

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**B.B.A. Sem-V : SUMMER : 2025**  
**SUBJECT: CONSUMER BEHAVIOR**

Day : Monday  
Date : 26/05/2025

**S-18841-2025**

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. 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 difference between customer and consumer. Also explain the relevance of studying consumer behaviour in the field of marketing. (12)
- Q.2** What is consumer buying behaviour? How will you differentiate the buying behaviour of organizational buyer from consumer buyer? (12)
- Q.3** Discuss the process of diffusion of innovations. How is it different from adoption process? (12)
- Q.4** What is a reference group? What are various factors which are important in reference group influence? (12)
- Q.5** Write Short Note on **ANY TWO** of the following : (12)
- a) Howard Sheth Model
  - b) Elements of learning
  - c) Customer delight

**SECTION – II**

- Q.6** Despite of the environmental benefits of Electric Vehicles (EV), many consumers hesitate to switch due to high prices and limited charging stations. What factors are affecting the diffusion of Electric Vehicles (EV)? (12)
- Q.7** Identify the sources of influence on attitude formations. Outline and explain strategies for changing consumer attitudes with reference to organic food. (12)
- Q.8** You need a bike. How will you come to the buying decision of a particular brand? Discuss it with the consumer buying decision making process. (12)

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-V : SUMMER : 2025**  
**SUBJECT: TRAINING & DEVELOPMENT**

Day : Wednesday  
Date : 30/04/2025

S-26211-2025

Time : 02:00 PM-05:00 PM  
Max. Marks : 100

**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** Explain how does employee training prepares the organization to face changes and become more sustainable? (15)
- Q.2** What is Training Needs analysis? How is it conducted? (15)
- Q.3** Outline the steps in social learning. Discuss each step with suitable example. (15)
- Q.4** "Demonstration method provide complete information and operations to the trainee". Explain. (15)
- Q.5** Briefly explain the four segments of Kirkpatrick's model of training evaluation. (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Case studies as Executive Development method
  - b) Selection criteria for trainers
  - c) Group discussion
  - d) Technology in training

**SECTION-II**

- Q.7** Prepare a detailed training programme for Sales team appointed in marketing of pharmaceuticals. (20)
- Q.8** "Coaching is structured relationship to have long- term performance goal". Explain. (20)
- Q.9** First level business managers need training more frequently. Explain giving reasons. (20)

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-V : SUMMER : 2025**  
**SUBJECT: CONSUMER BEHAVIOUR**

Day : Friday  
Date : 02/05/2025

**S-26203-2025**

Time : 02:00 PM-05:00 PM  
Max. Marks : 100

**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 **SAME** answer book.

**SECTION – I**

- Q. 1** Define Consumer Behaviour. Explain its importance in the field of marketing. (15)  
State different buying roles in consumer behavior.
- Q. 2** What do you understand by buying motives? Classify different buying motives. (15)
- Q. 3** Describe consumer buying decision making process in detail. (15)
- Q. 4** What is diffusion of innovation? Explain it in detail. (15)
- Q. 5** Describe various steps involved in Consumer Research Process. (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Howard Shaith Model
  - b) Post Purchase Behaviour
  - c) Nocosia Model

**SECTION – II**

- Q. 7** Describe two recent purchases you have made. What uncontrollable factors, if any triggered problem recognition? Did they affect the desired state, actual state or both? (20)
- Q. 8** Describe the factors that affects the diffusion rate for an innovation. How can these factors be utilized in developing marketing strategies. (20)
- Q. 9** Discuss factors that may contribute to external information search and factors that act to reduce external search for information before purchase or adoption of the following: (20)
- a) Fast Food
  - b) Readymade Garments
  - c) Soft Drink

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-V : SUMMER : 2025**  
**SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT**

Day : Tuesday  
Date : 29/04/2025

**S-26207-2025**

Time : 02:00 PM-05:00 PM  
Max. Marks : 100

**N.B.:**

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

**SECTION – I**

- Q.1** Explain the concept and assumptions of Capital Asset Pricing Model (CAPM). [15]
- Q.2** Discuss any three alternatives of Investment available in India. [15]
- Q.3** What do you mean by Fundamental Analysis? Distinguish between Fundamental Analysis and Technical Analysis with suitable examples. [15]
- Q.4** Elaborate the process of Portfolio Management with appropriate examples. [15]
- Q.5** Write detailed note on Bombay Stock Exchange (BSE) and National Stock Exchange (NSE). [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Capital Market
  - b) Types of Risk
  - c) Efficient Frontier
  - d) Arbitrage Pricing Theory

**SECTION – II**

- Q.7** What do you mean by Investment? Discuss factors affecting Investment decision in Portfolio Management. [20]
- Q.8** a) Explain any two charts used in Technical Analysis with suitable examples. [10]

**P.T.O.**



- b) The rates of return on Stock Sai and Market Portfolio for 10 periods are given below: [10]

Period	Return of Stock Sai (%)	Return of Market Portfolio (%)
1	18	17
2	14	14
3	16	13
4	15	17
5	18	18
6	21	20
7	15	14
8	16	16
9	13	10
10	14	11

Calculate the Beta for Stock Sai.

