

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

**Sem-VI: WINTER- 2019**

**SUBJECT: PROJECT MANAGEMENT (UE )**

Wednesday 13-11-2019

10:00 AM-01:00 PM

W-13900-2019

Max. Marks: 60

**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 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)

Explain any two Numeric criteria for selection of Projects stating the suitable examples.

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

Define Project Formulation and write the steps in Project Formulation.

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

Write the difference between forward pass and backward pass.

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

- a) What are the types of designs in software project?
- b) List the contents of a Project report. Illustrate a suitable example.

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

- a) Explain two examples of Industrial Projects
- b) Importance of Project Identification
- c) Project evaluation criteria.
- d) Explain the steps in CPM(Critical Path Method)
- e) Team structure in Software Projects
- f) Organizational Aspects in Project appraisal

**SECTION - II**

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 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) The state government is planning to set up an Industrial area in your city. Discuss the Economic and Technical analysis of this project.
- b) Compare and contrast the project evaluation and review technique (PERT) with the critical path method (CPM)

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

- a) Write the SEI CMM level for software projects in detail.
- b) List and elaborate the technical and organizational aspects for Project appraisal to start an Agro-based industry. Illustrate a suitable example for the same.

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

**B.B.A. Sem-VI: WINTER- 2019**

**SUBJECT: BUSINESS POLICY & STRATEGIC MANAGEMENT (UE )**

Friday 15-11-2019  
10:00 AM-01:00 PM

W-13901-2019  
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) Figures to the **RIGHT** indicate **FULL** marks.
  - 3) Answers to both the sections should be written in **SAME** answer book.
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**SECTION – I**

- Q.1** Describe various components of Strategic Management Process. (15)
- Q.2** Explain Vision, Mission and Objectives with appropriate examples. (15)
- Q.3** Explain Porter's Five Forces Model with suitable examples. (15)
- Q.4** Explain in detail BCG Matrix with relevant examples. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- i) Importance of Strategy
  - ii) SWOT Analysis
  - iii) Corporate Philosophy
  - iv) Business Level Strategy

**SECTION - II**

- Q.6** Describe in detail Stability Strategy with suitable examples. (20)
- Q.7** Discuss various Types of Control citing examples. (20)
- Q.8** 'Survival of any organisation depends on appropriate selection of strategy'. (20)  
Comment.

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Monday 18-11-2019

10:00 AM-01:00 PM

W-13902-2019

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.

**SECTION - I**

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

Explain the marketing communication process and its objectives.

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

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

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

Discuss the DAGMAR approach in advertising.

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

How is the size of advertising budget prepared? Explain

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

- a) Discuss the principles of good layout of an advertisement copy.
- b) What factors should be taken into account while selecting a suitable media of advertisement?  
Explain in brief the main available media of advertisement.

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

- |                            |                            |
|----------------------------|----------------------------|
| a) Audience fragmentation  | b) Sales promotion tools   |
| c) Impact of advertisement | d) 'Client' in advertising |
| e) Copy-test reliability   | f) Media Mix               |

**SECTION - II**

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

A new marketing communications manager has been appointed to market a treadmill that is designed to exercise overweight dogs. The 'Fit Best Friend' dog exercise machine is aimed at dog owners who are too idle or too busy to give their dog a decent walk. It is also thought likely to appeal to veterinary surgeons, who might use the treadmill in treatment courses for obese dogs.

- i) Describe the challenges facing the newly appointed marketing manager in developing suitable marketing communication programmes for the suggested markets for the 'Fit Best Friend' treadmill
- ii) What promotional tools do you suggest be used to reach the stated target markets?

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

- a) Explain advertising as a mass communication? What is its role in promoting education of girl child?
- b) Analyse in detail how the Government of India managed citizen engagement through media (both online and offline) for positioning the recent demonetization.

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

- a) Entertainment is both the blessing and the curse of a copywriter. Is it conceivable that ads that merely entertain could actually prove valuable in stimulating sales? If so? How?
- b) Which media are best for demonstration type ads? Give suitable examples

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

**B.B.A. Sem-VI: WINTER- 2019**

**SUBJECT: DIGITAL MARKETING (UE )**

Wednesday 20-11-2019

10:00 AM-01:00 PM

W-13903-2019

Max. Marks: 100

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**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)

How would you define digital marketing? Explain its nature and scope.

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

Why is digital marketing preferred over offline marketing in the present business scenario?

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

Describe how would you advertise on social networking sites.

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

How will you improve trust of the customers using digital business? Explain with suitable examples.

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

- a) Advantages of digital marketing for marketers
- b) Emerging B2B business models
- c) Digital Marketing tools & techniques
- d) Internet Branding
- e) Digital marketing through CRM
- f) Digital Marketing in FMCG sector

**SECTION - II**

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

You are appointed as a marketing manager of a Five Star Hotel in your city. What digital marketing strategies will you opt 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 "Patanjali", a well-known FMCG company. What digital marketing strategies will you use to increase your sales?

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**BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)**  
**B.B.A. Sem-VI: WINTER- 2019**  
**SUBJECT: ELEMENTS OF CORPORATE FINANCE (UE )**

Monday 18-11-2019  
10:00 AM-01:00 PM

W-13904-2019  
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** answerbook.

