

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : INTRODUCTION TO STRATEGIC MANAGEMENT

Day : Monday
Date : 23-05-2022

S-18862-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section I and attempt any **TWO** questions from Section II.
- 2) Both the Sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate full marks.

SECTION- I

- Q.1** Explain in detail steps of Strategic Management process. (12)
- Q.2** Discuss" Vision, Mission, Objectives" of any organisation of your choice. (12)
- Q.3** Explain any Three Corporate Strategies with suitable examples. (12)
- Q.4** Discuss the factors that are important for successful implementation of a firm's strategy. (12)
- Q.5** Write Short Notes on (ANY THREE). (12)
- a) BCG Matrix
 - b) Michael porter's Five Forces Model
 - c) SWOT Analysis
 - d) Ansoff Matrix

SECTION- II

- Q.6** Conduct a Competitive Analysis of the television industry in India. (12)
- Q.7** An MNC wants to venture into the Indian market by launching their premium brand of leather ware catering to the youth segment. Before they do so, they need to conduct an environmental scan. What factors should they consider? Explain (12)
- Q.8** Consider the case of corporate hospital of your choice. Suggest how a system of strategic and operational control would work in such an institution. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : INTEGRATED MARKETING COMMUNICATION

Day : Wednesday
Date : 25-05-2022

S-18863-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B :

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

SECTION - I

- Q.1** Describe Integrated Marketing Communication. Explain the Integrated Marketing Communication plan and its components. **(12)**
- Q.2** "Media Planning is a key to success of Integrated Marketing Communication Program". Explain this statement with the help of Media Planning Process. **(12)**
- Q.3** What are the different methods of Ad Effectiveness Study? Elaborate their merits, limitations and applicability. **(12)**
- Q.4** 'Push and Pull strategy should be used tactfully, depending upon the life cycle of the product.' Critically evaluate the Push and Pull strategy with suitable examples. **(12)**
- Q.5** Write short notes on **ANY THREE** of the following: **(12)**
- a) Significance of IMC evaluation
 - b) Role of Ad agencies
 - c) Elements of Ad copy
 - d) Objections on advertising

SECTION - II

- Q.6** Design and develop a Sales Promotion Programme for a newly introduced Ayurvedic Soap in Indian market. **(12)**
- Q.7** What might be the Public Relations Strategies adopted by marketers of each of the following: **(12)**
- i) Amazon
 - ii) Myntra
- Q.8** Even after making the rigorous advertising through various media there is no conspicuous hike in sales volume of a Civil Aviation Airline. How will you evaluate the advertising effectiveness? **(12)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : DIGITAL MARKETING

Day : Friday
Date : 27-05-2022

S-18864-2022

Time : 10:00 AM-01:00 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.

SECTION – I

- Q.1** Write an illustrative note on the Digital Revolution in India. **[10]**
- Q.2** Explain how marketing is done in a virtual world. **[10]**
- Q.3** What is meant by digital marketing? Discuss the recent trends in it. **[10]**
- Q.4** Illustrate how prices are determined in digital marketing. Give examples. **[10]**
- Q.5** Write short note on **ANY TWO** of the following: **[10]**
- a) Customer expectation and perception
 - b) Nature and scope of digital marketing
 - c) Online consumer behavior
 - d) Advertising on social networking sites

SECTION – II

- Q.6** Design an e-CRM framework for a recently launched online store. State your assumptions clearly. **[15]**
- Q.7** What is meant by segmentation, targeting and positioning (STP)? Critically comment on the STP of Amazon Prime? **[15]**
- Q.8** Maggi a renowned brand from Nestle has faced lot of difficulties due to high level of lead in it. Comment on the utility of social media in crisis management of this type. **[15]**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : ELEMENTS OF CORPORATE FINANCE

Day : Wednesday
Date : 25-05-2022

S-18865-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B. :

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

SECTION – I

- Q.1** Elaborate the Features and Problems of Capital Budgeting. (12)
- Q.2** Explain the following: (12)
- i) Financial Forecasting
 - ii) Preference Share Capital
- Q.3** “There are various factors affecting dividend decisions “Comment with suitable examples. (12)
- Q.4** Explain in detail the concept of Funds Flow Statement and Cash Flow Statement. (12)
- Q.5** Write short notes on **ANY THREE** of the following: (12)
- a) Capital Structure
 - b) Annual Report
 - c) Venture Capital
 - d) Public deposits
 - e) Institutional Finance

SECTION – II

- Q.6** A firm whose cost of capital is 10% is considering two mutually exclusive proposals, P and Q the details of which are as follows. (12)

