

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

Day : Monday
Date : 22/06/2026

S-26212-2026

Time : 10:00 AM-01:00 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 is the purpose of a performance management system? Explain its key objectives. (15)
- Q.2** Describe the issues and challenges in performance appraisal. (15)
- Q.3** What are the different approaches to compensation? Explain with examples. (15)
- Q.4** Explain the importance of employee benefits and their impact on employee retention. (15)
- Q.5** What is the role of legal regulations in compensation management? (15)
- Q.6** Write Short Note on **ANY THREE** of the following : (15)
- a) Performance counseling
 - b) Compensation management in MNCs
 - c) Profit- sharing Vs. gain- sharing.
 - d) Perceptions of pay fairness.

SECTION – II

- Q.7** Your company is introducing a new incentive plan. Develop a strategy to ensure it is effective and fair for all employees? (20)
- Q.8** A company is struggling with performance related pay dissatisfaction. Analyze the root causes and propose a solution. (20)
- Q.9** Some experts believe that non-monetary rewards are more effective than financial compensation. Do you agree? Justify your answer. (20)

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

SUBJECT: EXPORT IMPORT POLICIES, PROCEDURES & DOCUMENTATION

Day : Tuesday

Date : 23/06/2026

S-26206-2026

Time : 10:00 AM-01:00 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** Define the term Export and Import. What are the benefits of Exports and Imports? (15)
- Q. 2** Explain in brief the Foreign Trade (Development and Regulation) Act, 1992. (15)
- Q. 3** Describe the procedure followed at the Registration Stage of Importing goods in India. (15)
- Q. 4** What is the step-by-step procedure followed at the Shipment Stage of exporting? (15)
- Q.5** Write a detailed note on Shipping Bill. (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Importance of International Trade
 - b) Steps taken at Pre-Import Stage
 - c) GR Form

SECTION – II

- Q. 7** Discuss the various steps for obtaining an Importer-Exporter Code (I.E.C.) Number. (20)
- Q. 8** Explain the Export Procedure at the Post-Shipment Stage of Exporting. (20)
- Q. 9** What is Consular Invoice and Commercial Invoice? Differentiate between Consular Invoice and Commercial Invoice. (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: INTRODUCTION TO STRATEGIC MANAGEMENT

Day : Friday
Date : 12/06/2026

S-18862-2026

Time : 02:00 PM-05:00 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** Write clear, concise and effective mission and vision statements. Explain how they will guide the company's strategic direction. (10)
- Q.2** Explain the concept of environmental analysis. Why is it essential in strategic management? (10)
- Q.3** Discuss the GE 9- Cell Matrix as a strategic planning tool. (10)
- Q.4** Explain the concept of strategic control. How is it different from operational control? (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Levels of Strategy
 - b) Ansoff Matrix
 - c) SWOT Analysis
 - d) Benefits of Strategic Management

SECTION – II

- Q.6** Identify the benefits of strategic management that the firm can use to regain its competitive edge. Provide specific examples of how strategic management can improve business performance. (15)
- Q.7** Propose a suitable organizational structure and justify your choice. Explain how this structure will aid in the company's strategic implementation. (15)
- Q.8** Identify and explain the type of corporate strategy that the company should adopt. Justify your choice with specific industry examples. (15)

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

SUBJECT: ENTREPRENEURSHIP DEVELOPMENT & STARTUP MANAGEMENT

Day : Friday
Date : 19/06/2026

S-26234-2026

Time : 10:00 AM-01:00 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 concept of an entrepreneur. Discuss its meaning, definition and different types with suitable examples. (15)
- Q.2** Discuss the role of innovation in business idea generation. How can entrepreneurs leverage innovation to develop unique business plans? (15)
- Q.3** Define Entrepreneurship Development Program (EDP). Explain its significance in promoting entrepreneurship. (15)
- Q.4** Analyze the challenges faced by entrepreneurs in obtaining financial support and suggest measures to overcome them. (15)
- Q.5** Explain the concept of family business. What are its key structures and types? Discuss its advantages and disadvantages. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Difference between Entrepreneur and Manager
 - b) Ways for identifying Business Opportunities
 - c) Problems of EDP
 - d) Discuss RBI and IRDBI

