

ADDITIONAL EXAM FOR EXTRA CURRICULAR ACTIVITIES
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: REGULATORY ASPECTS OF INTERNATIONAL BUSINESS

Day : Tuesday
Date : 23/06/2026

S-26205-2026

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 the different types of International Laws with the help of suitable examples. (15)
- Q.2** Discuss the challenges that business face in navigating the statutes and guidelines governing Cross Border Trade. (15)
- Q.3** Define High Financial Gearing and explain its implication for banks and financial institutions. (15)
- Q.4** Define the concept of a Currency Board. Explain its role in monetary policy. (15)
- Q.5** Discuss the objectives and principles of FEMA. (15)
- Q.6** Write short note on **ANY THREE** of the following : (15)
- a) FEDAI
 - b) Period between World war I & II
 - c) EURO
 - d) Conflict of Law

SECTION – II

- Q.7** Identify and discuss the future challenges faced by International Banking Regulation, particularly in the context of technological advancements. (20)
- Q.8** Describe the process of Regulation and Deregulation in the Indian Foreign Exchange Market. (20)
- Q.9** Provide a detailed account of the rise and fall of the Bank of Credit and Commerce International (BCCI). (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: CONSUMER BEHAVIOUR

Day : Saturday
Date : 23/05/2026

S-26203-2026

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 What is the meaning of consumer behaviour? Explain the various buying roles in consumer behaviour. (15)
- Q. 2 Discuss the role of personality in consumer behaviour. (15)
- Q. 3 Explain in detail the Howard Sheth model in consumer behaviour. (15)
- Q. 4 Bring out how culture and sub-culture influences on consumer buying behaviour. (15)
- Q. 5 Discuss the relevance of Nicosia model in the study of consumer behaviour. (15)
- Q. 6 Write short notes on **ANY TWO** of the following: (15)
- a) Strategies for changing attitudes
 - b) Motive Hierarchy
 - c) Types of buying behaviour

SECTION – II

- Q. 7 Explain the consumer complaint behaviour and post-purchase dissonance in consumer's buying decision making process. (20)
- Q. 8 Discuss the external determinants of consumer behaviour and analyze how each factor influence the decision-making process of consumers. Provide relevant examples to illustrate your points. (20)
- Q. 9 Evaluate the role of diffusion of innovation in shaping consumer behaviour in the context of modern technological advancements. (20)

* * * * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: REGULATORY ASPECTS OF INTERNATIONAL BUSINESS

Day : Friday
Date : 29/05/2026

S-26205-2026

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

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 are the main types of international law? Explain each with reference to business. (15)
- Q.2** What are the international guidelines in cross border trade? (15)
- Q.3** Compare the challenges faced by the regulators in dealing with domestic banks versus international banks. (15)
- Q.4** Discuss the establishment of Bretton Woods system in 1944 and explain its objectives. (15)
- Q.5** Discuss the objectives and principles of FEMA (15)
- Q.6** Write short note on **ANY TWO** of the following : (15)
- a) Period between world war I & II
 - b) FEDAI
 - c) Conflict of law
 - d) Currency Board

SECTION – II

- Q.7** Discuss how the Bank for International Settlements (BIS) provides a platform for central banks and financial institutions to collaborate on regulatory issues. (20)
- Q.8** Discuss the establishment of EURO and its significance in the context of European integration. (20)
- Q.9** Provide a detailed account of the rise and fall of the Bank of Credit and Commerce International (BCCI). (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: INTRODUCTION TO OPERATIONS RESEARCH

Day : Thursday
Date : 14/05/2026

S-26201-2026

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

N.B.:

- 1) Attempt any **FOUR** from Section – I. Each question carries 15 marks.
- 2) Attempt any **FOUR** from Section – II. Each question carries 20 marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) Use of non-programmable calculator is allowed.

