

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 8/12/2023

W-18801-2023

Max. Marks : 60

N.B.:

1. Attempt **Any Three** questions from Section-I and Attempt **Any Two** questions from Section-II
2. Answers to both sections should be written in the **SAME** answer book.
3. Figures to the right indicates FULL marks.

Section - I

- Q1. What is Business Analytics? Explain various areas where BA is applied. 10
- Q2. Explain Real time Business Intelligence Automated Decision support system with suitable example 10
- Q3. What is Data Mining? What are different applications of data mining 10
- Q.4. What are different types of data also explain Sources of Data for the organization 10
- Q.5. Discuss different techniques used for cleaning data. 10
- Q.6. Write Short Notes On (Any two) 10
1. Geographical Information System
 2. Web Mining
 3. XL Miner
 4. Reports and queries

Section - II

- Q.7. Elaborate how Business Analytics is used in the field of Market share estimation and Sensitivity Analysis with suitable example 15
- Q.8. Explain OLAP and its role in business analytics. 15
- Q. 9. How do analytics help retailers improve their sales performance goals? 15

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER : 2023

SUBJECT : MANAGEMENT OF SERVICES

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 1/12/2023

W-18840-2023

Max. Marks : 60

N.B :

- 1) Attempt **Any THREE** questions from **Section – I** and **Any TWO** questions from **Section - II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SAME** answer book.

SECTION - I

- Q.1** What is the meaning of services? Explain the difference between goods and services. **(10)**
- Q.2** Discuss the concept of service product and explain the 'Service life cycle'. **(10)**
- Q.3** Explain the various determinants of demand of services. **(10)**
- Q.4** What is promotion and communication of services in promotion mix? **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Role of IT in improving service quality
 - b) Channels of services
 - c) Strategies for managing demand of services

SECTION - II

- Q.6** Explain in detail the 7 Ps in service marketing. **(15)**
- Q.7** Discuss in detail the meaning of service quality and importance of service quality. **(15)**
- Q.8** Prepare a plan for Human Resource Management in banking services. **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : WINTER : 2023

SUBJECT : CONSUMER BEHAVIOR

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 6/12/2023

W-18841-2023

Max. Marks : 60

N. B.:

- 1) Attempt **ANY THREE** questions from Section – **I** and attempt **ANY TWO** questions from Section – **II**.
- 2) Answer to both section should be written in the **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is the difference between customer and a consumer? Who is more important from the marketer's point of view? Justify. **[10]**
- Q.2** Define personality. What role does personality play in the decision making process? **[10]**
- Q.3** How does culture, sub-culture and social class determine the success or failure of a product or service? **[10]**
- Q.4** Differentiate between industrial buying and personal buying behavior. Explain the advantages and disadvantages of both. **[10]**
- Q.5** Explain the steps involved in post purchase behavior? How do retailers attend to the interests of retail consumer? **[10]**
- Q.6** Write short notes on **ANY THREE** of the following: **[10]**
- a) Customer Delight
 - b) Types of Buying Motive
 - c) Characteristics of Memory System

SECTION – II

- Q.7** You are the brand manager of a new line of low price, average feature smartphones. Describe how an understanding of consumer behavior will help you in your segmentation strategy and promotion strategy. What are the consumer behavior variables that are crucial to your understanding of this market? **[15]**
- Q.8** Which of the stages of the family life cycle would constitute the most lucrative segment(s) for the following products and services? **[15]**
- i) Seven Star Residential Complex
 - ii) Higher Education in Europe
- Q.9** Throw light on the process of diffusion of innovation with reference to recent trends in online education. **[15]**

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V :

SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 8/12/2023

W-18842-2023

Max. Marks : 60

N.B.

