

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

**Subject: Project Management**

Day: Monday  
Date: 15/04/2019

**S-2019-1980**

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

**SECTION - 01**

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

- a) Define the Planning phase of a Project. Explain the importance of this phase with suitable example.

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

- a) Differentiate between Economic feasibility and financial feasibility.

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

- a) Elaborate the steps in technical analysis of the project for the implementation of Information Technology in the banking sector.

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

- a) What is project schedule? Explain the stages of project schedules

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

- a) What are the three successive processes of software project management?
- b) Explain the economic and technical aspects followed in Project appraisal along with suitable example.

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

- a) Types of Projects
- b) Project evaluation
- c) Importance of Financial Analysis of a Project.
- d) Advantages of Project Scheduling.
- e) Stages in Software Project Management
- f) Location and Site aspects in Project appraisal.

**SECTION - 02**

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

- a) The college has assigned a group Project to the students. The students have to visit 50 entrepreneurs in the city and collect the feedback regarding the impact of demonetization on their business with the help of the questionnaire. Also find the conclusions after collecting the data. Design the steps in this project.
- b) You want to start a Snacks and Coffee centre in the premises of your college. Write a feasibility report for the same and submit it to the authorities of the college to take their permission for the same.

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

- a) Discuss the Social and Economic benefit analysis of having public schools and public libraries in the cities.

b) Draw an Activity Network Diagram for the following and find out the Critical Path

ACTIVITY	DESCRIPTION	DURATION	PREDECESSORS
A	Requirement Analysis	5	--
B	Systems Design	15	A
C	Programming	25	B
D	Telecoms	15	B
E	Hardware Installation	30	B
F	Integration	10	C,D
G	System Testing	10	E,F
H	Training/Support	5	G
I	Go Live	5	H

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

- a) Explain the Software Quality Assurance standards.
- b) You are planning to start a web designing company. You need to convince the investors about your business for procuring the funds. Design a Project report for the investors explaining the details of your Project.

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT : BUSINESS POLICY & STRATEGIC MANAGMENT**

Day : Tuesday  
Date : 30/04/2019

**S-2019-1981**

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

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

- Q.1** Explain the components of strategic management process. [15]
- Q.2** Explain the significance of Corporate Governance with suitable examples. [15]
- Q.3** Describe Michael Porter's Five Forces Model. [15]
- Q.4** Explain BCG matrix with suitable examples. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Goals
  - b) Identification of Distinct Competencies
  - c) Importance of Strategic Management
  - d) Strategic Implementation

**SECTION – II**

- Q.6** Describe the different growth / expansion strategies. [20]
- Q.7** Explain the different types of control used in Strategic Management. [20]
- Q.8** "To achieve competitive advantage in business 'strategic management' is inevitable". Comment. [20]

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

**Subject: Elective-III :Marketing Communication and Advertising (Marketing Management)**

Day: Monday

**S-2019-1982**

Time: 10.00 AM TO 01.00 PM

Date: 22/04/2019

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 - 01**

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

- a) Explain the marketing communication process and its objectives.

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

- a) Explain the publicity and public relations with examples of promotion mix.

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

- a) What are the 5 M's of advertising? Explain.

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

- a) Give in detail the structure of Ad. What are its prerequisites?

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

- a) What is the significance of slogans and headlines to make a mass outreach?
- b) What is media planning? Discuss the various aspects of media planning in detail.

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

- a) Target audience
- b) Direct marketing
- c) Impact of advertisement
- d) Concept testing
- e) Types of ad
- f) Media reach

**SECTION - 02**

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

- a) Integrated marketing communication at times may lead to overwhelming response? Why?
- 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 the promotion mix.

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

- a) "Regional promotions often create problems for markets". Comment and substantiate with examples
- b) Describe the profile of any one of the advertising agency with the examples of their ad campaigns.

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

- a) How you will make a decision that what type of advertisement is to be done? Give suitable example in support of your answer.
- b) How media combinations are made? Discuss the various types of media combinations with their relevance. How will you make a media combination for a toothpaste product of a newly established company with a new brand?

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**Subject: Elective-III: Elements of Corporate Finance (Financial Management)**

Day: Monday  
Date: 22/04/2019

**S-2019-1983**

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

**SECTION - 01**

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

- a) What is Short Range Financial Planning? Outline the techniques used for Short Range Financial Planning.

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

- a) Explain the benefits and drawbacks of raising finance through Public Deposits.