SECTION – II

- Q.7** Ramesh, a young entrepreneur from a rural area, identified a gap in the organic farming market. He observed that consumers in urban areas prefer organic vegetables, but farmers in his village struggled to sell their produce at profitable rates. Ramesh decided to bridge this gap by starting an online platform that directly connects farmers with urban consumers. To launch his business, Ramesh needs to create a business plan, secure financial support and overcome challenges related to logistics and marketing. (20)
How should Ramesh evaluate this business opportunity before launching his startup? List down the key components that should be included in his business plan? Suggest possible financial sources that can support Ramesh's venture. How can government programs and Entrepreneurship Development Programs (EDPs) assist Ramesh in growing his business?
- Q.8** Discuss the role of financial institutions like IDBI, IFCI, ICICI, NSIC and MUDRA in supporting startups and small businesses. (20)
- Q.9** Prepare a business plan for an e-commerce platform selling any product of your choice. Discuss the target, market, operational strategy, financial planning and competitive advantage. (20)

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

Day : Thursday
Date : 18/06/2026

S-26233-2026

Time : 10:00 AM-01:00 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** Explain project organization structures and evaluate their impact on communication, authority, and project performance. (15)
- Q. 2** Describe the responsibilities of a Project Manager during different stages of a project. (15)
- Q. 3** Evaluate the process of profitability analysis in project selection. Explain the use of NPV, IRR, and Payback Period techniques. (15)
- Q. 4** Elaborate the process of Project Monitoring and Control. Explain how PMIS assists project managers in decision-making. (15)
- Q. 5** Differentiate between Activity-on-Node (AON) and Activity-on-Arrow (AOA) network conventions. Illustrate each with examples. (15)
- Q. 6** Write short notes on **ANY THREE** of the following: (15)
- a) Project attributes
 - b) Earned Value Analysis
 - c) Multi weighted scoring model
 - d) Reasons for Project Failure

SECTION – II

- Q. 7** What is PERT analysis? Discuss the significance of optimistic, most likely, and pessimistic time estimates in project planning. (20)
- Q. 8** Explain the Team Development Model. Discuss the sources of conflict in project teams and methods of conflict resolution. (20)
- Q. 9** Discuss the concept of Work Breakdown Structure (WBS). Develop a sample WBS for organizing a national-level technical conference. (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: DIGITAL MARKETING

Day : Tuesday
Date : 23/06/2026

S-18864-2026

Time : 02:00 PM-05:00 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** Define digital marketing and explain its scope in today's business world. (10)
- Q.2** What are the key digital marketing strategies for e-promotion? (10)
- Q.3** Define customer expectations in online marketing. What factors influence the customer expectations? (10)
- Q.4** What is e – CRM? Discuss the benefits of e – CRM. (10)
- Q.5** Write Short Note on **ANY TWO** of the following : (10)
- a) Advertising on Social networking
 - b) Establishing trust in digital business
 - c) The online value

SECTION – II

- Q.6** Critically comment on the segmentation, targeting and positioning of Amazon Prime Video and Jio Cinema. (15)
- Q.7** Netflix provides as on – demand streaming service with personalized recommendations using AI. How does company use digital marketing strategies to increase customer base. (15)
- Q.8** A food delivery company received negative comments on social media due to late deliveries. How should company handle disadvantages of social media and improve the brand reputation. (15)

ADDITIONAL EXAM FOR EXTRA CURRICULAR ACTIVITIES
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: ARTIFICIAL INTELLIGENCE FOR MANAGERS

Day : Saturday
Date : 20/06/2026

S-26235-2026

Time : 10:00 AM-01:00 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** Describe in simple language the history and important milestones of AI. How did these milestones help AI to be used in business today? (15)
- Q. 2** What is Natural Language Processing (NLP)? Explain any three uses of NLP for managers, such as sentiment analysis, chatbots and document handling. (15)
- Q. 3** What is an AI-based Decision Support System? Explain how AI can help managers to take better and faster decisions at operational, tactical and strategic levels. (15)
- Q. 4** Explain the ethical, legal and regulatory issues related to the use of AI in business. Give any four simple examples. (15)
- Q. 5** Explain how AI is used in operations and supply chain management. Describe in brief: operations optimisation, predictive maintenance, inventory control and supply chain optimisation. (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Computer Vision in business
 - b) Robotics and Automation in industry
 - c) Case Study of a successful AI implementation in any organization