1. Attempt **ANY THREE** 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** Write an illustrative note on Sales Organisation. (10)
- Q.2** What are the different sales control techniques used by the companies? Elaborate on sales analysis as a controlling technique. (10)
- Q.3** Explain the role and functions of retailers and wholesalers in the current business scenario. (10)
- Q.4** What is meant by personal selling? Describe the steps involved in its process. (10)
- Q.5** Write short notes on **ANY TWO** of the following : (10)
- a) Objectives of Sales Management
 - b) Sales territory
 - c) Channel conflicts
 - d) Recent trends in distribution

SECTION – II

- Q.6** Assume that, you are appointed as Sales Manager of a company that deals in power banks used for mobile phones. The company wants to increase its presence in the far flung areas of our country. Considering this, you are required to suggest a suitable distribution mix for the said company. (15)
- Q.7** As In-charge Sales Operations of a FMCG company, you have observed that the revenue is decreasing since last couple of quarters. The top management has asked you to prepare a comprehensive plan covering suitable sales training inputs for the sales persons and the motivation of sales force. (15)
- Q.8** As a Sales Manager of a leading telecom service provider, which parameters you will consider for the evaluation of sales persons' performances. (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2023
SUBJECT : ELEMENTS OF FINANCIAL SERVICES

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 6/12/2023

W-18843-2023

Max. Marks : 60

N.B.:

- 1) Attempt **ANY THREE** 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** "Financial system plays a vital role in Economic Development of a country" (10)
Justify the statement by highlighting the significance of Financial System.
- Q.2** What is Leasing? Explain the Advantages and Disadvantages of Leasing. (10)
- Q.3** Explain the concept of 'Insurance' and elaborate the types of Insurance in detail. (10)
- Q.4** Elaborate the various functions provided by Investment Bankers. (10)
- Q.5** Write Short Notes (Any Two) (10)
- a) Bills Discounting
 - b) Advantages of Mutual fund
 - c) Hire Purchase

SECTION -II

- Q.6** Elaborate the concept of Credit Rating and describe in detail the various functions performed by Credit Rating Agencies in India. (15)
- Q.7** Describe various Types of Mutual Fund by highlighting Importance of each of the Funds. (15)
- Q.8** Discuss the concept of Venture Capital and elaborate in detail the various factors affecting Venture Capital Financing. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :
SUBJECT : INTRODUCTION TO MANAGEMENT CONTROL SYSTEMS

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 8/12/2023

W-18844-2023

Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – I and attempt any **TWO** questions from Section – II.
- 2) Answers to both sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Discuss the merits of establishment of Management by Objectives (MBO) in organization. (10)
- Q.2** Elaborate the concept of Cost Center and Revenue Center. (10)
- Q.3** Explain the concept and importance of Standard Costing with suitable example. (10)
- Q.4** What do you mean by Transfer Pricing.? Explain any two transfer Pricing methods with examples. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Labour Variance Analysis
 - b) Budgetary Control
 - c) Zero Base Budgeting
 - d) Areas of Control

SECTION - II

- Q.6** What do you mean by Management Control? Discuss the process of Control with appropriate examples. (15)
- Q.7** What do you mean by Internal Audit? Distinguish between Management Audit and Cost Audit with relevant examples. (15)
- Q.8** Giya company wishes to arrange for overdraft facilities with its bankers during the period April to June 2022. You are required to prepare Cash Budget for the above period. Indicating the extent of bank overdraft required, if any for each month. (15)

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Overheads (Rs)
February	7,00,000	2,80,000	60,000	75,000
March	8,00,000	4,00,000	50,000	1,80,000
April	9,00,000	6,80,000	70,000	1,95,000
May	10,00,000	6,50,000	1,10,000	2,00,000
June	13,00,000	11,00,000	1,15,000	2,40,000

Additional information:

- 1) Expected cash balance as on 1st April, 2022 is Rs. 75,000.
- 2) Credit allowed to Debtors is 1 month and by creditors 2 months.
- 3) Wages and overheads are paid in the first week of the subsequent month.
- 4) All sales and purchases are on credit basis.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2023
SUBJECT : PERFORMANCE & COMPENSATION MANAGEMENT