Particulars	Proposal P	Proposal Q
Initial Investments	15,00,000	15,00,000
Projected Cash Inflow		
1 st year	2,00,000	3,50,000
2 nd year	3,50,000	4,00,000
3 rd year	4,50,000	6,00,000
4 th year	5,00,000	7,50,000
5 th year	7,50,000	8,50,000

Calculate:

- a) Pay Back Period
- b) Net Present Value @ 10 % rate of discount
- c) Profitability Index @ 10 % rate of discount

- Q.7** Discuss any three Sources of International Finance with suitable examples. (12)
- Q.8** What do you mean by Financial Planning? Explain in detail long range financial planning and short range financial planning. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : INTERNATIONAL FINANCE & FINANCIAL RISK MANAGEMENT

Day : Friday

Date : 27-05-2022

S-18866-2022

Time : 10:00 AM-01:00 PM

Max. Marks : 60

N.B.

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

SECTION – I

- Q.1** How Domestic Finance and International Finance differ? **(12)**
- Q.2** Explain the challenges faced in International Financial Management. **(12)**
- Q.3** What is the structure of Foreign Exchange Market? **(12)**
- Q.4** “Risk Management plays an important role in International Financial Management to maximize shareholders’ wealth”. Discuss the statement with examples. **(12)**
- Q.5** Write short notes on **ANY TWO**: **(12)**
- a) Credit Risk
 - b) Options
 - c) Speculation

SECTION – II

- Q.6** Write a detailed note on Export Finance: Pre and Post Shipment Credit. **(12)**
- Q.7** Distinguish between ‘Forward’ and ‘Future’ as derivative products with examples. **(12)**
- Q.8** Explain any two methods of International Trade Settlement. **(12)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : MANAGEMENT OF INDUSTRIAL RELATIONS

Day : Wednesday
Date : 25-05-2022

S-18867-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.

- 1) Answer any **THREE** questions from Section – I and any **TWO** questions from Section.
 - 2) Answer 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 Industrial Relations and examine its nature, scope and objectives. (12)
- Q.2** Explain how Collective Bargaining can help in dealing with the challenges of business. (12)
- Q.3** Discuss meaning of grievance. Draft a model grievance procedure. (12)
- Q.4** Trace the evolution of Trade Unions in India. (12)
- Q.5** Write short notes on **ANY TWO** of the following: (12)
- a) Strikes
 - b) Arbitration process
 - c) Conciliation

SECTION – II

- Q.6** As a manager draft a charge sheet for Mr. Kamalesh who was absent for a month, without prior intimation to the organization. (make suitable assumption) (12)
- Q.7** State a few examples of 'act' and 'omissions' that can be considered as misconduct of a workman. Explain the steps involved in domestic enquiry. (12)
- Q.8** Discuss in detail the formation and function of work committee. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : CROSS CULTURAL HRM

Day : Friday
Date : 27-05-2022

S-18868-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.

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

- Q.1** Explain the impact of cross culture on organisations with examples. (10)
- Q.2** Discuss the concept of cultural intelligence with its importance. (10)
- Q.3** Elaborate on various international HRM approaches with examples. (10)
- Q.4** What is Recruitment? Explain the process of Recruitment in detail. (10)
- Q.5** Write short notes on **ANY TWO** of the following : (10)
- a) Cross Cultural Ethics
 - b) Cultural Diversity
 - c) Influence of foreign interventions on Local Cultures

SECTION – II

- Q.6** As a HR Manager, what factors you will consider for designing training policies for employees deputed on International Assignments? (15)
- Q.7** Prepare a note to the Vice President HR of your organisation on challenges faced by employees on Repatriation. (15)
- Q.8** 'Role of culture in strategic decision making is vital for sustainable development of any organisation.' Comment. (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : BASICS OF INTERNATIONAL FINANCE

Day : Wednesday
Date : 25-05-2022

S-18869-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N. B. :

- 1) Answer **ANY THREE** questions from Section – I and answer **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** Explain the concept of 'Globalization'. Discuss its impact with suitable examples. (12)
- Q. 2** What is MIGA? Explain in brief the role and functions of Multilateral Investment Guarantee Agency. (12)
- Q. 3** Elaborate on the concept and importance of cross border trade. (12)
- Q. 4** Explain the concept role and importance of 'Consignment Trading' with special reference to methods of International Trade Settlement. (12)
- Q. 5** Write short notes on **ANY THREE** of the following: (12)
- a) Factoring
 - b) Foreign Direct Investment (FDI)
 - c) International Finance Corporation
 - d) External Commercial Borrowings

SECTION – II

- Q. 6** Elaborate on the origin, role and function of International Monetary Fund (IMF). (12)
- Q. 7** Write in detail the concept and significance of pre shipment and post shipment credit. (12)
- Q. 8** List down the parties involved in letter of credit. Also explain the steps involved in letter of credit. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : FUNDAMENTALS OF INTERNATIONAL ECONOMICS