- Q.9 Total returns from the stock Gama, stock Riya and stock Zeha over Eight years period are as follows: [20]

Year	Total return of Stock Gama (%)	Total return of Stock Riya (%)	Total return of Stock Zeha (%)
1	16	17	16
2	18	15	14
3	15	11	13
4	18	12	16
5	20	21	22
6	22	19	17
7	21	22	21
8	18	17	12

Calculate the Standard Deviation and Variance for Stock Gama, Stock Riya and Stock Zeha.

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

**B.B.A. Sem-V : SUMMER : 2025**

**SUBJECT: MANAGEMENT OF SERVICES**

Day : Friday

Date : 23/05/2025

**S-18840-2025**

Time : 10:00 AM-01:00 PM

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) Answer to both the Sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1 Define service. Describe growth of services sector in India. (10)
- Q.2 Discuss 7 P's of Services Marketing in detail. (10)
- Q.3 How are services different from goods? Explain with the help of characteristics of services. (10)
- Q.4 "Balancing demand with supply is the most difficult but challenging task before today's service providers". Do you agree? Justify with examples (10)
- Q.5 Write short notes on (ANY TWO) of the following: (10)
- a) Distribution of services
  - b) Classification of services
  - c) Service Life Cycle

**SECTION-II**

- Q.6 Describe various challenges faced by service providers in banking sector. (15)
- Q.7 How will you promote following services? (15)
- a) Health care services
  - b) Insurance
- Q.8 How will you develop an effective plan for improving service quality of "Pune Municipal Corporation"? Give assumptions if any. (15)

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-V : SUMMER : 2025**  
**SUBJECT: ENVIRONMENTAL STUDIES & SUSTAINABLE DEVELOPMENT**

Day : Monday  
Date : 28/04/2025

**S-26202-2025**

Time : 02:00 PM-05:00 PM  
Max. Marks : 100

**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 are the Sustainable Development Goals (SDGs), and why are they important? (15)
- Q.2** What is the concept of carrying capacity in ecology, and how does it related to human population growth? (15)
- Q.3** What is the energy –water-food nexus and why is it important for resource management? (15)
- Q.4** Discuss the role of recycling and waste reduction programs ion managing solid waste effectively and their impact on the community. (15)
- Q.5** In the quest for progress, humans have disrupted the delicate ecological balance that once existed between trees, wildlife, and themselves. Provide examples to illustrate this. (15)
- Q.6** Write short notes on **ANY THREE** of the following : (15)
- a) Fossil Fuels
  - b) Impact of Nuclear Energy
  - c) Impact of Bio-Diversity
  - d) Solutions for Water Scarcity
  - e) Hydro-power Energy

**SECTION – II**

- Q.7** What are the goals of the UN Climate Change Conference? Discuss two companies that have successfully reached net-zero emissions. (20)
- Q.8** What are some strategies to achieve green growth at the national and global levels? (20)
- Q.9** Discuss the strategies and technologies available for managing and improving air quality including any innovative solutions being explored. (20)

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-V : SUMMER : 2025**  
**SUBJECT: STRATEGIC MANAGEMENT**

Day : Thursday  
Date : 24/04/2025

**S-26200-2025**

Time : 02:00 PM-05:00 PM  
Max. Marks : 100

**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) Answer to both the sections should be written in **SAME** answer-book.

**SECTION – I**

- Q.1** Define the strategic management process and explain its key stages. (15)
- Q.2** What are the strategic implications of external environmental factors on a business? (15)
- Q.3** Explain how to identify strategic alternatives for a business. (15)
- Q.4** Discuss the concept and components of macro-environment analysis. (15)
- Q.5** Describe the key elements of corporate strategy. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Strategic Management in Multinational Corporations
  - b) Business-Level vs. Corporate-Level Strategies
  - c) Marketing Strategy Formulation
  - d) Measuring the Success of Strategies

**SECTION – II**

- Q.7** Analyze the use of PESTLE analysis in a global corporation's entry into a new market. Evaluate the environmental factors involved. (20)
- Q.8** Evaluate the effectiveness of strategic implementation at the operational level in a real or hypothetical organization. (20)
- Q.9** Propose and justify a functional strategy to align marketing and production in a manufacturing firm. (20)

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