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 6/12/2023

W-18845-2023

Max. Marks : 60

N.B:

- 1) Attempt any **THREE** questions from Section – **I**. Each question carries **10** marks.
- 2) Attempt any **TWO** questions from Section – **II**. Each question carries **15** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1** Discuss the need of Performance Management in Organizations. (10)
- Q.2** Describe any two modern methods of Performance Appraisal with their advantages and disadvantages. (10)
- Q.3** Write a detailed note explaining financial and non-financial compensation. (10)
- Q.4** Explain the concept of Performance based pay systems. (10)
- Q.5** Discuss the various Legal constraints on Pay systems. (10)
- Q.6** Write Short Notes on **ANY TWO** of the following: (10)
- a) e-PMS
 - b) ESOP
 - c) Perquisites

SECTION – II

- Q.7** What are the various issues and challenges in Performance Appraisal? Suggest measures to overcome these challenges. (15)
- Q.8** 'Compensation Management is an effective tool for employee retention.' Comment on this statement with suitable examples. (15)
- Q.9** What are the various factors to be considered while developing effective incentive plans? Discuss any two incentive plans in detail. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V :

SUBJECT : TRAINING & DEVELOPMENT

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 8/12/2023

W-18846-2023

Max. Marks : 60

N. B. :

- 1) Attempt **ANY THREE** questions from Section – **I** and attempt **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 concepts of education, knowledge, skills, training and development with suitable examples. **(10)**
- Q. 2** What is Training Needs Analysis? At what levels is it carried out? **(10)**
- Q. 3** Describe expectancy theory of learning. **(10)**
- Q. 4** Discuss apprenticeship, internship and lecture methods of employee training. **(10)**
- Q. 5** What preparations are required for employee training? **(10)**
- Q. 6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Benefits of group discussion
 - b) Use of vestibule training
 - c) Training evaluation

SECTION – II

- Q. 7** Design a training calendar for the batch of employees working in marketing unit that is planning for digitization. **(15)**
- Q. 8** Draft a questionnaire for training evaluation considering Kirkpatrick evaluation criteria. **(15)**
- Q. 9** Which methods of employee training do you recommend for middle level managers? Why? **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2023
SUBJECT : INTERNATIONAL MARKETING

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 6/12/2023

W-18847-2023

Max. Marks : 60

N.B.

- 1) Attempt any **FOUR** questions from section - I and any **TWO** questions from section -II
- 2) Answer to both the section should be written in the **SAME** answer book
- 3) Figures to the right indicate FULL marks

SECTION-I

- Q. 1** Differentiate between domestic and international marketing. **(10)**
- Q. 2** How does government's trade policy affect the business of an international firm? Explain with the help of suitable examples. **(10)**
- Q. 3** Explain integrated marketing communication strategy for global markets. **(10)**
- Q. 4** Write short notes: any **TWO** **(10)**
- a) Emerging markets
 - b) Marketing research for international marketing
 - c) Branding in the international markets
- Q. 5** Discuss various foreign market entry strategies citing suitable examples. **(10)**

SECTION-II

- Q. 6** As International Marketing Manager to pharmaceutical company you are expected to give presentation before top management on how to enter International Market. Suggest alternate mode of entering International Market with its merits and demerits. **(10)**
- Q. 7** Critically evaluate current International Market environment around the world and assess its impact on International Business of any company of your choice. **(10)**
- Q. 8** A leading FMCG manufacturer in India plans to expand its business in International market. As consultant to the company suggest plan of action about, whether to go abroad? Which market to enter? How to enter international market? What organizational arrangement would be suitable? **(10)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :
SUBJECT : EXPORT IMPORT PROCEDURE & DOCUMENTATION

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 08-12-2023

W-18848-2023

Max. Marks : 60

N.B. :