SECTION – II

- Q. 7** A medium-sized retail shop wants to start using AI. Prepare a simple step-wise plan to introduce AI – from checking current processes to small pilot projects and full implementation. (20)
- Q. 8** An e-commerce company wants to use AI in marketing. Explain how AI can help in collecting data, dividing customers into groups, personalising offers and using predictive analytics to improve sales. (20)
- Q. 9** Explain in simple words three future trends in AI (for example generative AI, self-driving systems, AI-based analytics). For each trend, write its benefit and one risk for managers. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: INTERNATIONAL FINANCE & FINANCIAL RISK MANAGEMENT

Day : Saturday
Date : 13/06/2026

S-18866-2026

Time : 02:00 PM-05:00 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** What do you mean by International Finance? Distinguish between Domestic Finance and International Finance with suitable examples. **(10)**
- Q.2** Elaborate the concept of External Commercial Borrowings (ECBs) and Factoring. **(10)**
- Q.3** Explain the concept and features of Foreign Exchange Market. **(10)**
- Q.4** Discuss various types of risks involved in International Financial Management. **(10)**
- Q.5** Write short notes on **ANY TWO** of the Following : **(10)**
- a) Scope of International Finance
 - b) Participants of Foreign Exchange Market
 - c) Documentary Credit
 - d) Importance of Derivatives

SECTION – II

- Q.6** What is Risk Management? Discuss the process of Risk Management with suitable examples. **(15)**
- Q.7** Discuss the concept of Pre Shipment Credit and Post Shipment Credit **(15)**
- Q.8** Elaborate the concept and types of Derivatives. **(15)**

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: TOUR OPERATIONS MANAGEMENT

Day : Wednesday
Date : 10/06/2026

S-26226-2026

Time : 10:00 AM-01:00 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 heritage tourism and explain its relevance in India. | (15) |
| Q. 2 | Describe subsidiary services in tourism and their importance. | (15) |
| Q. 3 | Explain the concept of seasonality in tourism with examples. | (15) |
| Q. 4 | Explain the types and importance of maps and charts in tourism planning. | (15) |
| Q. 5 | Discuss the roles of local officials in tourism regulation and development. | (15) |
| Q. 6 | Write short notes on ANY THREE of the following: | (15) |
| | a) Tourism System and Its Components | |
| | b) Economic Impact of Tourism | |
| | c) Role of Guides and Escorts | |
| | d) Biodiversity and Tourism | |
| | e) Cultural Heritage Festivals | |

SECTION – II

- | | | |
|-------------|--|------|
| Q. 7 | Explain the role of travel agencies and tour operators in creating tourism packages. | (20) |
| Q. 8 | Discuss threats and obstacles to sustainable tourism development. | (20) |
| Q. 9 | Explain the use of history in tourism and its importance for destinations. | (20) |

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: MULTIVARIATE STATISTICS

Day : Monday
Date : 08/06/2026

S-26222-2026

Time : 10:00 AM-01:00 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 Multivariate Statistics? Explain the importance of Multivariate Statistics in management research. (15)
- Q. 2 What is Principal Component Analysis (PCA)? Explain its purpose in Descriptive multivariate Statistics. (15)
- Q. 3 Discuss the concept of Multivariate Regression Analysis. Explain Simple regression analysis in detail. (15)
- Q. 4 Explain the concept of Multivariate Analysis of Variance (MANOVA) with suitable example. (15)
- Q. 5 What is Multivariate classification in Business Analytics? Explain various applications of Multivariate classification in Business Analytics. (15)
- Q. 6 Write short notes on **ANY THREE** of the following: (15)
- a) Types of Multivariate Data
 - b) Repeated measures MANOVA
 - c) Quartile Deviation
 - d) Cluster Analysis.

