

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : INTRODUCTION TO STRATEGIC MANAGEMENT

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 12/12/2022

W-18862-2022

Max. Marks : 60

N.B.:

- 1) Attempt Any **Four** Questions from **Section – I**. Each Question carries **10 marks**.
- 2) Attempt Any **Two** Questions from **Section – II**. Each Question carries **10 marks**.
- 3) Both the sections should be written in the **Same** answer book.

SECTION – I

- Q. 1** Explain benefits of Strategic Management with examples.
- Q. 2** Write a detailed note on SWOT analysis.
- Q. 3** Explain BCG matrix with suitable examples.
- Q. 4** Discuss any one business level strategy with appropriate examples.
- Q. 5** Explain various techniques of strategic evaluation and control.
- Q. 6** Write short Notes (Any Two)
 - a) Objectives
 - b) Porter's Five Forces Model
 - c) Mission of a company

SECTION – II

- Q. 7** "A well designed strategy decides the future of an organization/firm" Do you agree? Discuss with suitable examples.
- Q. 8** Discuss the significance of Strategic Analysis to make the effective strategies for the organization.
- Q. 9** Discuss various environmental factors impacts an organization's Strategy.

.....

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : INTEGRATED MARKETING COMMUNICATION

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

W-18863-2022

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.
-

SECTION – I

- Q.1** Describe Integrated Marketing Communication. Explain the IMC plan and its components. (12)
- Q.2** What are the steps of Media Planning Process? Explain with suitable examples. (12)
- Q.3** What are the different methods of Ad effectiveness Study? Elaborate their merits, limitations and applicability. (12)
- Q.4** Elaborate Product Placement on television. Support your answer with suitable advertisements shown on television. (12)
- Q.5** Write short notes on **ANY THREE** of the following : (12)
- a) Branding in films
 - b) Objections on advertising
 - c) Advertising budget
 - d) IMC Evaluation

SECTION – II

- Q.6** ‘Copy writing is a skill, process and an art’- Justify this statement and develop Ad-Copy for newspaper publicity of each of the following : (12)
- a) Baby products
 - b) Hair Oil.
- Q.7** Design a Sales Promotion Program for a newly developed Smart Phone highlighting its differentiation and competitive advantages over other cell phones available in the market. (12)
- Q.8** What might be the Public Relations Strategies adopted by marketers of each of the following : (12)
- a) Amazon
 - b) Myntra.

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : DIGITAL MARKETING

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 16-12-2022

W-18864-2022

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.
-

SECTION – I

- Q.1** What is meant by segmentation, targeting and positioning (STP)? Explain it in the context of Digital Marketing. (10)
- Q.2** Discuss the role of social media in the light of current business scenario. (10)
- Q.3** Write an illustrative note on marketing in a virtual world. (10)
- Q.4** Comment on the digital revolution in India and its benefits for the commercial organizations. (10)
- Q.5** Write short note on any **TWO** of the following (10)
- a) Recent trends in Digital Marketing
 - b) Benefits of e – CRM
 - c) Digital marketing strategies
 - d) Customer expectations and perceptions

SECTION - II

- Q.6** What is meant by marketing mix? Illustrate the online marketing mix of an Over The Top (OTT) platform of your choice. (15)
- Q.7** Assume that, you are appointed as In- charge of Digital Marketing operations at an online shopping platform (such as Meesho). Considering the online consumer behavior in India and fierce competition, you are required to prepare an action plan for establishing customers' trust in your digital business. (15)
- Q.8** Discuss the benefits of advertising on social networking sites. Give examples. (15)

*

*

*

.....
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : ELEMENTS OF CORPORATE FINANCE

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

W-18865-2022

Max. Marks : 60

.....

N.B.