- 1) Attempt **ANY THREE** questions from **Section – I** and **ANY TWO** questions from **Section – II**.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the Current Foreign Trade Policy of India. (10)
- Q.2** What do you mean by Export Import Contract? Explain its elements. (10)
- Q.3** Define International Trade. Discuss the importance of International Trade. (10)
- Q.4** What is Pre-shipment Inspection? Explain it in detail. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Objectives of International Trade and Logistics
 - b) CIF Contract
 - c) Marine Insurance

SECTION – II

- Q.6** Describe the procedure to obtain Import-Export Code Number (I.E.C. Number) (15)
- Q.7** Explain any three Principal Documents required for Export. (15)
- Q.8** Describe the different methods of Quality Control and Pre-shipment Inspection. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :
SUBJECT : EXPORT IMPORT PROCEDURE & DOCUMENTATION

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 08-12-2023

W-18848-2023

Max. Marks : 60

N.B. :

- 1) Attempt **ANY THREE** questions from **Section – I** and **ANY TWO** questions from **Section – II**.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the Current Foreign Trade Policy of India. (10)
- Q.2** What do you mean by Export Import Contract? Explain its elements. (10)
- Q.3** Define International Trade. Discuss the importance of International Trade. (10)
- Q.4** What is Pre-shipment Inspection? Explain it in detail. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Objectives of International Trade and Logistics
 - b) CIF Contract
 - c) Marine Insurance

SECTION – II

- Q.6** Describe the procedure to obtain Import-Export Code Number (I.E.C. Number) (15)
- Q.7** Explain any three Principal Documents required for Export. (15)
- Q.8** Describe the different methods of Quality Control and Pre-shipment Inspection. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2023
SUBJECT : INTRODUCTION TO OPERATIONS RESEARCH

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 04-12-2023

W-18857-2023

Max. Marks : 60

N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Assume suitable data and draw sketches **WHEREVER** necessary.
- 4) Use of non-programmable **CALCULATOR** is allowed.

SECTION-I

Q.1 Define Operations Research. Describe in brief the scope of operations research in modern business management. **(10)**

Q.2 Solve the following LPP by using Graphical Method **(10)**
$$\text{Minimize } Z = 3x_1 + 2x_2$$

$$\begin{aligned} \text{Subject to: } & 5x_1 + x_2 \geq 10 \\ & x_1 + x_2 \geq 6 \\ & x_1 + 4x_2 \geq 12 \\ & x_1, x_2 \geq 0 \end{aligned}$$

Q.3 Five men are available to do five different jobs. From past records the time (in hours) that each man takes to do each job is known and given in the following table **(10)**

Jobs					
Men	I	II	III	IV	V
A	2	9	2	7	1
B	6	8	7	6	1
C	4	6	5	3	1
D	4	2	7	3	1
E	5	3	9	5	1

Find the assignment of men to jobs that will minimize the total time taken.

Q.4 Find I.B.F.S. for the following T.P. by using **(10)**

- a) North-West Corner Rule (NWCR)
- b) Least-Cost Method (LCM)

Source	Destination				Supply
	D ₁	D ₂	D ₃	D ₄	
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.5 Write short notes on **ANY TWO** of the following. **(10)**

- a) Development of Operations Research
- b) Unbalanced Transportation Problem
- c) PERT and CPM techniques

P.T.O.

SECTION-II

Q.6 Explain the following:

- a) Hungarian Method. (07)
- b) Applications of LPP. (08)

Q.7 A steel company has three open hearth furnaces and five rolling mills. (15)
Transportation costs (rupees per quintals) for shipping steel from furnaces to rolling mills are shown in the following table.

Rolling Mills	Hearth Furnaces					Supply
	H ₁	H ₂	H ₃	H ₄	H ₅	
R ₁	4	2	3	2	6	8
R ₂	5	4	5	2	1	12
R ₃	6	5	4	7	7	14
Demand	4	4	6	8	8	

What is the optimal shipping schedule?

