

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)B.B.A.

Sem-V: WINTER- 2019

SUBJECT: SERVICES MANAGEMENT (UE)

Wednesday 13-11-2019

W-13881-2019

02:00 PM-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) Answer to both the section should be written in **SAME** answer book.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

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

Define services. Differentiate between goods and services.

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

What are challenges in marketing of services?

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

Describe the basic marketing strategies for matching demand and supply with examples.

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

What are determinants of service quality?

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

- a) Write in detail Bank as service product.
- b) Explain the pricing policy for providing "Working Lunch" to customers.

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

- a) Public utility services
- b) Distribution of services
- c) Membership relationship
- d) Capacity Planning

SECTION - II

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

- a) Do you think that classification of services can help you in developing the marketing strategy better? How?
- b) How will you price the following services?
 - a. Education
 - b. Training
 - c. Hotel rooms
 - d. Consultancy

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

- a) Explain the strategies are being used by following services to manage the demand?
 - a. Life Insurance Corporation of India
 - b. Personal Point (Weight loss center)
- b) Explain in detail PZB Gap model?

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

- a) How to increase the productivity in banking sector by managing the Human resource?
- b) Maharashtra Tourism Development Corporation (MTDC), partly under Government control, is lacking in marketing its new schemes and offers to its customer. Give your suggestions to face intense competition from private players.

Friday 15-11-2019
02:00 PM-05:00 PM

W-13882-2019
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 in **SAME** answer book.
- 4) Use of Non-Programmable **CALCULATOR** is allowed.

SECTION-I

Q.1 “Operations research is the art of winning war without actually fighting it”.
Comment.

Q.2 Use the graphical method to solve the following LP problem.

$$\text{Maximize } Z = 2x_1 + x_2$$

Subject to the constraints

$$x_1 + 2x_2 \leq 10$$

$$x_1 + x_2 \leq 6$$

$$x_1 - x_2 \leq 2$$

$$x_1 - 2x_2 \leq 1$$

$$\text{and } x_1, x_2 \geq 0$$

Q.3 Determine an initial basic feasible solution to the following transportation problem by using:

- i) North west corner rule
- ii) Vogel's approximation method

Destination

	D1	D2	D3	D4	Supply
Source S ₁	21	16	15	3	11
S ₂	17	18	14	23	13
S ₃	32	27	18	41	19
Demand	6	10	12	15	

Q.4 What is an Assignment problem? Explain its applications.

Q.5 Write short notes (**ANY THREE**):

- a) Applications of Simulation
- b) Degeneracy in Transportation problem
- c) Limitations of Operations Research
- d) CPM

SECTION-II

Q.6 A bakery keeps stock of a popular brand of cake. Previous experience shows the daily demand pattern for the item with associated probabilities, as given below:

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

Use the following sequence of random numbers to simulate the demand for next 10 days.

Random Numbers: 25, 39, 65, 76, 12, 05, 73, 89, 19, 49.

Also estimate the daily average demand for the cakes on the basis of simulated data.

Q.7 What is PERT? How does PERT technique help a business manager in decision making?

Q.8 Discuss applications and limitations of Transportation problem.

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BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V: WINTER- 2019

SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT (UE)

Monday 18-11-2019

02:00 PM-05:00 PM

W-13883-2019

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) Answer to both the section should be written in **SAME** answer book.
 - 4) Draw a labeled diagram WHEREVER necessary.
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SECTION - I

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

Distinguish between Transactional marketing and Relationship Marketing?

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

State and explain "6" Market Model in detail.

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

What are different CRM strategies you will plan for FMCG Market?

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

How e-CRM is benefited to modern marketing management?

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

How will you plan mass customization strategies for FMCG market?

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

- a) Significance of Relationship Marketing
- b) CRM Benefits
- c) Challenges to CRM implementations
- d) Features of e-CRM
- e) Customization plan for banking sector
- f) Importance of CRM in retail Business

SECTION - II

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

What challenges you will face while developing operational CRM for banking services?

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

- a) A reputed Public sector Bank in your city hired you as customer relationship officer and assigned you to update its existing CRM, what challenges you will face while updating its Existing CRM ?
- b) Develop e -CRM plan for the company producing Branded apparels?

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

- a) Develop a customization strategy for a niche market for the product of your choice?
- b) A company producing herbal product want to develop CRM strategies to make their product popular on retail counter. You are hereby informed to develop CRM strategies?

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V: WINTER- 2019

SUBJECT: SALES & DISTRIBUTION MANAGEMENT (UE)

Wednesday 20-11-2019

02:00 PM-05:00 PM

W-13884-2019

Max. Marks: 100

N.B.:

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

- Q.1** Define Sales Management. Explain in detail duties and responsibilities of sales manager.
- Q.2** What is meant by Sales territory? Discuss in detail methods of designing sales territory.
- Q.3** Discuss the need, importance and methods of performance appraisal of Sales force.
- Q.4** What is need of Sales control? Discuss in detail Sales control techniques.
- Q.5** Write short notes on **ANY THREE** of the following:
- a) Sales planning process
 - b) Sales Quota
 - c) Sales force motivation
 - d) Direct Marketing

SECTION-II

- Q.6** Design a training programme to improve the Sales force performance of your company. Justify your training plan.
- Q.7** Design distribution mix for following:
- | | |
|---------------|----------------|
| i) Cell phone | iii) LED bulbs |
| ii) Computer | iv) Bath soap |
- Q.8** What is channel conflict? What are the causes of channel conflict? How will you handle following causes of channel conflict?
- a) Shortage of spare parts at two wheeler outlet.
 - b) Unauthorized high price of cold drink at vendor's kiosks.