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

- a) Write a detailed note on institutional finance available to the industrial sector in India.

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

- a) Elucidate the factors affecting dividend decisions and dividend policies of a company.

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

- a) What is a 'Cash Flow Statement'? Discuss the procedure of a preparing a cash flow statement with suitable examples.
- b) Describe the distinctive features of corporate governance in the Indian Private sector.

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

- a) Pro forma Balance Sheet
- b) Types of Debentures
- c) Problems and Difficulties of Capital Budgeting
- d) Earnings Per Share
- e) Annual Report
- f) Share Holders Pre-emptive Rights

**SECTION - 02**

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

- a) Write a detailed note on the Contents and Disclosures of Annual Report of a Company.
- b) State and explain the meaning, features and types of Preference Shares.

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:

- Pay back period
  - ARR
  - NPV at 10% Discount Factor
  - 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 William & Co.Ltd., you are required to prepare a Schedule of Changes in Working Capital and Statement of Sources and Application of Funds.

Balance Sheet

Liabilities	2016 Rs.	2017 Rs.	Assets	2016 Rs.	2017 Rs.
Capital	80,000	85,000	Cash in hand	4,000	9,000
P & L A/c	14,500	24,500	Sundry Debtors	16,500	19,500
Sundry Creditors	9,000	5,000	Stock	9,000	7,000
Long-Term Loans	-	5,000	Machinery	24,000	34,000
			Building	50,000	50,000
<b>Total Rs.</b>	<b>1,03,500</b>	<b>1,19,500</b>	<b>Total Rs.</b>	<b>1,03,500</b>	<b>1,19,500</b>

- b) Describe the distinctive features of corporate governance in the Indian Public sector.

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE – III 3) TRAINING & DEVELOPMENT**  
**(Human Resource Management)**

Day: Monday  
Date: 22/04/2019

**S-2019-1984**

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) Answers to both the sections should be written in **SAME** answer book.

**SECTION –I**

- Q.1** Define training and explain its importance in employee development process. **(15)**
- Q.2** Elaborate the process of training with suitable examples. **(15)**
- Q.3** Discuss any two off-the job training methods with its advantages and disadvantages. **(15)**
- Q.4** Explain the Kirkpatrick model of training evaluation. **(15)**
- Q.5** Write short notes on **ANY THREE** of the following: **(15)**
- a) Objectives of training
  - b) Training material
  - c) Role of training facilities in training
  - d) Training Evaluation

**SECTION-II**

- Q.6** Prepare a training schedule for developing managerial skills of production engineers for 3 days (make suitable assumptions). **(20)**
- Q.7** Prepare a budget for 5 days training program which your department wants to organize for developing leaders in organization. **(20)**
- Q.8** “Training Designs plays important role in success of training”. Justify the statement. **(20)**

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE-III (4) BASICS OF INTERNATIONAL FINANCE**  
**(International Business Management)**

Day : Monday  
Date : 22/04/2019

**S-2019-1985**

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

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**N.B.:**

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
  - 2) Both the sections should be written in **SAME** answer books.
  - 3) Figures to the **RIGHT** indicate full marks.
  - 4) Draw neat labeled diagrams **WHEREVER** necessary.
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**SECTION-I**

- Q.1** Define the term Globalization. Elucidate the impact of globalization on international finance. (15)
- Q.2** What is 'Balance of Payment'? Explain the terms equilibrium, disequilibrium and adjustment in Balance of Payments. (15)
- Q.3** Distinguish between buyers' credit and suppliers' credit. (15)
- Q.4** Explain the meaning and importance of factoring and forfeiting services in International Trade finance. (15)
- Q.5** Write short notes (**ANY THREE**) (15)
- a) Foreign Direct Investment
  - b) IBRD
  - c) FII flows
  - d) Components of Balance of Payment
  - e) Letter of Credit

**SECTION-II**

- Q.6** Explain how external commercial borrowing is an important source of international finance. (20)
- Q.7** Elucidate the role of IMF and IBRD in international finance. (20)
- Q.8** Explain the meaning and scope of International Finance. What is the difference between International Finance and Domestic Finance? (20)

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT : DIGITAL MARKETING**

Day : Wednesday  
Date : 24/04/2019

**S-2019-1989**

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) Answers to both the sections should be written in *SAME* answer book.