- 1) Attempt **ANY THREE** questions from Section – I.
 - 2) Attempt **ANY TWO** questions from Section – II.
 - 3) Figures to the **RIGHT** indicate **FULL** marks.
 - 4) Answers to both the sections should be written in **SAME** answer book.
 - 5) Use of Non- Programmable Calculator is allowed.
-

SECTION – I

- Q.1** Explain the concept and importance of Financial Forecasting with suitable examples. (10)
- Q.2** Elaborate the concept of Funds Flow Statement and Cash Flow Statement. (10)
- Q.3** What do you mean by Strategic Financial Planning? Discuss the steps involved in Financial Planning. (10)
- Q.4** Explain the concept and important Elements of Corporate Governance. (10)
- Q.5** Write short notes on **ANY TWO** of the following : (10)
- a) Capital Structure
 - b) Significance of Capital Budgeting
 - c) Venture Capital
 - d) Ratio Analysis
 - e) Debenture

SECTION – II

- Q.6** What do you mean by Dividend? Discuss the factors affecting dividend decisions. (15)
- Q.7** Elaborate any three International Sources of Finance with suitable examples. (15)
- Q.8** A Firm whose cost of capital is 10% is considering two mutually exclusive proposals P and Q, the details of which are as follows : (15)

Particulars	Proposal P Projected Cash Inflows (Rs.)	Proposal Q Projected Cash Inflows (Rs.)
1 st Year	4,00,000	3,50,000
2 nd Year	4,50,000	4,00,000
3 rd Year	6,50,000	7,50,000
4 th Year	8,50,000	9,00,000

Initial Investment of Proposal P is 15, 00, 000 and for Proposal Q is 15, 00,000.
Calculate :

- i) Pay Back Period
- ii) Net Present Value @ 10% rate of discount
- iii) Profitability Index @ 10% rate of discount

.....
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : INTERNATIONAL FINANCE & FINANCIAL RISK MANAGEMENT

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 16-12-2022

W-18866-2022

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) Answers to both the sections should be written in **SAME** answer book.
 - 4) Use of non-programmable **CALCULATOR** is allowed.
-

SECTION-I

- Q.1** 'Due to globalization the scope of International Finance has widened'. Discuss the statement.
- Q.2** Write a note on Participants of Foreign Exchange Market.
- Q.3** Define Risk. Explain types of Risk.
- Q.4** What are the challenges faced in International Financial Management.
- Q.5** Write short notes on (**ANY TWO**):
- a) ECB Buyers and Suppliers Credit
 - b) Options
 - c) Export Finance

SECTION-II

- Q.6** Explain 'Documentary Credit' as a method of International trade settlement.
- Q.7** Write a note on:
- | | |
|------------|------------|
| i) Forward | ii) Future |
|------------|------------|
- Q.8** Describe the following terms with examples:
- | | |
|--------------|----------------|
| i) Factoring | ii) Forfeiting |
|--------------|----------------|

* * * * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : MANAGEMENT OF INDUSTRIAL RELATIONS

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

W-18867-2022

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** Define Industrial Relations. Trace the major milestones of industrial relations in India. [10]
- Q.2** Differentiate between strikes and lockout. Mention legal implication of these to HR manager. [10]
- Q.3** Why is domestic enquiry held? Explain its procedure with one suitable example. [10]
- Q.4** Describe the meaning, purpose and types of conciliation. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Problems of Trade Unions
 - b) Impact of industrial disputes
 - c) Causes of grievances

SECTION – II

- Q.6** What are provisions of strike under the Industrial Disputes Act, 1947? [15]
- Q.7** “Arbitration is most efficient form of remedy for settlement of disputes amongst employers and employee”. Discuss. [15]
- Q.8** Prepare a show-cause notice for a worker, who was found misbehaving and abusing the fellow workers. [15]

* * * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : CROSS CULTURAL HRM

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 16-12-2022

W-18868-2022

Max. Marks : 60

N.B.

- 1) Answer **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.
-

SECTION – I

- Q.1** “Cross cultural issues affect culture of an organization.” Justify the statement. (12)
- Q.2** Discuss the expanded role of HRM in International firms with a suitable example. (12)
- Q.3** What precautions one should take while doing cross cultural communication? (12)
- Q.4** Define performance management and explain its role in international HRM. (12)
- Q.5** Write short notes on **ANY TWO**: (12)
- a) Cross cultural ethics
 - b) Social responsibility and International HRM
 - c) Recruitment at International level

SECTION – II

- Q.6** Write a letter to your HR team explaining about different approaches to cross cultural management. (12)
- Q.7** “Role of Cross Cultural Leadership of an organization is very critical in case of effective and efficient decision making.” Comment. (12)
- Q.8** As a Training and Development Manager, how will you finalize your strategies for development of employees working in other countries? (12)

* * *

.....
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : BASICS OF INTERNATIONAL FINANCE

