

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : MANAGEMENT OF SERVICES

Day : Monday
Date : 23-05-2022

S-18840-2022

Time : 02:00 PM-05:00 PM
Max. Marks : 60

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 is Service Marketing? Explain its basic characteristics. What are various ways to classify Services? (10)
- Q.2** What are the major factors responsible for growth of the service sector in the nation? (10)
- Q.3** Discuss the factors to be considered while determining prices in services? (10)
- Q.4** Why is it important to measure and monitor customer satisfaction and service quality? (10)
- Q.5** What are different patterns of demand and supply in service sector? (10)
- Q.6** Write short notes on any **TWO** of the following: (10)
- a) Physical Evidences in Services
 - b) Types of Consultancy Services
 - c) Service Capacity Management

SECTION-II

- Q.7** Discuss the H. R. M. and Customer care services in Hotel Services in India? (10)
- Q.8** You are appointed as Business Development Officer by the educational organization. Prepare a plan to develop brand and brand image of the organization in the market. (10)
- Q.9** You are appointed as Manager Marketing by the one of the reputed insurance company in India. Prepare an appropriate plan for General and Life Insurance for the people during pandemic Covid -19. (10)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : CONSUMER BEHAVIOR

Day : Friday
Date : 27-05-2022

S-18841-2022

Time : 02:00 PM-05:00 PM
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 Consumer Buying Behavior? How will you differentiate the buying behavior of industrial consumer from an individual consumer buying behavior? [12]
- Q.2** Explain the consumer buying behavior using Nicosia model. [12]
- Q.3** Define reference group and explain the types of reference groups with distinctive characteristics. [12]
- Q.4** Explain the concept of perception. Describe the role of perception on developing marketing strategy? [12]
- Q.5** Write short notes on **ANY THREE** of the following: [12]
- a) Post purchase dissonance
 - b) Diffusion of Innovation
 - c) Consumer Adoption Process
 - d) Consumer Delight
 - e) Consumer dispute redressal agency

SECTION – II

- Q.6** Explain the steps involved in pre-purchase behavior? How do marketers attend to the interests of consumer? Explain with suitable example. [12]
- Q.7** As a marketing manager of a firm what external factors you will use and alter to promote following products? [12]
- i) Sun Glasses
 - ii) Branded Shirt
- Q.8** You are the brand manager of a refrigeration segment of products. 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? [12]

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Monday
Date : 30-05-2022

S-18842-2022

Time : 02:00 PM-05:00 PM
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** What are the different methods of sales forecasting? Explain the managerial utility of such forecasting. **(10)**
- Q.2** What are the different sources of recruitment used for hiring salesperson? Discuss the advantages and disadvantages of each source. **(10)**
- Q.3** Write an illustrative note on Sales Territory. **(10)**
- Q.4** What are the different types of channel conflicts an organization may come across? Explain with suitable examples. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Personal selling
 - b) Sales analysis
 - c) Evolution of sales management
 - d) Channels of distribution

SECTION – II

- Q.6** As an in-charge of sales operations of a newly set up publication house, develop suitable sales organizational structure for the same. State your assumptions clearly, if any. **(15)**
- Q.7** Your Company had introduced a Sales Quota System in the previous year, based on sales territory potential. When you were reviewing the performances of sales persons, you noticed that some sales persons could easily achieve their sales quota as sales potential of their territory were underestimated and for some other people exactly reverse had happened. As a Sales Manager what would you do to make sales quotas more realistic for the salespersons in the next year? Discuss. **(15)**
- Q.8** Assume that, you are a Sales Manager of growing Tours and Travels Company who has started its operations recently in the state of Maharashtra. The company wants to increase its footprints in the national market. Considering this, suggest a suitable distribution mix for the said company. **(15)**

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : ELEMENTS OF FINANCIAL SERVICES

Day : Friday
Date : 27-05-2022

S-18843-2022

Time : 02:00 PM-05:00 PM
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) Answer to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Explain in detail the various kinds of Financial Services offered in India and state its importance. (10)
- Q.2** Elaborate the concept of Hire Purchase and state how it is different than Leasing? (10)
- Q.3** What is Insurance? Explain the significance of Insurance in today's world. (10)
- Q.4** What is Factoring and explain how it is superior to Bills Discounting. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Types of Insurance
 - b) Merchant Banking
 - c) Investment Banking

