

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : MANAGEMENT OF SERVICES

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 3/5/2023

S-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 the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** What are the elements of services marketing mix? Discuss. (10)
- Q.2** Write an illustrative note on service life cycle (SLC). (10)
- Q.3** Explain how information technology can be used for improving the service quality. (10)
- Q.4** What are the implications of intangibility and inventory for a service marketer? Explain. (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Difference between goods and service
 - b) Channels of services
 - c) Service capacity management
 - d) Management of insurance service

SECTION – II

- Q.6** What is meant by physical evidence? Describe its elements in the context of an educational institute. (15)
- Q.7** What is meant by sales promotion? What could be the sales promotional objectives for the following services? (15)
- i) A newly introduced app based food delivery service
 - ii) Tourism
 - iii) Transport services for companies.
- Q.8** Design a training program for the new employees of a healthcare center. State your assumptions clearly. (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :SUMMER : 2023
SUBJECT : CONSUMER BEHAVIOR

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 9/5/2023

S-18841-2023

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** What is consumer buying behavior? How will you differentiate the buying behavior of Industrial buyer from an Individual buyer? (12)
- Q.2** Elucidate how personality traits influence consumer behavior. (12)
- Q.3** What do you understand by reference group? What are the factors that affect the reference group? (12)
- Q.4** What are the different methods of evaluating post purchase behaviour of a consumer? (12)
- Q.5** Write short notes on any **THREE** of the following: (12)
- a) Nicosia Model
 - b) Diffusion of Innovations
 - c) Positive motivation
 - d) Customer delight
 - e) Elements of learning

SECTION-II

- Q.6** Which external factors will you consider to promote fitness band, as a marketing manager of a company. (12)
- Q.7** “Attitude change is inevitable and consumes more time and efforts”. Justify your answer. (12)
- Q.8** “Life style is the result of values, resources and self-control”. Do you agree? (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 12/5/2023

S-18842-2023

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 separate answer book.

SECTION - I

- Q. 1 Explain the evolution of sales management. (10)
- Q. 2 Discuss the concept of sales forecasting. Describe any one of the qualitative methods of sales forecasting. (10)
- Q. 3 Explain why a sales person's job is not over even after getting an order. (10)
- Q. 4 Write a detailed note on Sales Audit. (10)
- Q. 5 Explain why distribution channels are required for businesses. Give suitable examples. (10)
- Q. 6 Write Short Notes of the following (Any **TWO**) (10)
- a) Role and functions of retailers
 - b) Channel conflict
 - c) Sales training

SECTION - II

- Q. 7 Assume you are a Regional sales manager of Hyundai Motor India Ltd., selling four wheelers. You are asked by your General Manager (Sales and Marketing) to submit your sales strategy to achieve an increase in sales volume by 20 percent for the next financial year. (Make necessary assumptions) (10)
- Q. 8 Suppose you face with the following problems, as a sales manager: (10)
- a) Sales people are not spending adequate time to develop new customers.
 - b) Sales people are selling profitable products less than non-profitable and easy-to-sell products to achieve their sales volume quotas.
- Suggest an appropriate compensation plan that can be used to motivate the sales force and solve these problems.
- Q. 9 How will you make effective sales presentation for selling following products? (10)
- Write down your draft of presentation
- a) Water Purifier
 - b) Electric bike

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : ELEMENTS OF FINANCIAL SERVICES

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 9/5/2023

S-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.
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SECTION-I

- Q.1** What is Financial System? Explain an organizational structure of Indian Financial System. (10)
- Q.2** Explain the concept of Hire Purchase and elaborate the features of Hire Purchase. (10)
- Q.3** Describe the services provided by Merchant Bankers in India. (10)
- Q.4** State the various stages of Venture Capital Financing in detail. (10)
- Q.5** Write Short Notes (**Any Two**). (10)
- a) Types of Mutual Funds
 - b) Bills Discounting
 - c) Leasing

SECTION -II

- Q.6** Elaborate the Role of Credit Rating Agencies in India by highlighting the key benefits received by the rated companies from Credit Ratings. (15)
- Q.7** "Mutual Fund is most preferred Investment Avenue by the investors" Justify the above statement by highlighting various advantages to investors in general. (15)
- Q.8** Describe the concept of venture capital and discuss the various types of Venture Capitalist. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :SUMMER : 2023
SUBJECT : INTRODUCTION TO MANAGEMENT CONTROL SYSTEMS

Day : Friday

Date : 12/5/2023

S-18844-2023

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) Answers to both sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What do you mean by Management Control? Explain the characteristics of Management Control System. (10)
- Q.2** Elaborate the concept and objectives of Management Audit. (10)
- Q.3** Explain how Zero Base Budgeting works and discuss its advantages. (10)
- Q.4** Describe the advantages and limitations of Budgetary Control. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Management by Objectives(MBO)
 - b) Cost Audit
 - c) Objectives of Transfer Pricing
 - d) Internal Audit

SECTION - II

- Q.6** What do you mean by Responsibility Center? Distinguish between Cost Center and Profit Center with suitable examples. (15)
- Q.7** Elaborate the process of Management Control with suitable examples. (15)
- Q.8** Zeha 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	5,00,000	3,00,000	70,000	50,000
March	9,50,000	4,50,000	90,000	1,00,000
April	9,80,000	6,80,000	95,000	1,95,000
May	10,00,000	8,50,000	1,10,000	2,00,000
June	13,00,000	12,00,000	1,25,000	2,40,000

Additional information:

- 1) Expected cash balance as on 1st April, 2022 is Rs. 80,000.
- 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 :SUMMER : 2023
SUBJECT : TRAINING & DEVELOPMENT

Day : Friday

Date : 12/5/2023

Time : 02:00 PM-05:00 PM

S-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** Discuss the meaning and purpose of employee training and development. **(10)**
- Q. 2** Describe the process of Training Needs Analysis in detail. **(10)**
- Q. 3** What are the advantages and disadvantages of e-learning? **(10)**
- Q. 4** Elaborate on criteria of selection of trainers in training program. **(10)**
- Q. 5** How will you evaluate the effectiveness of training program? **(10)**
- Q. 6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Case study
 - b) Social learning
 - c) Sensitivity training

SECTION – II

- Q. 7** Design a training program for a batch of admin staff for computer operations using ADDIE model. **(15)**
- Q. 8** How will you calculate the cost and benefits involved in employee training? **(15)**
- Q. 9** “Vestibule training is the most practical kind of training but is a costly affair”. Justify. **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :SUMMER : 2023
SUBJECT : EXPORT IMPORT PROCEDURE & DOCUMENTATION

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 12/5/2023

S-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** What do you mean by International Trade? Explain the importance of International Trade. (10)
- Q.2** Explain the steps of obtaining an I. E. C. number. (10)
- Q.3** What is Export Import contract? Describe the elements of Export Import Contract. (10)
- Q.4** Explain the Shipping and Custom Formalities. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) FOB Contract
 - b) Marine Insurance
 - c) Certificate of Origin

SECTION – II

- Q.6** Briefly explain the Foreign Exchange Management Act (FEMA). (15)
- Q.7** What is the procedure for exporting goods from India? (15)
- Q.8** How are goods cleared against Bill of Lading and Air Way Bill (AWB)? (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :SUMMER : 2023
SUBJECT : ENTREPRENEURSHIP & NEW VENTURES CREATION

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 9/5/2023

S-18851-2023

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 to be written in the **SAME** answer book.
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SECTION-I

- Q.1** Discuss the concept of entrepreneur and entrepreneurship. **(10)**
- Q.2** How the successful business ideas are generated? Explain the need for opportunity identification. **(10)**
- Q.3** Discuss the concept of business model with its various types. **(10)**
- Q.4** How is the financial strength and financial viability of a new venture assessed? Explain. **(10)**
- Q.5** Write short notes on (**ANY TWO**): **(10)**
- a) Life cycle of an enterprise
 - b) Project feasibility analysis
 - c) Importance of small scale industry

SECTION-II

- Q.6** Explain the various strategies adopted by a firm for its growth with the challenges to growth. **(15)**
- Q.7** Define the concept of 'Business Incubators' and explain the role of business incubators in supporting start-ups. **(15)**
- Q.8** Discuss the role of financial and non-financial institutions in supporting small business with a suitable example. **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V :SUMMER : 2023
SUBJECT : CORPORATE ENTREPRENEURSHIP

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 12/5/2023

S-18852-2023

Max. Marks : 60

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

- Q. 1** List and explain the forms of corporate entrepreneurship (10)
- Q. 2** State the difference between intrapreneurship and entrepreneurship (10)
- Q. 3** Discuss the importance of top management support for developing corporate entrepreneurship. (10)
- Q. 4** What is the role of Human Resource Management in developing corporate entrepreneurship? (10)
- Q. 5** Write short notes on any **TWO** of the following (10)
- a) Major challenges in corporate entrepreneurship
 - b) Leadership in corporate entrepreneurship
 - c) Need for corporate entrepreneurship

SECTION -II

- Q. 6** State an example of an organization who have built a strong support for corporate entrepreneurship. Explain in detail. (15)
- Q. 7** What are the various risks related to corporate entrepreneurship? (15)
- Q. 8** Explain how corporate entrepreneurship has helped the companies like Google /TATA to become successful. (15)

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

Day : Saturday

Time : 02:00 PM-05:00 PM

Date : 6/5/2023

S-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 Describe in brief the advantages and limitations of Operations Research in modern business management. **(10)**

Q.2 Solve the following L.P.P. by using Graphical Method.

Maximize $Z = -x_1 + 2x_2$ **(10)**

Subject to: $-x_1 + 3x_2 \leq 10$

$x_1 + x_2 \leq 6$

$x_1 - x_2 \leq 2$

$x_1, x_2 \geq 0$

Q.3 An automobile dealer wishes to put four repairmen to four different jobs. The repairmen have somewhat different kinds of skills and they exhibit different levels of efficiency from one job to another. The dealer has estimated the number of man-hours that would be required for each job-man combination. **(10)**

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

Find the optimal assignment that will result in minimum man-hours needed.

Q.4 Find I.B.F.S. for the following Transportation Problem 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	1	2	1	4	30
S ₂	3	3	2	1	50
S ₃	4	2	5	9	20
Demand	20	40	30	10	

Q.5 Write short notes on **ANY TWO** of the following. **(10)**

- a) Scope of Operations Research
- b) Unbalanced Assignment Problem
- c) Network analysis

P.T.O.

SECTION-II

Q.6 Discuss the following terms.

- a) Hungarian Method. (07)
- b) Development of Operations Research. (08)

Q.7 Find the optimum solution for the following cost matrix. (15)

Origin	Destinations				Availability
	D ₁	D ₂	D ₃	D ₄	
A	20	22	17	04	120
B	24	37	09	07	70
C	32	37	20	15	50
Demand	60	40	30	110	240

Q.8 For the following project schedule. (15)

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

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

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