SECTION – II

- Q. 7 What is Data Visualization? Discuss various types of data visualization in Descriptive multivariate Statistics. (20)
- Q. 8 The daily wages of workers are given below. Calculate Standard Deviation and Coefficient of Variation for the following data. (20)

Wages	100-200	200-300	300-400	400-500	500-600	600-700	700-800
Frequency	4	18	37	61	47	32	17

- Q. 9 Find the regression equation X on Y from the following data and estimate the value of X when value of Y is 78. (20)

X	30	25	35	28	26	17	10
Y	56	42	60	48	45	34	26

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: SOFTWARE PROJECT MANAGEMENT TOOLS

Day : Saturday
Date : 06/06/2026

S-26220-2026

Time : 10:00 AM-01:00 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.

SECTION-I

- Q.1 Define the term project and explain its key characteristics. (15)
- Q.2 Differentiate between Qualitative risks and Quantitative risks. (15)
- Q.3 What are the challenges of managing multicultural project teams? (15)
- Q.4 Define the term project leadership and explain its importance in project success. (15)
- Q.5 Identify the stakeholders in a project and describe their objectives. (15)
- Q.6 Write short notes on **ANY TWO** of the following: (15)
- a) Purpose of risk management planning.
 - b) Project evaluation
 - c) Technology framework of software projects
 - d) Project communication plan

SECTION-II

- Q.7 What are the basic features of project management tools and how do they support project planning and execution? (20)
- Q.8 Explain how to develop a project budget for a project. How is cost control achieved in a project? (20)
- Q.9 Elaborate the process of project implementation and administrative closure process (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**B.B.A. Sem-VI : SUMMER : 2026****SUBJECT: RETAIL MANAGEMENT & FRANCHISING**

Day : Friday

Date : 05/06/2026

S-26218-2026

Time : 10:00 AM-01:00 PM

Max. Marks : 100

NB :

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

SECTION - I

- Q. 1 Explain the evolution of retailing in India and distinguish between organized and unorganized retail formats. (15)
- Q. 2 Discuss the key demographic and economic demand drivers of the retail sector with examples. (15)
- Q. 3 Analyze the importance of multi-channel support systems in customer experience management. (15)
- Q. 4 Evaluate the role of automation and technology in sales and inventory management systems. (15)
- Q. 5 Explain the advantages and disadvantages of franchising from the perspective of both franchisor and franchisee. (15)
- Q. 6 Attempt ANY TWO of the following: (Short Notes) (7.5x2)
- a) Global retail scenario.
 - b) Rise in purchasing power as a retail driver.
 - c) Easy return policies in retail.

SECTION - II

- Q. 7 A global retailer is planning to enter India. Analyze the organized vs. unorganized retail landscape and recommend an appropriate entry format. (20)
- Q. 8 A retail chain faces increasing customer complaints regarding service. Propose a customer experience management system to resolve the issues. (20)
- Q. 9 A start-up fashion retailer struggles with inventory shortages and excess stock. Design a sales and inventory management system to balance supply and demand. (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: EXPORT IMPORT POLICIES, PROCEDURES & DOCUMENTATION

Day : Tuesday
Date : 26/05/2026

S-26206-2026

Time : 10:00 AM-01:00 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 do you mean by Domestic Trade and International Trade? Explain the importance of International Trade. (15)
- Q. 2** Describe the procedure for obtaining an I.E.C. Number. (15)
- Q. 3** Explain the steps taken at Registration Stage of Import Procedure. (15)
- Q. 4** Briefly explain the Post Shipment Stage in the Export Process. (15)
- Q. 5** Write a detailed note on Packing List. (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Foreign Exchange Management Act, 1999 (FEMA)
 - b) Shipment Stage of Export Procedure
 - c) Certificate of Origin

SECTION – II

- Q. 7** Define the terms Export and Import. How are they beneficial to nations? (20)
- Q. 8** Explain the Current Foreign Trade Policy 2023 of India. (20)
- Q. 9** Explain in detail the Pre-import Stage of Import Procedure. (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: BUSINESS PROCESS REENGINEERING