SECTION – II

- Q.6** Explain in detail the Role of Credit Rating Agencies in India. (15)
- Q.7** Why Mutual Funds are considered as one of the important avenue for investment? State the parameters for evaluation of Mutual Fund Schemes. (15)
- Q.8** Explain the concept of Venture Capital Financing and elaborate the various factors affecting Venture Capital Financing. (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**B.B.A. Sem-V : : SUMMER - 2022****SUBJECT : INTRODUCTION TO MANAGEMENT CONTROL SYSTEMS**Day : Monday
Date : 30-05-2022**S-18844-2022**Time : 02:00 PM-05:00 PM
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 **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the concept and objectives of Management Audit. [10]
- Q.2** Explain the following: [10]
a) Objectives of Transfer Pricing b) Zero Base Budgeting
- Q.3** Explain the concept and advantages of Budgetary Control. [10]
- Q.4** Elaborate upon the concept and process of Control. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
a) Nature of Management Control System
b) Objectives of Cost Audit
c) Efficiency and Effectiveness of Control
d) Any Two Transfer Pricing Methods

SECTION – II

- Q.6** What do you mean by Management by Objectives (MBO)? Explain the merits of establishment of MBO in Organizations. [15]
- Q.7** What do you mean by Responsibility Centre? Explain the types of Responsibility Centre. [15]
- Q.8** From the following particulars, prepare a Cash budget from January to March, 2019. [15]

Month	Sales	Purchases	Overheads		
			Administrative	Production	Selling
	₹	₹	₹	₹	₹
Nov. 2018	12,00,000	7,00,000	1,25,000	1,30,000	90,000
Dec. 2018	14,50,000	9,00,000	1,25,000	1,60,000	1,15,000
Jan. 2019	16,00,000	11,00,000	1,75,000	1,70,000	1,45,000
Feb. 2019	19,00,000	13,00,000	2,00,000	1,95,000	1,60,000
Mar. 2019	19,00,000	14,00,000	2,10,000	2,00,000	1,70,000

Additional information:

- a) Expected cash balance as on 1st January, 2019 is ₹ 1, 00,000.
- b) Out of the total sales 50% are Cash Sales. Credit allowed to debtors is one month.
- c) All the purchases are on credit. The suppliers allow 2 months credit.
- d) Capital expenditure proposed to be incurred on acquisition on Machinery in March, 2019 is ₹ 3, 50,000.
- e) Dividend payable in March, 2019 is ₹ 40,000.
- f) Rent receivable is ₹ 30,000 in January, 2019.
- g) Lag in the payment of overhead expenses is two months.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : PERFORMANCE & COMPENSATION MANAGEMENT

Day : Friday

Date : 27-05-2022

S-18845-2022

Time : 02:00 PM-05:00 PM

Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – **I**. Each question carries **10** marks
SECTION – I
 - 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.
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SECTION – I

- Q.1** What is performance appraisal? Explain its need and importance? (10)
- Q.2** Explain in detail the process of Performance Appraisal. (10)
- Q.3** Define the concept of compensation and explain various types of compensation. (10)
- Q.4** What is performance based pay? (10)
- Q.5** Write Short Notes on **ANY TWO** of the following: (10)
- a) ESOPs
 - b) Dearness Allowance
 - c) Pay Fairness

SECTION – II

- Q.6** As a head of manufacturing company, prepare a note on importance of feedback and counselling in Performance Appraisal. (15)
- Q.7** Prepare a detailed note on ethical perspectives of Performance Appraisal. (15)
- Q.8** State the importance of technology in Performance Appraisal and compensation management in today's competitive world. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : TRAINING & DEVELOPMENT

Day : Monday

Date : 30-05-2022

S-18846-2022

Time : 02:00 PM-05:00 PM

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 **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
-

SECTION – I

- Q.1** Differentiate between Training and Development with examples. [12]
- Q.2** Explain the utility of Training Need Assessment and various levels at which TNA can be conducted? [12]
- Q.3** Elucidate in-basket exercise and vestibule training methods. [12]
- Q.4** Discuss the elements of effective training design. [12]
- Q.5** Write short notes on **ANY TWO** of the following: [12]
- a) Goal setting theory
 - b) ADDIE model
 - c) Coaching

