duties and powers of the Inspector appointed under The Factories Act, 1948?

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

State the rules regarding fixation of wage – periods. On whom does the responsibility for payment of wages lie under the Payment of Wages Act, 1936?

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

Define the following terms used in the Industrial Employment (Standing Orders) Act, 1946,
(i) Appropriate Government, (ii) Certifying Officer, (iii) Standing Orders.

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

Discuss the provisions for Working hours of Shops, Restaurants and Theatres under the Bombay Shops and Establishment Act, 1948.

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

- a) History of Trade Union Movement
- b) Duties of a labour welfare officer
- c) Wages under Payment of Wages Act, 1936
- d) Lay-off
- e) Types of Strikes

SECTION - II

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

Discuss the importance of law in Industrial Relations and enumerate the objectives of different kinds of Industrial law.

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

Discuss the powers and functions of Inspectors under the Payment of Wages Act, 1936.

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

- a) What authorities have been set up under the Industrial Disputes Act, 1947 for investigation and settlement of industrial disputes?

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-II: EXPORT IMPORT PROCEDURE & DOCUMENTATION
(INTERNATIONAL BUSINESS MANAGEMENT)

Day: Wednesday

Date: 24/04/2019

S-2019-1976

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 SAME answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

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

Explain the meaning and significance of Export and Import.

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

Enlist the salient features of the Foreign Trade (Development and Regulation) Act 1992.

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

State the meaning and elements of Export Contract.

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)

Elaborate upon the clearance of goods against Bill of Lading and Airway Bill.

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

- a) Exchange Control Manual
- b) Objectives of Foreign Exchange Management Act (FEMA)
- c) Sales Tax Exemption
- d) Objectives of International Trade and Logistics
- e) FOB (Free on Board) Contract

SECTION - II

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

“Doing Trade Internationally is the only way to survive in the modern market”. Discuss.

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

Write detailed note on the Pre-shipment Inspection and Marine Insurance.

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

Explain in detail the auxiliary documents required for Export and Import.
