

Common for BBA / BBA (BPM) Sem-III
**BACHELOR OF BUSINESS ADMINISTRATION (BUSINESS PROCESS
MANAGEMENT) (CBCS- 2018 COURSE) B.B.A. (BPM) Sem-III: WINTER- 2019**
SUBJECT: ORGANIZATIONAL BEHAVIOUR (UE)

Thursday 14-11-2019
02:00 PM-05:00 PM

W-20620-2019
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.
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SECTION – I

- Q.1** Define Organizational Behavior. Explain various model of organizational behavior. [12]
- Q.2** What is perception? Explain the process of perception. [12]
- Q.3** Explain the Herzberg's two factor theory of motivation. [12]
- Q.4** What is group cohesiveness? What role cohesiveness play in shaping group performance. [12]
- Q.5** Write short notes on **ANY TWO** of the following: [12]
- a) MBTI
 - b) ERG Theory
 - c) Stress Management

SECTION – II

- Q.6** Identify any three leader of your choice and describe their leadership traits and behavioral styles. [12]
- Q.7** As a manager, how will you inculcate positive attitude in your employees so that they are proactive in their performance. [12]
- Q.8** Describe in detail determinants of your own personality, give specific examples. [12]

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common for B.B.A./B.B.A.(BPM)

**BACHELOR OF BUSINESS ADMINISTRATION (BUSINESS PROCESS
MANAGEMENT) (CBCS- 2018 COURSE) B.B.A. (BPM) Sem-III: WINTER- 2019
SUBJECT: PRINCIPLES OF MARKETING (UE)**

Saturday 16-11-2019
02:00 PM-05:00 PM

18825 / W-20621-2019
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) Answer to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** What do you mean by Market Segmentation? State benefits of Market Segmentation. (12)
- Q.2** Discuss in detail nature, scope and major areas of marketing research. (12)
- Q.3** What are the components of marketing mix? Discuss various factors influencing selection of distribution channel. (12)
- Q.4** What is digital marketing? State in detail importance of digital marketing. (12)
- Q.5** Write short notes on **ANY TWO** of the following. (12)
- a) Green marketing
 - b) Publicity
 - c) Pricing Strategies
 - d) Market Targeting

SECTION – II

- Q.6** 'Money spent on advertisement is wasteful.' Do you agree? Give reasons. (12)
- Q.7** Discuss with suitable example, how the brand ambassador plays an important role for positioning product in market? (12)
- Q.8** Design a questionnaire for a holiday resort who wants to take customer feedback so as to improve their services. (12)

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

Sem-III: WINTER- 2019

SUBJECT: INTRODUCTION TO FINANCIAL MANAGEMENT (UE)

Tuesday 19-11-2019
02:00 PM-05:00 PM

W-18826-2019
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** answerbook.

SECTION – I

- Q.1** Define “Financial Management.” Explain its meaning and scope. (10)
- Q.2** Explain in detail the Profit V/s Wealth Maximization objectives of Financial Management. (10)
- Q.3** Explain the meaning and merits of Equity Shares. (10)
- Q.4** Define the term ‘Working Capital’. What are the determinants of Working Capital? (10)
- Q.5** Write short notes on **ANY TWO** of the following. (10)
- a) Demerits of Equity Shares
 - b) Leverage
 - c) Operating Cycle

SECTION – II

- Q.6** A firm whose cost of capital is 10% is considering two mutually exclusive projects X and Y, the details of which are: (15)

| | Year | Project X (Rs.) | Project Y (Rs.) |
|--------------|------|-----------------|-----------------|
| Cost | 0 | 1,00,000 | 1,00,000 |
| Cash Inflows | 1 | 10,000 | 50,000 |
| | 2 | 20,000 | 40,000 |
| | 3 | 30,000 | 20,000 |
| | 4 | 45,000 | 10,000 |
| | 5 | 60,000 | 10,000 |

Calculate :

- 1) NPV @ 10% discount rate for both the projects,
- 2) Profitability Index @ 10% for both the projects, and
- 3) Internal Rate of Return for both the projects.

Note : Discount Factors @ 10% of discount rate:

| Year | 1 | 2 | 3 | 4 | 5 |
|-----------------|-------|-------|-------|-------|-------|
| Discount factor | 0.909 | 0.826 | 0.751 | 0.683 | 0.621 |

- Q.7** A firm has the following capital structure and after-tax costs for the different sources of funds uses : (15)

| Source of Funds | Amount Rs. | Proportion % | After-Tax Cost % |
|--------------------|------------------|-----------------|---------------------|
| Debt. | 15,00,000 | 25 | 5 |
| Preference Shares | 12,00,000 | 20 | 10 |
| Equity Shares | 18,00,000 | 30 | 12 |
| Retained Earnings. | 15,00,000 | 25 | 11 |
| Total | 60,00,000 | 100 | |

You are required to compute the weighted average Cost of Capital.

- Q.8** What is the meaning of 'Capital Structure'? Explain the factors to be considered while framing capital structure of an organisation. (15)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE) B.B.A.
Sem-III: WINTER- 2019
SUBJECT: ENTREPRENEURSHIP DEVELOPMENT (UE)

Thursday 21-11-2019
02:00 PM-05:00 PM

W-18827-2019
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.
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SECTION – I

- Q.1** Explain the concept of entrepreneurship and explain the role of entrepreneurs in nation building. (10)
- Q.2** Discuss the process of innovation and identify the various sources of innovation in business. (10)
- Q.3** Describe the different factors of a feasibility study – Marketing, Finance, Technology and Legal formalities. (10)
- Q.4** What are the differences between an Entrepreneur and a Manager? (10)
- Q.5** Write short notes on any **TWO** of the following (10)
- a) Types of Entrepreneurs
 - b) Stimulating Creativity
 - c) Types of Franchise arrangement

SECTION - II

- Q.6** Consider that you are a women entrepreneur who wants to start a retail outlet for branded garments of women. What are the challenges you are likely to face and how would you overcome them? (10)
- Q.7** You decide to start a business in partnership. What are the advantages and disadvantages of partnership business? (10)
- Q.8** Explain briefly the different financial institutions that help entrepreneurs with finance for business. (10)

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