Day : Friday
Date : 29/05/2026

S-26210-2026

Time : 10:00 AM-01:00 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 objectives, benefits, and challenges of Business Process Reengineering. (15)
- Q.2** Discuss various techniques for identifying bottlenecks and inefficiencies in current business processes. (15)
- Q.3** Explain the principles of process redesign and discuss how efficiency can be increased through effective redesign strategies. (15)
- Q.4** Explain the concept of risk assessment in decision-making and discuss its importance in organizational effectiveness. (15)
- Q.5** Discuss the importance of strategic alignment between organizational goals, ERP systems, and BPR initiatives for achieving long-term organizational success. (15)
- Q.6** Write Short Notes on **ANY TWO** of the following : (15)
- a) Organizational transformation through BPR
 - b) Case studies of successful process redesign
 - c) Benchmarking techniques for ERP integration

SECTION – II

- Q.7** Discuss the fundamentals of BPR and ERP integration. Explain the major benefits and challenges of integrating ERP systems with BPR initiatives. (20)
- Q.8** Analyze the behavioral aspects influencing managerial decision-making in organizations. (20)
- Q.9** Create a comprehensive BPR implementation plan for an organization aiming at digital transformation and process efficiency. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: ENTREPRENEURSHIP DEVELOPMENT & STARTUP MANAGEMENT

Day : Thursday
Date : 14/05/2026

S-26234-2026

Time : 10:00 AM-01:00 PM
Max. Marks : 100

NB :

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

SECTION - I

- Q. 1 Explain the qualities and ethical responsibilities of an entrepreneur. (15)
- Q. 2 Differentiate between Entrepreneur and Manager with suitable examples. (15)
- Q. 3 Discuss the significance of a Business Plan and outline the key steps in preparing one. (15)
- Q. 4 What role does the government play in organizing Entrepreneurship Development Programs (EDPs). (15)
- Q. 5 Explain the role of All India Financial Institutions (IDBI, IFCI, ICICI) in supporting startups. (15)
- Q. 6 Attempt ANY TWO of the following: (Short Notes) (7.5x2)
- a) Rural Entrepreneurship.
 - b) Women Entrepreneurs – Challenges.
 - c) MUDRA Scheme.

SECTION - II

- Q. 7 A student identifies a business idea of starting a cloud kitchen in a semi-urban area. Prepare a basic business plan highlighting opportunity identification, resource requirement, and risk assessment. (20)
- Q. 8 Analyze the struggles of a women entrepreneur in establishing her startup in the garment sector. Suggest government schemes and financial supports available to her. (20)
- Q. 9 District Industries Centre (DIC) has been given the task of promoting entrepreneurship in a backward district. Design an EDP structure for them. (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: PERFORMANCE & COMPENSATION MANAGEMENT

Day : Thursday
Date : 21/05/2026

S-26212-2026

Time : 10:00 AM-01:00 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 Differentiate between Performance Appraisal and Performance Management. . (15)
- Q.2 Explain traditional and modern methods of performance appraisal with merits and demerits. (15)
- Q.3 Discuss financial and non-financial compensation as motivational tools. (15)
- Q.4 Explain Incentive Plans and steps to develop an effective incentive plan. (15)
- Q.5 Discuss the legal environment affecting pay systems in India. (15)
- Q.6 Write short notes on **ANY THREE** of the following: (15)
- a) Appraisal Interview
 - b) Retention Strategy
 - c) Enterprise Incentive Plan
 - d) Non-monetary Benefits

SECTION – II

- Q.7 Design a Performance Appraisal System for a retail organization. (20)
- Q.8 Describe the working of a Gain Sharing Incentive Plan with a real-life example. (20)
- Q.9 Write a detailed note on the role of employee benefits in improving organizational productivity. (20)

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

Day : Saturday
Date : 23/05/2026

S-26204-2026

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.

- 1) Solve **ANY FOUR** questions from **Section – I** and **ANY TWO** questions from **Section - II**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Both the sections should be written in **SAME** answer book.

SECTION - I

- Q.1** What is meant by pricing? Explain the different pricing strategies used by service firms. Give appropriate examples. (15)
- Q.2** What are the components of a service blueprint? Explain its utility for the service marketers. (15)
- Q.3** Write an illustrative on service marketing environment. (15)
- Q.4** Differentiate between goods and services. (15)
- Q.5** Which factors have led to the growth of services sector in India? Explain by citing appropriate examples. (15)
- Q.6** Write short notes on any (**ANY THREE**): (15)
- a) Characteristics of services
 - b) Channels of service distribution
 - c) Pricing objectives
 - d) Role of service personnel / employees in a service business