SECTION-I

Q.1 Define Operations Research. Explain the historical background of operations research (15)

Q.2 Solve the following L.P.P. by Graphical method. (15)
Minimize $z = 50x_1 + 30x_2$

Subject to

$$4x_1 + 3x_2 \geq 60$$

$$2x_1 + 3x_2 \geq 36$$

$$x_1, x_2 \geq 0$$

Q.3 Find I.B.F.S of the following Transportation Problem by using: (15)
(i) NWCR (ii) LCM (iii) VAM

Destinations				
Source	I	II	III	Supply
X	10	5	6	400
Y	14	9	3	300
Z	8	16	13	300
Demand	200	300	500	

Q.4 Solve the following Assignment Problem for minimization: (15)

Employees					
Jobs	I	II	III	IV	V
A	10	5	13	15	16
B	3	9	18	13	6
C	10	7	2	2	2
D	7	11	9	7	12
E	7	9	10	4	12

Q.5 Write short note on **ANY THREE** from the following: (15)
a) Degeneracy in T.P.
b) Simulation
c) Limitations of Operations Research
d) Unbalanced Assignment Problem

P.T.O.

SECTION-II

Q.6

Solve the following Assignment Problem for maximization:

(20)

Salesman	Territory			
	I	II	III	IV
A	42	35	28	21
B	30	25	20	15
C	30	25	20	15
D	24	20	16	12

Q.7

A company has 3 production facilities S_1 , S_2 and S_3 with production capacity of 7, 9 and 18 units per week of a product respectively. These unit are to be shipped to 4 warehouses D_1 , D_2 , D_3 and D_4 with requirement of 5, 8, 7 and 14 units per week respectively. The transportation costs (in rupees) per unit between factories to warehouses are given in the table below.

Sources (Production facilities)	Destinations				Supply
	D_1	D_2	D_3	D_4	
S_1	19	30	50	10	7
S_2	70	30	40	60	9
S_3	40	8	70	20	18
Demand	5	8	7	14	34

Find the optimum transportation cost.

Q.8

A bakery keeps stock of a popular brand of cake. Previous experience shows the daily demand pattern for the item with associated probabilities as given below:

Daily Demand (No.)	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Use the following sequence of random numbers to simulate the demand for next 10 days.

Random No's: 25, 39, 85, 76, 12, 05, 73, 89, 19, 49.

Also estimate the daily average demand for the cakes on the basis of the simulated data.

* * * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: STRATEGIC MANAGEMENT

Day : Tuesday
Date : 12/05/2026

S-26200-2026

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 strategic management and explain its importance to organizations. | (15) |
| Q. 2 | Explain vision, mission, and objectives in strategic planning. | (15) |
| Q. 3 | Compare SWOT analysis and PESTLE analysis as strategic tools. | (15) |
| Q. 4 | Explain corporate strategies in a global business environment. | (15) |
| Q. 5 | Explain the process of developing functional and operational strategies. | (15) |
| Q. 6 | Write short notes on ANY THREE of the following: | (15) |
| | a) Environmental Scanning | |
| | b) Global Strategy | |
| | c) Financial Strategy | |
| | d) Strategy Evaluation | |

SECTION – II

- | | | |
|-------------|--|------|
| Q. 7 | A manufacturing company plans to diversify into new product lines. Suggest suitable corporate strategies and justify your answer. | (20) |
| Q. 8 | A multinational company faces cultural and regulatory challenges while implementing strategy. Analyze the strategic issues involved. | (20) |
| Q. 9 | A company failed despite having a well-documented strategy. Evaluate the importance of execution and control mechanisms. | (20) |

* * * * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: ENVIRONMENTAL STUDIES & SUSTAINABLE DEVELOPMENT

Day : Saturday
Date : 16/05/2026

S-26202-2026

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** How do urban services and economic activities affect the environment? Give (15) examples to explain their relationship.
- Q.2** What is Green Growth? Discuss how it differs from traditional economic growth (15) models.
- Q.3** Discuss the economic, social and ethical values of biodiversity with relevant (15) examples.
- Q.4** Explain the principles and practices of solid waste and hazardous material (15) management.
- Q.5** What are the main environmental laws in India? How well do they help in solving (15) environmental problems?
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Fossil Fuels vs. Renewable Energy
 - b) Environment and Ecology
 - c) Concept of Carrying Capacity
 - d) Water Scarcity and its Impacts

SECTION – II

- Q.7** Describe the energy- water –food nexus. What are the main challenges in (20) managing these resources together?
- Q.8** How are genetically modified (GM) crops different from organic farming? What (20) effects do both have on the environment and human health?
- Q.9** Evaluate the significance of global environmental conventions and treaties in (20) combating climate change.

* * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Day : Tuesday
Date : 19/05/2026

S-26207-2026

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

SECTION – I

- Q. 1 Discuss the Objectives and Functions of Securities and Exchange Board of India (SEBI). (15)
- Q. 2 Elaborate the concept of Fundamental Analysis. Recommend any stock investment based on the Fundamental Analysis. (15)
- Q. 3 Explain any two investment alternatives available to investors in India. Further, Distinguish between Investment, Speculation, and Gambling. (15)
- Q. 4 Define basic principles of Technical Analysis. Discuss uses of Technical Charts. (15)
- Q. 5 What do you mean by Expected Return on Stock? Discuss various factors affecting Stock Returns. (15)
- Q. 6 Write short notes on **ANY TWO** of the following : (15)
- a) Assumptions of Capital Asset Pricing Model
 - b) Efficient Frontier
 - c) Process of Portfolio Management

SECTION – II

- Q. 7 The rate of return on stock Reha and Market portfolio for 12 periods are given below (20)

Period	Return of Stock Reha (%)	Return of Market Portfolio M (%)
1	21	20
2	13	16
3	20	21
4	11	14
5	17	22
6	20	21
7	21	15
8	18	19
9	17	21
10	21	14
11	19	18
12	18	15

- a) Explain the concept of Beta as a measure of Systematic Risk.
- b) Calculate the Beta for Stock Reha.

P.T.O.

Q. 8

Total return from the stock A, stock R and stock D over eight years period (20)
are as follows

Year	Total return stock A (%)	Total return stock R (%)	Total return stock D (%)
1	8	10	11
2	10	8	13
3	9	12	10
4	12	9	9
5	8	11	10
6	11	10	8
7	10	13	7
8	12	7	12

Calculate the standard deviation for stock A, stock R and stock D.

Q. 9

Mr. Shiva is planning to create his investment portfolio. Explain the (20)
concept of a portfolio to him. Discuss the various factors he should consider
while making investment decisions in portfolio management.

* * * * *

Day : Thursday
Date : 21/05/2026

S-26211-2026

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** "Education is a structured process of Teaching and learning that aims to impart knowledge, develop critical thinking and intellectual growth". Explain. (15)
- Q.2** Discuss the concept and importance of Training needs analysis. (15)
- Q.3** Explain Learning with the help of reinforcement theory in detail. (15)
- Q.4** Describe any 2 methods of off- the-job training methods used for employee training. (15)
- Q.5** Draw a neat diagram showing Kirkpatrick model of training evaluation. Explain the elements of it. (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Objectives of Training
 - b) In- Basket- Exercise
 - c) Use of technology in training
 - d) Skill building training

SECTION-II

- Q.7** Write a detailed plan for training the employees appointed in manufacturing factory for safety to be observed. (20)
- Q.8** "Self-directed learning is student centered learning method"- Explain. (20)
- Q.9** What kind of training programmes are required for middle level managers? Explain giving reasons and examples. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: INTRODUCTION TO OPERATIONS RESEARCH

Day : Saturday
Date : 13/06/2026

S-18857-2026

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) Both sections should be written in **SAME** answer book.
- 4) Use of non-programmable **CALCULATOR** is allowed.
- 5) Allowed to use graph paper **WHENEVER** necessary.

SECTION – I

- Q. 1** Solve the given Linear Programming Problem graphically: (10)
Maximize:

$$Z = 5x + 4y$$

Constraints are,

$$\begin{aligned}x + y &\leq 20 \\ 2x + y &\leq 30 \\ x &\geq 0, y \geq 0\end{aligned}$$

- Q. 2** Solve the following Transportation Problem and obtain the Initial Basic Feasible Solution using the North-West Corner Method. (10)

Sources	D1	D2	D3	Supply
S1	4	6	8	20
S2	5	7	6	30
S3	8	5	4	25
Demand	15	35	25	75

- Q. 3** Solve the following Assignment Problem using the Hungarian Method. (10)
The cost matrix (in ₹) is given below:

Workers	Job A	Job B	Job C	Job D
W1	9	2	7	8
W2	6	4	3	7
W3	5	8	1	8
W4	7	6	9	4

- Q. 4** Explain the concept of Operations Research (OR). Discuss its scope, advantages, and limitations in managerial decision-making. (10)

- Q. 5** Write short notes on **ANY TWO**: (10)

- a) Applications of Linear Programming
- b) Floats
- c) Critical Path Method (CPM)

P.T.O.