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BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V: WINTER- 2019

SUBJECT: ELEMENTS OF FINANCIAL SERVICES (UE)

Monday 18-11-2019

02:00 PM-05:00 PM

W-13885-2019

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.
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SECTION - I

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

Explain the organization structure of Indian Financial System.

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

Write detailed note on Forfeiting.

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

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

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

Write detailed note on the concept and significance of Mutual Funds.

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

- a) What is the concept of Credit Rating? Discuss the functions of Credit Rating.
- b) Explain in detail the types of Venture Capitalist.

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

- a) Financial Market
- b) Leasing
- c) Credit Analysis and Research (CARE)
- d) Close ended Mutual Fund
- e) Insurance Regulatory and Development Authority (IRDA)

SECTION - II

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

- a) Write detailed note on the Financial System and Economic Development.
- b) Discuss in detail the concept and advantages of Factoring.

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

- a) Write detailed note on the performance of Mutual Funds schemes in India.
- b) Explain in detail the concept and advantages of Hire Purchase Finance.

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

- a) What do you mean by Bill Discounting? Explain the advantages and limitations of Bill Discounting.
- b) Define Venture capital. State the stages of venture financing with relevant examples.

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-V: WINTER- 2019
SUBJECT: INTRODUCTION TO MANAGEMENT CONTROL SYSTEMS (UE)

Wednesday 20-11-2019
02:00 PM-05:00 PM

W-13886-2019
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)

What is Strategic Planning? Explain the need for Strategic Planning Process.

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

State the concept of 'Management by Objectives' (MBO)? Explain the merits of establishment of MBO in the organization.

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

Explain the concept of Cost Centre and Profit Centre.

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

Write a detailed note on the concept and objectives of Transfer Pricing.

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

- a) Define the term 'Budgetary Control'. Explain the advantages and limitations of Budgetary Control.
- b) Explain the concept and objectives of Cost Audit.

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

- a) Budgetary Control System
- b) Areas of Control
- c) Cash Budget
- d) Administration of Transfer Pricing
- e) Internal Audit

SECTION - II

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

- a) What do you mean by Management Control System (MCS)? Explain the characteristics of Management Control System (MCS).
- b) Explain the concept and advantages of Zero Base Budgeting.

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

- a) What do you understand by the term Responsibility Center? Explain in detail the concept of Revenue Centre and Investment Centre.
- b) Explain in detail transfer pricing methods with suitable examples.

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

a) For production of 10,000 units of an article, following are the budgeted expenses:

Particulars	Cost per unit (Rs.)
Direct Material	240
Direct Labour	220
Variable Overhead	160
Fixed Overheads (100% Fixed)	150
Selling Expenses (10% Fixed)	100
Administrative Expenses (80% Fixed)	120
Distribution Expenses (20% Fixed)	80

Prepare a Flexible Budget for production of 12,000 and 14,000 units.

b) Explain the concept and objectives of Management Audit.

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BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V: WINTER- 2019

SUBJECT: EMPLOYEE RELATIONSHIP MANAGEMENT (UE)

Monday 18-11-2019

02:00 PM-05:00 PM

W-13887-2019

Max. Marks: 100

N.B.

- 1) Q.1 is **COMPULSORY**.
 - 2) Attempt any **FOUR** questions from Q.2 to Q.7.
 - 3) Each questions carries **20** marks
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Q.1 What is meant by Industrial Relations? Elaborate on the role of various parties in Industrial Relations.

Q.2 Describe in detail how one can prevent an accident.

Q.3 What are the major issues involved in shaping the Labour Policy by Government of India?

Q.4 Give an overview of Labour Laws in any one country of your choice.

Q.5 Define Collective Bargaining and discuss its importance in maintaining harmonious Industrial Relations.

Q.6 Discuss in detail the objectives of Workers Participation in Management.

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

- a) Labour Relations Board
- b) Ergonomics
- c) Arbitration

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BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V: WINTER- 2019

SUBJECT: LABOUR LEGISLATION (UE)

Wednesday 20-11-2019

02:00 PM-05:00 PM

W-13888-2019

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 book.
 - 4) Draw a labeled diagram WHEREVER necessary.
-

SECTION - I

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

Explain in brief the concept of 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)

Define the terms Wages and Industrial Establishment under the Payment of Wages Act, 1936.

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

Discuss the need of the Industrial Employment (Standing Orders) Act, 1946 in today's globalized world.

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

What are the special provisions for a public utility concern for averting strike as well as lock-out?

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

- a) Labour Legislation
- b) Rest Room
- c) Deductions from Wages
- d) Retrenchment

SECTION - II

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

Wives of workmen employed in a Leather factory work in place of their husbands for about half an hour every day after 7 P.M. while the latter take meals brought by them. Discuss if there is a violation of any provision of The Factories Act, 1948

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

Discuss the concept of legal and illegal strike with suitable examples.

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

You are working as a manager in the shopping mall. What precautions will you take for the Health and Safety of your employees?