SECTION - II

- Q.7** In the services sector, certain services require the inclusion of supplementary services to support the core service product. Without these additional services, customers may find it difficult to avail the full benefits from the core service product. Himadri Travels, a tour and travel operator, aims to expand its customer base by integrating such supplementary services to complement its core service product. In this context, which supplementary services would you recommend to enhance the value of its core service product? State your assumptions clearly, if any. (20)
- Q.8** What is meant by physical evidence? Illustrate its need and importance in the context of following services: (20)
- i) A holiday resort
 - ii) A private hospital
- Q.9** As Manager, Service operations at a renowned chain of hotels in India you are required to (20)
- i) Explain the underlying pattern of demand fluctuations likely to occur at the hotel(s).
 - ii) Explain demand oriented and capacity - oriented strategies you would undertake to manage the demand and supply of its services in an optimum way.

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: MANAGEMENT OF FINANCIAL SERVICES

Day : Tuesday
Date : 19/05/2026

S-26208-2026

Time : 10:00 AM-01:00 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 are financial services and how do they contribute to the Indian Economy? (15)
- Q. 2** Explain the concept of Hire Purchase and Difference between Hire Purchasing and Lease Financing. (15)
- Q. 3** Discuss the role of the Insurance Regulatory and Development Authority of India (IRDAI) (15)
- Q. 4** “Mutual Funds provide stability to share prices, safety to investors and resources to prospective entrepreneurs”. Discuss. (15)
- Q. 5** Define Merchant Banking and Discuss the services rendered by Merchant Bankers. (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Forfeiting
 - b) Investment Banking
 - c) Bill Discounting

SECTION – II

- Q. 7** Discuss concept “Venture Capital” and explain the various stages of venture capital Financing. (20)
- Q. 8** Define Credit Rating and explain the major Credit Rating agencies in India and describe their roles in the Credit Rating process. (20)
- Q. 9** What challenges does the Indian Financial System face in accelerating economic growth? (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-VI : SUMMER : 2026
SUBJECT: ARTIFICIAL INTELLIGENCE FOR MANAGERS

Day : Saturday
Date : 16/05/2026

S-26235-2026

Time : 10:00 AM-01:00 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 is AI? How does AI work? (15)
- Q.2** State and explain in brief any one Un-supervised learning algorithm in machine learning (15)
- Q.3** Discuss utilization of AI in Change Management. (15)
- Q.4** Describe the steps involved in Natural Language Processing. (15)
- Q.5** State the meaning of chatbot. Give use of chatbot in any business. (15)
- Q.6** Write Short Notes on **ANY TWO** of the following : (15)
- a) Applications of AI in IT Industry
 - b) Ethical Challenges of AI
 - c) Importance of AI in Marketing

SECTION – II

- Q.7** How AI will be used in Supply Chain Management? (20)
- Q.8** Give the Ideas of how to use AI in Operations and Optimization (20)
- Q.9** Discuss the use of AI to enhance customer experience in any service. (20)

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

Day : Tuesday
Date : 12/05/2026

S-26233-2026

Time : 10:00 AM-01:00 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 the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define Project and Project Management. Explain need and characteristics of project management. [15]
- Q.2** What is feasibility study? Give the types of it. Discuss key aspects of market feasibility study. [15]
- Q.3** Discuss in details about conflict management in a project. [15]
- Q.4** How does IRR compare to other techniques like Payback Period and NPV? What happens when a project has multiple IRRs? [15]
- Q.5** What is a project management information system? List main functionalities available in PMIS. Give two examples of PMIS tools. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Team development
 - b) PERT
 - c) Project monitoring
 - d) Time management

SECTION – II

- Q.7** Draw the activity network diagram and find EST, EFT, LST and LFT. Also find the critical path. [20]

Activity	Predecessor	Duration (weeks)
A	--	6
B	--	7
C	A	5
D	A	4
E	A	2
F	E	5
G	D, F	10
H	B, C	11
I	G, H	3

- Q.8** In which circumstances project may be terminated. What will be the impact of it on organization and stakeholders? Justify your answer with real time examples. [20]
- Q.9** What is a Work Breakdown Structure (WBS)? Explain its benefits, rules, and the process of developing WBS. [20]