SECTION – II

- Q. 6** A company manufactures two products, A and B. (15)
 Profit per unit of A = ₹40, Profit per unit of B = ₹30
 Each unit of A requires 2 hours of machine time. Each unit of B requires 1 hour of machine time.
 Total machine time available = 100 hours. The company can produce at most 40 units of A.
 Formulate the Linear Programming Problem.
 Solve the problem using the graphical method.

- Q. 7** Obtain the Initial Basic Feasible Solution (IBFS) using the North-West Corner Rule. (15)

Sources	D1	D2	D3	Supply
S1	4	6	8	20
S2	5	7	6	30
S3	8	5	4	25
Demand	15	35	25	75

- Q.8** The following activities are involved in a project: (15)

Activity	Duration (Days)	Predecessor
A	2	-
B	4	A
C	3	A
D	5	B
E	2	C
F	3	D, E

Required:

Draw the network diagram.

Determine the Critical Path.

Calculate the project completion time.

* * * * *

ADDITIONAL EXAM FOR EXTRA CURRICULAR ACTIVITIES
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: INTRODUCTION TO OPERATIONS RESEARCH

Day : Friday
Date : 19/06/2026

S-26201-2026

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 right indicate full 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 What is Operations Research? Discuss its applications and limitations in detail. (15)

Q.2 Solve the following L.P.P. graphically (15)
 Maximize $Z = 7x_1 + 4x_2$
 Subject to: $x_1 + 2x_2 \leq 10$,
 $3x_1 + x_2 \leq 12$,
 $x_1, x_2 \geq 0$

Q.3 Solve the Assignment Problem for Minimization using Hungarian Method (15)

Machines	Jobs			
	J1	J2	J3	J4
M1	9	11	10	8
M2	6	7	12	9
M3	8	9	7	11
M4	10	8	9	12

Q.4 Find Initial Basic Feasible Solution (I.B.F.S.) of the following (15)
 Transportation Problem using
 a) North -West Corner Rule (NWCR),
 b) Vogel's Approximation Method (VAM)
 c) Least Cost Method (LCM)

Sources	Destinations			Supply
	D1	D2	D3	
S1	6	4	5	70
S2	5	7	6	50
S3	8	6	9	40
Demand	60	40	60	

Q.5 What is Simulation? Discuss the types of Simulation and process of Monte Carlo Simulation in detail. (15)

Q.6 Write short notes on **ANY TWO** of the following: (15)
 a) Historical Background of Operations Research
 b) Steps in Hungarian Method of solving Assignment Problem
 c) Degeneracy in Transportation Problem

P.T.O.

SECTION-II

- Q. 7** Find the optimum solution for the following Transportation problem for minimization. (20)

Sources	Destinations			
	D1	D2	D3	Supply
S1	4	6	8	100
S2	5	3	7	120
S3	9	5	6	80
Demand	90	100	110	

- Q. 8** Simulate the demand for a product for 5 days using the following probability distribution and random numbers. Compute the average demand from the simulation. (20)

Demand	5	15	25	35	45
Probability	0.10	0.20	0.30	0.25	0.15

Random Numbers: 5, 18, 55, 33, 77.

- Q. 9** Formulate the following LPP and solve graphically: (20)
 Product A uses machine 4 hrs and labour 2 hrs per unit.
 Product B uses machine 1 hr and labour 2 hrs per unit.
 Machine available for 80 hrs, and labours available for 60 hrs.
 Profit per product A = ₹25, Profit per product B = ₹35. Determine production plan to maximize profit.

* * * * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: EVENT MARKETING

Day : Wednesday
Date : 10/06/2026

S-26223-2026

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** What is event marketing? Explain importance and benefits of event marketing. [15]
- Q.2** Discuss how setting objectives and goals helps in resource allocation and performance evaluation. Give suitable example. [15]
- Q.3** State in detail significance of public relations and media relations in the event promotion process. What are the key tactics used to generate media coverage and attract press attention? [15]
- Q.4** Describe the role of staff training and supervision in success of an event. List out key areas, should be covered in staff training. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Importance of Post Event Analysis
 - b) On site Management
 - c) Event Brand and Positioning
 - d) Event Sponsorship and Partnerships

