

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

SUBJECT: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Day: Friday
Date: 16/11/2018

W-2018-1752

Time: 10.00 AM TO 01.00 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 the importance and objective of Strategic Management.

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

Explain the concept of Corporate Governance with suitable examples.

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

How are the Opportunities and Threats identified by the Strategic managers? Discuss in the background of a Model of your choice.

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

Explain how choice of alternative strategy is made. Explain with suitable examples.

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

- a) Vision
- b) Environmental scanning
- c) BCG matrix
- d) Types of Control

SECTION - II

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

Describe any two corporate strategies with examples.

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

Design a organizational structure for strategic implementation for services company.

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

“Market Penetration is very suitable for a company who is a leader”. Discuss this statement with reference to strategic management.

**SUBJECT: ELECTIVE-III : MARKETING COMMUNICATION AND ADVERTISING
(MARKETING MANAGEMENT)**

Day: Monday
Date: 19/11/2018

W-2018-1753

Time: 10.00 AM TO 01.00 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)

Explain the five main elements of the marketing communication mix.

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

Discuss the various sales promotion tools and techniques.

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

Explain the meaning, purpose and function of advertisement.

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

Explain the functions of advertising agency.

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

- a) Explain the Ad theme development process with suitable examples.
- b) Explain the internet advertising with examples

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

- a) Target audience
- b) Advertisement
- c) POP's in advertising
- d) Catalogue advertisement
- e) Types of ad
- f) Paper insertions

SECTION - II

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

- a) Differentiate between 'consumer' and 'business-to-business' marketing communication.
- b) Under what circumstances will you as a marketing manager advice your top management to go ahead with direct marketing, sidelining all other tools of promotion mix.

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

- a) Explain the social implication of advertisement? Explain in the context of Vivo IPL.
- b) Describe the various objectives with which an advertisement should be made? Make your own assumptions.

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

- a) Describe the themes commonly used by copywriters in creating industrial advertisements.
- b) What are the different types of media? List out the advantages and disadvantages.

B.B.A. SEM – VI (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-IV : DIGITAL MARKETING (MARKETING MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1760

Time: 10.00 AM TO 01.00 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)

Elaborate on nature and scope of digital marketing . Describe recent trends of Digital Marketing

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

How will you increase customers by using digital marketing strategies?

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

Describe advertising on social networking. Explain with suitable examples.

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

“Customer behavior influences digital marketing”. Do you agree? Elaborate with suitable examples

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

- a) Benefits of digital marketing for businesses.
- b) Emerging B2B business models
- c) Advantages and disadvantages of social media in digital marketing
- d) Customer Behavior
- e) Digital Marketing tools and techniques
- f) Digital Marketing in FMCG

SECTION - II

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

You are appointed as a marketing manager of a Two wheeler manufacturing automobile company in Pune. How will you use digital marketing to attract customers?

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

Discuss the behavior of Indian customers for online buying. How has it impacted growth of online shopping in India?

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

Assume that you are appointed as a marketing manager of a start up in Hotel and Tourism industry. What digital marketing strategies will you use to attract customers? Make necessary assumptions.

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

Subject: Elective-III: Elements of Corporate Finance (Financial Management)

Day: Monday

W-2018-1754

Time: 10.00 AM TO 01.00 PM

Date: 19/11/2018

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 - 01

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

What is 'Financial Forecasting'? Enumerate the importance of financial forecasting in Financial Planning.

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

Compare and contrast between a Share and a Debenture

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

State and explain the features and significance of Capital Budgeting.

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

Explain the relationship between earnings, cash flows, dividend payout and retained earnings.

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

- a) What is a Statement of Change in Financial Position? How is it different from Balance Sheet?
- b) Discuss the procedure for appointment and removal of auditors of a company.

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

- a) Strategic Decision Making
- b) SIDBI's Schemes of Financing Small Business Units
- c) Significance of Present Value/Discount Factor
- d) Retained Earnings
- e) Financial Statement Analysis
- f) Corporate Governance Practices

SECTION - 02

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

- a) Define Financial Planning. Explain long range financial planning and short range financial planning in detail.
- b) Highlight and describe the various sources of Institutional Finance in India.