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

W-18869-2022

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.
-

SECTION – I

- Q.1** Write a critical note on India's financial sector reforms after globalisation. (12)
- Q.2** Explain in detail the role and importance of IMF and IBRD. (12)
- Q.3** Explain the concept and significance of Pre-shipment credit and Post-shipment credit. (12)
- Q.4** Elaborate the concept, role and importance of documentary credit as a method of International Trade Settlement. (12)
- Q.5** Write short notes on **ANY THREE** of the following : (12)
- a) Factoring
 - b) External Commercial Borrowing
 - c) MIGA
 - d) Supplier's Credit and Buyer's Credit

SECTION – II

- Q.6** Explain in brief the meaning and scope of International Finance. (12)
- Q.7** Elaborate on the concept of Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII). (12)
- Q.8** List down the parties involved in the letter of credit. Also explain the steps involved in the letter of credit. (12)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : FUNDAMENTALS OF INTERNATIONAL ECONOMICS

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 16-12-2022

W-18870-2022

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** Define “International Economics”. Discuss scope of International Economics. (12)
- Q.2** Explain ‘Tariff’ and ‘Non – Tariff’ as barriers of trade. (12)
- Q.3** Define the Balance of Payment and discuss the components of Balance of Payment in detail. (12)
- Q.4** State the role of “World Bank” in International Economics. (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) HO Model
 - b) Structure of BOP
 - c) Gain from International Trade

SECTION - II

- Q.6** State and explain the objectives and functions of “World Trade Organization”. (12)
- Q.7** What is Free Trade? Explain the arguments for and against of Free Trade Policy. (12)
- Q.8** What is Foreign Exchange Market? Explain the participants of the Foreign Exchange Market. (12)

*

*

*

.....
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : E-COMMERCE

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

W-18873-2022

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** What do you understand by E-commerce, what are its advantages and disadvantages? (12)
- Q.2** Explain in detail E-commerce in India with proper example. (12)
- Q.3** What is e-advertising? Explain in detail various e-advertising techniques. (12)
- Q.4** Explain in detail B2B and C2C model giving proper examples. (12)
- Q.5** Write short note on **ANY TWO** of the following : (12)
- a) Secure Electronic Transactions
 - b) e-CRM
 - c) Search Engines

SECTION – II

- Q.6** What is Electronic Data Interchange? Explain in detail its applications. (12)
- Q.7** What are the various managerial issues for e-payment systems? (12)
- Q.8** Explain in detail various security issues with E-commerce. (12)

.....
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : COMMODITY MARKETS

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

W-18875-2022

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** What do you mean by Derivatives? Explain the features of Commodity Derivatives. **(10)**
- Q. 2** Write a note on Margins for trading in Future Contracts. **(10)**
- Q. 3** Distinguish between Forward and Future Contracts. **(10)**
- Q. 4** Explain the types of Charts and Technical indicators. **(10)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Arbitrage
 - b) Cost of carry model
 - c) Options Contracts

SECTION – II

- Q. 6** Explain the functions and participants of Commodity Derivative Markets in India. **(15)**
- Q. 7** Describe the usefulness of Fundamental and Technical Analysis. **(15)**
- Q. 8** Write a note on: Important provisions of Money Laundering Act, 2002. **(15)**

* * * * *

.....
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : INTRODUCTION TO DERIVATIVES : EQUITY & CURRENCY

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 16-12-2022

W-18876-2022

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 **SEPARATE** answer books.
-

SECTION - I

- Q.1** Elaborate the concept of Hedging, Speculation and Arbitrage with appropriate examples. **(10)**
- Q.2** What do you mean by Risk? Explain in detail Risk Management Process. **(10)**
- Q.3** Distinguish Options and Futures with suitable examples. **(10)**
- Q.4** Elaborate the objectives and functions of National Securities Clearing Corporation limited (NSCCL). **(10)**
- Q.5** Write a short note on **ANY TWO** of the following : **(10)**
- a) Forward Contracts
 - b) Types of Settlement
 - c) Participants in Derivatives Market
 - d) Clearing Mechanism

SECTION – II

- Q.6** What do you mean by Currency Market? Discuss factors affecting Currency Market. **(15)**
- Q.7** Elaborate the payoff charts and diagrams for Option Contract. **(15)**
- Q.8** Discuss the advantages and disadvantages of trading in Derivatives Market. **(15)**

* * * *