SECTION – II

- Q.6** Identify and discuss the major challenges in event marketing firm facing in today business scenario. [20]
- Q.7** How can social media marketing be utilized effectively in promoting an event? Discuss the role of platforms like Instagram and Facebook in creating buzz and engaging with audience. [20]
- Q.8** Why is budgeting and financial management important in event planning? Discuss the steps involved in creating a budget for an event. [20]

ADDITIONAL EXAM FOR EXTRA CURRICULAR ACTIVITIES
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: ENVIRONMENTAL STUDIES & SUSTAINABLE DEVELOPMENT

Day : Saturday
Date : 20/06/2026

S-26202-2026

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 environment, ecology, and natural resources. Explain their interrelationship. | (15) |
| Q. 2 | Discuss the environmental impacts of agrochemicals | (15) |
| Q. 3 | Evaluate solid waste management in Indian cities. | (15) |
| Q. 4 | Analyze limitations of fossil fuels and justify the need for renewables. | (15) |
| Q. 5 | Evaluate India's progress on the Sustainable Development Goals. | (15) |
| Q. 6 | Write short notes on ANY TWO of the following: | (15) |
| | a) Natural Resources | |
| | b) Renewable Energy | |
| | c) Food Security | |
| | d) Water Conservation | |

SECTION – II

- | | | |
|------|--|------|
| Q. 7 | Analyze the role of Indian environmental institutions. | (20) |
| Q. 8 | Evaluate urbanization's impact on air quality and human health | (20) |
| Q. 9 | Create a community-based water conservation model. | (20) |

* * * * *

ADDITIONAL EXAM FOR EXTRA CURRICULAR ACTIVITIES
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: TRAINING & DEVELOPMENT

Day : Monday
Date : 22/06/2026

S-26211-2026

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 the **SAME** answer book.

SECTION – I

- Q.1** What is training? Why it is essential for organizations and individuals? (15)
- Q.2** Discuss the process of training needs analysis and how is it relevant for training design. (15)
- Q.3** What is reinforcement theory? How can rewards influence employee behaviour in the work place? (15)
- Q.4** Compare the on-the-job and off-the-methods of training with suitable examples. (15)
- Q.5** Discuss the aspects for selecting and preparing training site for effective learning. (15)
- Q.6** Write short notes on any **THREE** : (15)
- a) Technology for training
 - b) Cost benefit analysis for training
 - c) Principles of training
 - d) Simulation method for training

SECTION – II

- Q.7** What are the advantages and limitations of ADDIE model in present digital learning environment? (20)
- Q.8** You are assigned to train a group of newly hired sales executives considering their job roles, which training methods would you choose. Justify. (20)
- Q.9** Describe Kirkpatrick model of training evaluation with reference to improved results of the company. (20)

* * * *

ADDITIONAL EXAM FOR EXTRA CURRICULAR ACTIVITIES
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : SUMMER : 2026
SUBJECT: STRATEGIC MANAGEMENT

Day : Thursday
Date : 18/06/2026

S-26200-2026

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

NB :

1. Figures to the right indicate FULL marks.
2. Answer to both the sections should be written in the SAME answer book.
3. Section -II-attempt any TWO questions. Each question carries 20 marks.
4. Section - I - Attempt any FOUR questions. Each question carries 15 marks.

SECTION - I

- | | | |
|------|---|---------|
| Q. 1 | Define the term Corporate Objectives and discuss their importance in Strategic Planning. | (15) |
| Q. 2 | Discuss the concept of Internal and External Environment Analysis in Strategic Management. | (15) |
| Q. 3 | Explain the role of Environmental Analysis in identifying Strategic Alternatives. | (15) |
| Q. 4 | Describe different types of Corporate and Business Growth Strategies. | (15) |
| Q. 5 | Explain how Financial Strategies contribute to successful Strategy Implementation. | (15) |
| Q. 6 | Attempt ANY TWO of the following: (Short Notes)
a) Strategic Management Process.
b) Corporate Purpose and Mission.
c) Strategy Formulation and Implementation Linkage. | (7.5x2) |

SECTION - II

- | | | |
|------|--|------|
| Q. 7 | A start-up in the food delivery industry aims to scale up operations. Recommend suitable Strategic Alternatives to achieve its objectives. | (20) |
| Q. 8 | Analyze how a multinational firm uses Global Business Strategies to maintain its market presence. | (20) |
| Q. 9 | Propose how different Functional and Operational Strategies can be coordinated to achieve organizational success. | (20) |

* * * * *