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

- a) ABC Limited has under consideration two mutually exclusive proposals for the purchase of a new equipment.

Particulars	Machine R	Machine S
Net cash outlay	1,00,000	75,000
Salvage Value	Nil	Nil
Life (Years)	5	5
Profit Before Depreciation and Tax:	Rs.	Rs.
Year 1	25,000	18,000
Year 2	30,000	20,000
Year 3	35,000	22,000
Year 4	25,000	20,000
Year 5	20,000	16,000

Assuming the tax rate to be 50% and using straight line method of depreciation, suggest the best alternative to the management, using:

- i) Pay back period
 - ii) ARR
 - iii) NPV at 10% Discount Factor
 - iv) PI at 10% Discount Factor
- b) Explain the features and limitations of the three approaches of determining a firm's capital structure: (i) EBIT-EPS Approach (ii) Valuation Approach and (iii) Cash flow Approach

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

- a) From the following Balance Sheet of ABC & Co. Ltd., you are required to prepare a Cash Flow Statement.

Balance Sheet					
Liabilities	2016 Rs.	2017 Rs.	Assets	2016 Rs.	2017 Rs.
Share Capital	90,000	90,000	Fixed Assets	80,000	64,000
General Reserve	60,000	62,000	Investments	10,000	12,000
P & L A/c	11,200	13,600	Stock	48,000	42,000
Sundry Creditors	33,600	26,800	Debtors	42,000	91,000
Provision for Taxation	15,000	2,000	Bank	29,800	39,400
Mortgage Loan	-	54,000			
Total Rs.	2,09,800	2,48,400	Total Rs.	2,09,800	2,48,400

Additional Information:

- i. Investments costing Rs.1,600 were sold during the year 2017 for Rs.1,700.
 - ii. Provision for tax made during the year was Rs.1,800.
 - iii. During the year part of the fixed assets costing Rs.2,000 was sold for Rs.2,400 and the profit was included in profit and loss account.
 - iv. Dividend paid during the year amounted to Rs.800
- b) Describe the distinctive features of Corporate Governance in the Indian Public Sector.

B.B.A. SEM – VI (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-IV : INTERNATIONAL FINANCE AND FINANCIAL RISK
MANAGEMENT (FINANCIAL MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1761

Time: 10.00 AM TO 01.00 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 understand by International Finance? Explain the Nature of International Finance.

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

Write a detailed note on the role of International Bank for Reconstruction and Development (IBRD) in the development of International Monetary Scene.

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

Elaborate the Statutory base for the Foreign Exchange in India.

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

Explain in detail the concept of Post-shipment Credit with suitable examples.

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

- a) Explain in detail the concept of Transactional Risk and Transitional Risk.
- b) Discuss the emerging trends in International Finance with suitable examples.

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

- a) Foreign Exchange Control
- b) International Monetary Fund (IMF)
- c) Features of Foreign Exchange Market
- d) Buyers Credit
- e) Peril

SECTION - II

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

Explain how International finance is different from Domestic Finance; giving suitable examples.

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

“Documentary Credit is important method of International Trade Settlement” Comment with suitable Examples.

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

Explain the concepts of speculation, loss, uncertainty and gambling in detail.

B.B.A. SEM – VI (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-III : TRAINING AND DEVELOPMENT
(HUMAN RESOURCE MANAGEMENT)

Day: Monday
Date: 19/11/2018

W-2018-1755

Time: 10.00 AM TO 01.00 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)

“Training is essential for development of an organization”. Justify the statement.

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

How do we identify the training needs? Explain.

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

Discuss the role of technology in the various training methods?

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

State what precaution should a trainer take while choosing learning material?

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

List out various types of training cost involved and also explain how these cost impact the Return on Investment (ROI).