Day : Friday

Date : 27-05-2022

S-18870-2022

Time : 10:00 AM-01:00 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 Economics. What are gains from International Trade? [12]
- Q.2** Define Balance of Payment. Present the Format of Balance of Payment. [12]
- Q.3** Write a brief note on Comparative Cost Advantage Theory. [12]
- Q.4** Explain the mechanism of Gold Standard. [12]
- Q.5** Write short notes on **ANY TWO** of the following: [12]
- a) BRICKS
 - b) NAFTA / SAFTA
 - c) G – 20

SECTION – II

- Q.6** State and explain objectives of World Bank. [12]
- Q.7** Why does country find it necessary to impose tariffs? [12]
- Q.8** Comment upon India's Balance of Payment after globalization. [12]

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : E-COMMERCE

Day : Wednesday
Date : 25-05-2022

S-18873-2022

Time : 10:00 AM-01:00 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 sections should be written in **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q. 1** What is E-Commerce? Explain advantages and disadvantages of E-Commerce. (12)
- Q. 2** Write a detail note on “e-CRM marketing in India”. (12)
- Q. 3** What is Electronic Payment System? Explain how Secure Socket Layer (SSL) protocol is used for secure transaction. (12)
- Q. 4** Define e-advertising. Explain various e-advertising techniques in detail (12)
- Q. 5** Write short notes on **ANY TWO** of the following: (12)
- a) E – Marketing
 - b) Internet and WWW
 - c) Spam Mail

SECTION – II

- Q. 6** The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the guidance of this? (12)
- Q. 7** What is Digital Signature? Explain the role of Digital Signature in e-commerce. (12)
- Q. 8** What is the role of E – Commerce in connecting customers, employees, suppliers, distributors, competitors and governments? Explain the Business to Consumer and Business to Government Model in detail. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : MANAGING FAMILY BUSINESS

Day : Friday

Date : 27-05-2022

S-18874-2022

Time : 10:00 AM-01:00 PM

Max. Marks : 60

N.B.

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

- Q.1** What is the importance of family values and family heritage? (10)
- Q.2** Explain the concept of family structure. (10)
- Q.3** Describe the various challenges in family businesses. (10)
- Q.4** What is the meaning of conflict? How are conflicts resolved in families? (10)
- Q.5** Elaborate the concept of succession planning. (10)
- Q.6** What are the advantages of encouraging the change in family businesses? (10)

SECTION – II

- Q.7** What ethics and rules should be followed while working in family businesses? (15)
- Q.8** What are the forms of family businesses? Explain with suitable examples. (15)
- Q.9** What is the importance of family governance in family owned enterprises? (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : COMMODITY MARKETS

Day : Wednesday
Date : 25-05-2022

S-18875-2022

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.:

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

- Q.1** What do you mean by Commodity Market? Explain the evolution of Commodity Exchanges. (10)
- Q.2** Elaborate on the features of Forward contracts. (10)
- Q.3** Distinguish between Commodity and Financial Derivatives. (10)
- Q.4** Describe the rules governing Commodity Derivatives. (10)
- Q.5** Write short notes on (**ANY TWO**): (10)
- a) Options
 - b) Cost of Carry Model
 - c) Arbitrage

SECTION-II

- Q.6** Write a detailed note on 'Derivatives' as a tool of Risk Management. (15)
- Q.7** Explain the steps involved in Fundamental and Technical Analysis. (15)
- Q.8** Write a note on important provisions of Money Laundering Act, 2002. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : INTRODUCTION TO DERIVATIVES : EQUITY & CURRENCY

Day : Friday

Date : 27-05-2022

S-18876-2022

Time : 10:00 AM-01:00 PM

Max. Marks : 60

N.B.

- 1) Attempt any **THREE** from Section – I and any **TWO** 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.
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SECTION – I

- Q.1** Discuss factors driving growth of Derivatives Market. (12)
- Q.2** Explain the following: (12)
a) Advantages of Trading in Derivatives Market
b) Factors affecting Currency Market
- Q.3** Explain the Payoff Charts and Diagrams for Option Contract. (12)
- Q.4** Elaborate the concept of Futures and Options with suitable examples. (12)
- Q.5** Write short notes on any **TWO**: (12)
a) Speculation and Arbitrage
b) Trading Mechanism
c) Currency Futures
d) Forward Contracts

SECTION - II

- Q.6** Explain the concept and types of Risks with reference to Derivatives Market. (12)
- Q.7** Explain in detail Options Contract Specifications. Discuss factors affecting Option Premium. (12)
- Q.8** Elaborate the types of Settlement in Derivatives Market with suitable examples. (12)

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