SECTION – II

- Q.6** “Training techniques must be subservient to the aim of training sessions”- Do you agree? Justify. [12]
- Q.7** Design an induction training for a group of people who have been recruited recently for manufacturing operations of the company. (Make suitable assumptions). [12]
- Q.8** You have conducted a training program educating importance of hygiene and safety for dealing with the COVID-19 for the employees. Prepare a feedback form that can be used for evaluating the training conducted in your company. [12]

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : INTERNATIONAL MARKETING

Day : Friday

Date : 27-05-2022

S-18847-2022

Time : 02:00 PM-05:00 PM

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 **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Explain why and when firms should go for International marketing. Discuss (10)
the process of International Marketing in brief.
- Q.2** Discuss in detail, Franchising and Licensing as a foreign market entry strategy (10)
with suitable example.
- Q.3** Explain in details, various factors influencing selection of International (10)
Marketing channels with relevant examples.
- Q.4** Write a detailed note on quality issues for Indian products in international (10)
markets
- Q.5** Short notes on (**ANY TWO**): (10)
- a) Foreign Market entry strategies
 - b) Brands in the international markets
 - c) Product Adaptations for Global Market

SECTION-II

- Q.6** Develop and explain market research plan for the export of exotic vegetables (15)
(Broccoli, Zucchini, Mashroom, Red Cabbage, etc.) to European Union (EU)
markets.
- Q.7** Which of the foreign market entry strategies would you choose to export (15)
household white goods (Microwave Ovens, Refrigerator, Washing machines,
Dishwashers, etc.) to the countries in Africa? Justify your answer.
- Q.8** A reputed branded Basmati Rice marketing company wants to estimate foreign (15)
market potential. How can they do it? Please guide them.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : EXPORT IMPORT PROCEDURE & DOCUMENTATION

Day : Monday
Date : 30-05-2022

S-18848-2022

Time : 02:00 PM-05:00 PM
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.
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SECTION – I

- Q.1** Define International Trade. In what way it is different from Domestic Trade. [12]
- Q.2** Define Exchange Control. State objectives thereof. [12]
- Q.3** State in brief steps to obtain an I.E.C. number. [12]
- Q.4** Differentiate between F.O.B and C.I.F terms. [12]
- Q.5** Write short notes on **ANY TWO** of the following: [12]
- a) International Logistics
 - b) FEMA
 - c) Foreign Trade Policy Features

SECTION – II

- Q.6** What are Shipping and Custom formalities? [12]
- Q.7** Discuss the provisions of Marine Insurance. [12]
- Q.8** Write a brief note on Quality Control and Pre-shipment Inspection. [12]

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : ENTREPRENEURSHIP & NEW VENTURES CREATION

Day : Friday

Date : 27-05-2022

S-18851-2022

Time : 02:00 PM-05:00 PM

Max. Marks : 60

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 **SAME** answer book.
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SECTION-I

- | | | |
|------------|--|-------------|
| Q.1 | What are the motivational factors involved in becoming an entrepreneur? | (10) |
| Q.2 | Explain the life cycle of an enterprise. | (10) |
| Q.3 | What are the various sources for business opportunity identification and selection? | (10) |
| Q.4 | What is the meaning of feasibility study? | (10) |
| Q.5 | Explain the concept of a business model. What are the functions of a business model? | (10) |
| Q.6 | What are the challenges an entrepreneur will encounter during the growth of an enterprise? Give examples if necessary. | (10) |

SECTION-II

- | | | |
|------------|--|-------------|
| Q.7 | Explain the main contents of a business plan. | (10) |
| Q.8 | What are the highlights mentioned in MSMED Act 2006? | (10) |
| Q.9 | Elaborate the role of financial institutions in the development of small business units. | (10) |

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : CORPORATE ENTREPRENEURSHIP

Day : Monday
Date : 30-05-2022

S-18852-2022

Time : 02:00 PM-05:00 PM
Max. Marks : 60

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 **SAME** answer book.
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SECTION – I

- Q.1** Explain the forms of corporate entrepreneurship. (10)
- Q.2** What are the drivers that encourage innovation culture in an organization? (10)
- Q.3** What do you mean by supportive organizational cultures? (10)
- Q.4** Elaborate the concept of corporate entrepreneurship ecosystem. (10)
- Q.5** What are the risks involved in corporate entrepreneurship? (10)
- Q.6** Write short notes on **ANY TWO** of the following: (10)
- i) Entrepreneurial mindset
 - ii) Review of corporate entrepreneurship
 - iii) Leadership in entrepreneurship