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

- a) Qualities of good Trainer
- b) Simulators
- c) Tools for Evaluation of training
- d) Budget of Training

SECTION - II

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

Design a training module on “importance of time” for your employees. (Make suitable assumptions). Give a brief plan to executive it.

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

Discuss the advantages and disadvantages of use of E-learning, when used as training tool.

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

Company wants to provide training for 150 employees. As an HR manager what parameters will you use to calculate the cost of training? Discuss. (Make suitable assumptions)

B.B.A. SEM – VI (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-IV : PERFORMANCE APPRAISAL SYSTEMS
(HUMAN RESOURCE MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1762

Time: 10.00 AM TO 01.00 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 in detail Performance Management Process and state its importance.

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

Performance appraisal discriminates employee which leads to conflict. Do you agree or disagree? Explain.

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

State prerequisites for Performance Appraisal criteria with suitable example?

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

Discuss the Traditional methods of Performance Appraisal.

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

Discuss the essentials of evaluation of Performance Appraisal System.

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

- a) Employee Training for Performance Appraisal
- b) Role of Performance Appraisal System
- c) Performance Measurement Criteria
- d) Performance Appraisal System in Banking/ Manufacturing / Service Sectors.

SECTION - II

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

You are HR Manager of IT undertaking having six thousand employees. Prepare a note to MD for uses of performance appraisal for promotion

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

Develop a Performance Management System for IT Company of your choice. Discuss various methods you can adopt.

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

If you are a HR Manager in Automobile Manufacturing Company, What precautions will you take in analyzing performance feedback of Company employees?

B.B.A. SEM – VI (2015 CBCS Course) : WINTER - 2018
SUBJECT : ELECTIVE – III : BASICS OF INTERNATIONAL FINANCE
(INTERNATIONAL BUSINESS MANAGEMENT)

Day : Monday
Date : 19/11/2018

W-2018-1756

Time : 10.00 AM TO 01.00 PM
Max. Marks : 100

N.B.

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

- Q.1** Define ‘International Finance’. Explain its meaning and scope. (15)
- Q.2** What is ‘Globalization’? Explain the impact of globalization on International Finance. (15)
- Q.3** Distinguish between International Finance and Domestic Finance. (15)
- Q.4** Define ‘Balance of Payments’ (B.O.P). Explain Equilibrium, Disequilibrium and Adjustment in B.O.P. (15)
- Q.5** Write short notes on (**Any Three**) (15)
- i) Steps in L/C Mechanism
 - ii) Factoring
 - iii) External Commercial Borrowings
 - iv) Supplier’s credit
 - v) Forfeiting

SECTION - II

- Q.6** What is a ‘Letter of Credit’? Elaborate how Letter of Credit is an important method of Import Finance. (20)
- Q.7** Write a detailed note on Pre-shipment and Post shipment credit for exports. (20)
- Q.8** Elaborate the role of IMF and IBRD in International Finance. (20)

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B.B.A. SEM – VI (2015 CBCS Course) : WINTER - 2018
SUBJECT: ELECTIVE-IV : FUNDAMENTALS OF INTERNATIONAL ECONOMICS
(INTERNATIONAL BUSINESS MANAGEMENT)

Day: Thursday
Date: 22/11/2018

W-2018-1763

Time: 10.00 AM TO 01.00 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)

Discuss the concept of International Economics. Explain the scope and significance of International economics with suitable examples.

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

Highlight the contribution of World Bank in growth of world trade by giving relevant examples.

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

Write a detailed note on Fixed and Flexible Exchange Rate.

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

Explain the Trade Policy for developing nation.

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

- a) Gains from International Trade
- b) Statistical Discrepancy
- c) Assumptions of Absolute Advantage Theory
- d) Objectives of IMF
- e) Discriminatory Trade

SECTION - II

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

What is Balance of Payments (BOP)? Describe the structure of BOP.

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

Explain the concept of mercantilist theory, evaluate its relevance in today's global economy.

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

Explain different types of tariff and non-tariff barriers.