Q.8 For the following project schedule (15)

Activity	(1-2)	(2-3)	(2-4)	(2-5)	(3-5)	(4-5)	(5-6)	(6-7)	(6-8)	(7-8)
Duration	3	3	7	9	5	10	6	4	13	10

- a) Draw Network Diagram.
- b) Find earliest and latest time for each activity.
- c) Determine duration of project.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2023
SUBJECT : BUSINESS ANALYTICS & APPLICATIONS

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 6/12/2023

W-26923-2023

Max. Marks : 60

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **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 Business Analytics. Explain applications of Business Analytics in various fields. (10)
- Q. 2** What is predictive Modelling? Explain predictive Modelling Techniques in detail. (10)
- Q. 3** What is Data Visualization? Discuss various techniques used for data visualization. (10)
- Q. 4** Explain: (10)
- a) Online Analytical Processing
 - b) Data Warehousing
- Q. 5** Explain the Correlation and Regression analysis with suitable examples. (10)
- Q. 6** Write short notes on **ANY TWO** of the following: (10)
- a) BI tools for Decision Support and Reporting
 - b) Supply Chain Analytics
 - c) Geographical Information Systems

SECTION – II

- Q. 7** Explain Financial Analytics and Fraud detection in detail. (10)
- Q. 8** What is Data Collection? Explain Data collection techniques with suitable example. (10)
- Q. 9** Explain: (10)
- a) Optimization and Prescriptive Analytics
 - b) Automated Decision Support System

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :
SUBJECT : STATISTICS FOR BUSINESS DECISIONS & ANALYTICS

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 08-12-2023

W-26926-2023

Max. Marks : 60

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Use of non-programmable calculator is **ALLOWED**.
- 4) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

Q. 1 What is Statistics? Discuss its role in business decision making. (10)

Q. 2 Calculate Q_1 and Q_3 for the following data: (10)

Class size	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	5	10	14	21	18	10	4

Q. 3 What is Sampling? Explain different sampling techniques in detail. (10)

Q. 4 The manufacturer of a certain make of electric bulbs claims that his bulbs have a mean life of 25 months with a standard deviation of 5 months. A random sample of 6 such bulbs gave the following values: (10)

Life in months: 24 26 30 20 20 18

Can you regard the producer's claim to be valid at 1 % level of significance?

(Given : $V_5 = t_{0.01} = 4.032$, $V_6 = t_{0.01} = 3.707$, $V_7 = t_{0.01} = 3.499$)

Q. 5 Estimate the sale of advertising expenditure of Rs. 100 lakh from the data given below: (10)

Sales (Rs. Crore)	14	16	18	20	24	30	32
Adv. Expenditure (Rs. Lakh)	52	62	65	70	76	80	78

Q. 6 Write short notes on **ANY TWO** of the following: (10)

- a) Central limit theorem
- b) Exploratory data analysis
- c) Scatter plots.

P. T. O.

SECTION – II

Q. 7 Draw Histogram for the following data: (10)

Classes	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	5	50	100	350	200	150	100

Q. 8 A tea company appoints four salesmen A, B, C and D and observes their sales in three seasons-summer, winter and monsoon. The figures (in lakh) are given in the following table. (10)

Salesmen

Seasons	A	B	C	D	Seasons total
Summer	36	36	21	36	129
Winter	28	29	31	31	119
Monsoon	26	28	29	29	112
Total	90	93	81	96	360

Apply ANOVA test and state the following:

- i) Do the salesmen significantly differ in performance?
- ii) Is there significant difference between the seasons?

Q. 9 Calculate the 3-yearly moving averages of the production figures given below: (10)

Year	Production (m. tonnes)
2003	15
2004	21
2005	30
2006	36
2007	42
2008	46
2009	50
2010	56
2011	63
2012	70
2013	74
2014	82
2015	90
2016	95
2017	102

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