SECTION – II

- Q.7** Discuss the challenges and hurdles for corporate entrepreneurship. State suitable examples. (10)
- Q.8** How does innovation help in organizational growth? Give suitable examples. (10)
- Q.9** What corporate strategies need to be taken into consideration for corporate entrepreneurship? (10)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : : SUMMER - 2022
SUBJECT : INTRODUCTION TO FINANCIAL MARKETS & FINANCIAL INSTITUTIONS

Day : Friday
Date : 27-05-2022

S-18853-2022

Time : 02:00 PM-05:00 PM
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) Answer to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Explain in detail the importance of Capital Market and Money Market. (10)
- Q.2** Explain the following : (10)
- i) Merits of Online Trading
 - ii) Functions of Brokers
- Q.3** Elaborate upon the concept and importance of Mutual Fund. (10)
- Q.4** Write detailed note on the Banking and Non-Banking Financial Institutions. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Concept of Net Asset Value
 - b) Foreign Exchange Market
 - c) Functions of Derivatives
 - d) Industrial Development Bank of India (IDBI)
 - e) Origin of Mutual Fund

SECTION – II

- Q.6** Explain in detail the Securities and Exchange Board of India (SEBI) guidelines for New Issue Market. (15)
- Q.7** What do you mean by Derivatives? Explain different types of Derivatives. (15)
- Q.8** Write detailed note on Indian Financial System and its Development. (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : CAPITAL MARKET OPERATIONS

Day : Monday

Date : 30-05-2022

S-18854-2022

Time : 02:00 PM-05:00 PM

Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – I. Attempt any **TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Solve both the sections in the **SAME** answer sheet.
-

SECTION – I

- Q.1** State and Explain the Participants of Derivative Markets. (10)
- Q.2** Explain the NEAT system. (10)
- Q.3** State and explain the different types of charts used in Technical Analysis of a share in the stock market. (10)
- Q.4** State the important provisions as given in SEBI (Prohibition of Insider Trading) Regulations, 1992 (10)
- Q.5** Write short notes on **ANY TWO**: (10)
- a) DEMAT
 - b) Investor Protection Fund
 - c) Risks in Settlement

SECTION – II

- Q.6** Write a note of Order Management and Auction. (15)
- Q.7** Explain the Capital Market Intermediaries. (15)
- Q.8** Write short notes on any **TWO**: (15)
- a) Fundamental Analysis
 - b) Settlement process
 - c) International securities

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : INTRODUCTION TO OPERATIONS RESEARCH

Day : Wednesday
Date : 25-05-2022

S-18857-2022

Time : 02:00 PM-05:00 PM
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 the **SAME** answer book.
- 4) Use of non-programmable calculator is allowed.

SECTION – I

- Q.1** Briefly trace the history of operations research. What happened to the development of operations research after World War –II? (12)
- Q.2** Discuss applications and limitations of linear programming problem (LPP) with suitable examples. (12)
- Q.3** Explain various steps involved in solving Transportation problem using: (12)
- a) Least cost method
 - b) Vogel's approximation method
- Q.4** A marketing manager has five salesmen and five sales districts. Considering the capabilities of the salesmen and the nature of districts, the marketing manager estimates that sales per month (in hundred rupees) for each salesman in each district would be as follows: (12)

		Districts				
Salesmen		A	B	C	D	E
	1	32	38	40	28	40
	2	40	24	28	21	36
	3	41	27	33	30	37
	4	22	38	41	36	36
	5	29	33	40	35	39

Find the assignment of salesmen to districts that will result in maximum sales.

- Q.5** Write short notes on any **THREE** of the following: (12)
- a) Importance of Network Analysis
 - b) Applications of Assignment problem
 - c) Scope of operations research
 - d) Applications of transportation problem

P.T.O.

SECTION – II

Q.6 What is CPM? Explain the circumstances where CPM is a better technique of project management than PERT. (12)

Q.7 Use the graphical method to solve the following LP problem (12)

Minimize $Z = -x_1 + 2x_2$

Subject to the constraints:

$$-x_1 + 3x_2 \leq 10$$

$$x_1 + x_2 \leq 6$$

$$x_1 - x_2 \leq 2$$

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

Q.8 Solve the following Transportation Problem by using MODI method. (12)

	D ₁	D ₂	D ₃	D ₄	Supply
S ₁	19	30	50	10	7
S ₂	70	30	40	60	9
S ₃	40	8	70	20	18
Demand	5	8	7	14	34

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