**SECTION - I**

- Q.1** Explain in detail ‘Long Range Planning’ and ‘Short Range Planning’. (15)
- Q.2** Elaborate the concept of ‘Venture Capital’. (15)
- Q.3** Explain in detail ‘Shareholders Rights’. (15)
- Q.4** What is the importance of ‘Capital Structure’? Explain with suitable examples. (15)
- Q.5** Write short notes on **ANY THREE** of the following. (15)
- i) Strategic Financial Planning
  - ii) Public Deposits
  - iii) Dividend Policies
  - iv) Balance Sheet

**SECTION - II**

- Q.6** Explain the concept of ‘Dividend’ and ‘Retained Earnings’. (20)
- Q.7** Explain the concepts of ‘Funds Flow Analysis’ and ‘Cash Flow Analysis’. (20)
- Q.8** Calculate PBP (Pay Back Period) of the following projects. (20)

Particulars	Project 1 (Rs.)	Project 2 (Rs.)	Project 3 (Rs.)
Initial Outlay	6,00,000/-	8,00,000/-	10,00,000/-
Cashflow			
Year 1	1,50,000/-	1,50,000/-	2,50,000/-
Year 2	1,50,000/-	1,75,000/-	3,00,000/-
Year 3	1,50,000/-	2,00,000/-	3,50,000/-
Year 4	1,50,000/-	2,75,000/-	1,00,000/-
Year 5	1,00,000/-	1,60,000/-	90,000/-
Year 6	1,00,000/-	1,40,000/-	75,000/-
Year 7	1,00,000/-	Nil	50,000/-

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**BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)**  
**B.B.A. Sem-VI: WINTER- 2019**  
**SUBJECT: INTERNATIONAL FINANCE & FINANCIAL RISK MANAGEMENT**  
**(UE )**

Wednesday 20-11-2019  
10:00 AM-01:00 PM

W-13905-2019  
Max. Marks: 100

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**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)

Explain the difference between Domestic Finance and International Finance with suitable examples.

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

Explain in detail 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)

Write detailed note on the Exchange control with suitable examples.

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

Elaborate the concept of Factoring with suitable examples.

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

- a) Explain the difference between Business Risk and Financial Risk with suitable examples.
- b) Discuss the International Finance functions performed by a firm engaged in International Business.

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

- a) Cross Border Trade
- b) International Monetary Fund (IMF)
- c) Business transacted by authorized dealers
- d) Forfeiting
- e) Gambling

**SECTION - II**

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

What do you understand by International Finance? Explain the scope and importance of International Finance.

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

Explain in detail the concept of Pre- Shipment Credit and Post -Shipment Credit.

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

Write a detailed note on the Environment of Risk Management for Individual and the Business.

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

**B.B.A. Sem-VI: WINTER- 2019**

**SUBJECT: TRAINING & DEVELOPMENT (UE )**

Monday 18-11-2019  
10:00 AM-01:00 PM

W-13906-2019  
Max. Marks: 100

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**N.b.**

- 1) Attempt **ANY FOUR** questions from Sec. I and **ANY TWO** questions from Sec. II.
  - 2) Figures to the **RIGHT** indicate **FULL** marks.
  - 3) Both the sections should be written in **SAME** answer book.
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**SECTION – I**

- Q.1** Define Training. Outline the importance and scope of training with suitable examples. (15)
- Q.2** Why is training needs analysis conducted? Explain the process in detail. (15)
- Q.3** What do you mean by off-the-job training? How to use off-the-job training methods effectively. (15)
- Q.4** What are the approaches of training evaluation? Explain with examples. (15)
- Q.5** Write short notes on **ANY THREE** : (15)
- a) Training venue
  - b) Objectives of training
  - c) Advantages of Training
  - d) Tools of evaluation

**SECTION – II**

- Q.6** Design a 5 days training programme for administrative staff of your company, on computer operations. (20)
- Q.7** How will you plan for evaluation of training program that you have conducted for shop-floor employees (make suitable assumptions). (20)
- Q.8** 'Training produces improved efficiency and financial results' – Justify. (20)

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

**B.B.A. Sem-VI: WINTER- 2019**

**SUBJECT: PERFORMANCE APPRAISAL SYSTEMS (UE )**

Wednesday 20-11-2019

W-13907-2019

10:00 AM-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) 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)

Explain in detail scope and importance of Performance Appraisal System in today's business context.

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

How Performance Management different from Performance Appraisal?

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

What obstacles arise in Performance Appraisal? Discuss the essentials of effective Appraisal?

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

Discuss the modern methods of Performance Appraisal.

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

Explain the precautions to be taken by management representative while giving feedback of their subordinates.

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

- a) Overview of Performance Appraisal Process
- b) Performance Dimensions and Indicators
- c) Employee Training
- d) Performance Measurement Criteria

**SECTION -II**

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

As a Transport company owner, Develop plan to take an overview of the process of Performance Appraisal of your company which operating in four state of India.

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

"Performance Appraisal serves as a basis for career planning for the employees". Comment with suitable example.

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

As a new HR Manager of a Small Scale Manufacturing unit. How will you evaluate the effectiveness of the present Performance Appraisal System?

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