**SECTION – I**

- Q.1** Describe recent trends in digital marketing. (15)
- Q.2** How will you increase customers by using digital marketing strategies? (15)
- Q.3** Give a brief note on advantages and disadvantages of social media in the current digital world. (15)
- Q.4** Explain how customer expectations and perceptions are changing with the advent of digital marketing. (15)
- Q.5** Write short note on any **THREE** of the following: (15)
- a) Digital marketing through CRM
  - b) Digital marketing in FMCG
  - c) Internet branding
  - d) Emerging B2B models

**SECTION – II**

- Q.6** ‘Digital marketing is a buzz word in the present business scenario’. Elaborate the statement. (20)
- Q.7** You are appointed as a marketing manager of a FMCG company in your city. What digital marketing strategies will you opt to attract customers. State your assumptions if any. (20)
- Q.8** How does social media help in marketing of product and services? Explain with suitable examples. (20)

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE-IV (2) INTERNATIONAL FINANCE AND FINANCIAL RISK**  
**MANAGEMENT (Financial Management)**

Day : Wednesday  
Date : 24/04/2019

**S-2019-1990**

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

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**N.B.:**

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
  - 2) Both the sections should be written in **SAME** answer books.
  - 3) Figures to the **RIGHT** indicate full marks.
  - 4) Draw neat labeled diagrams **WHEREVER** necessary.
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**SECTION-I**

- Q.1** What is 'International Finance'? Discuss the emerging trends in international finance in detail. **(15)**
- Q.2** Define 'Foreign Exchange Market.' Explain the distinct features of a foreign exchange market. **(15)**
- Q.3** Explain the factoring and forfeiting services in detail. **(15)**
- Q.4** Describe the process of international trade settlement with reference to 'Documentary Credit.' **(15)**
- Q.5** Write short notes on ANY THREE: **(15)**
- a) Peril
  - b) ECB Buyers and Suppliers credit
  - c) Financial Risk Management
  - d) Exchange control
  - e) Speculation

**SECTION-II**

- Q.6** What is Risk Management? Explain business, financial, transactional and transitional risks. **(20)**
- Q.7** Compare and contrast between domestic finance and international finance. **(20)**
- Q.8** Write a detailed note on the role of IMF and IBRD in development of International Monetary scene. **(20)**

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT : ELECTIVE – IV : 3) PERFORMANCE APPRAISAL SYSTEMS**  
**(HUMAN RESOURCE MANAGEMENT)**

Day : Wednesday  
Date : 24/04/2019

**S-2019-1991**

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) Answers to both the sections should be written in *SAME* answer book.

**SECTION – I**

- Q.1** What do you mean by performance appraisal? Explain with help of example. **(15)**
- Q.2** What are the conditions required for successful implementation of performance appraisal system? **(15)**
- Q.3** Explain in detail the process of performance appraisal. **(15)**
- Q.4** What are the drawback in essay appraisal method? **(15)**
- Q.5** Write short note on any **THREE** of the following: **(15)**
- a) Traditional methods of performance appraisal
  - b) Tools for performance measurement
  - c) Uses of performance appraisal
  - d) Feedback mechanism

**SECTION – II**

- Q.6** Design a performance appraisal system for newly started manufacturing unit. Considering linkages, with other HR process. **(20)**
- Q.7** How will you implement 360 degree performance appraisal method for sales manager? **(20)**
- Q.8** As a HR Executive of leading Information Technology Firm, what steps you will follow for development of performance appraisal process. **(20)**

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**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT : ELECTIVE – IV : 4) FUNDAMENTALS OF INTERNATIONAL**  
**ECONOMICS (INTERNATIONAL BUSINESS MANAGEMENT)**

Day : Wednesday  
Date : 24/04/2019

**S-2019-1992**

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) Answers to both the sections should be written in *SAME* answer book.

**SECTION – I**

- Q.1** Explain the meaning and significance of International Economics. (15)
- Q.2** Discuss about the Equilibrium and disequilibrium position in Balance of Payment (BOP). (15)
- Q.3** Describe the Heckscher–Ohlin Theory of International Trade. (15)
- Q.4** Write a detailed note on World Bank. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Gains from International Trade
  - b) Fixed Vs Flexible Exchange Rate
  - c) Tariff Barriers
  - d) Absolute Cost Theory

**SECTION – II**

- Q.6** Define the concept of Balance of Payment and briefly explain its structure. (20)
- Q.7** Explain the formation of Regional Blocs. (20)
- Q.8** Discuss the role of International Monetary Fund (IMF) in International Business. (20)

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