

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: MANAGEMENT OF SERVICES

Day : Saturday
Date : 28/12/2024

W-18840-2024

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

SECTION-II

- Q.6** How banks are marketing their services in the current competitive scenario? Discuss with examples. (15)
- Q.7** How will you develop an effective plan for improving service quality of "Pune Municipal Corporation"? Give assumptions if any. (15)
- Q.8** How will you promote following services? (15)
- a) Insurance
 - b) Health Care Services

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: INTRODUCTION TO OPERATIONS RESEARCH

Day : Monday
Date : 30/12/2024

W-18857-2024

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N. B. :

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Use of non-programmable calculator is **ALLOWED**.
- 4) Answer to both the sections should be written in **SAME** answer book.

SECTION – I

Q. 1 Define Decision analysis. Explain types of decision making models in detail (10)
with suitable examples.

Q. 2 Determine the basic feasible solution to the following transportation problem (10)
by NWCR and VAM.

Sources	D ₁	D ₂	D ₃	D ₄	Supply
S ₁	2	3	11	7	6
S ₂	1	0	6	1	1
S ₃	5	8	15	9	10
Requirements	7	5	3	2	

Q. 3 A department has 5 employees with five jobs to be performed. The time (in hours) each man will take to perform each job is given in the cost matrix. (10)

Jobs	Employees	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

How should the jobs be allocated, one per employee so as to minimise the total man-hours?

Q. 4 Solve the following LPP graphically: (10)

Maximise $Z = 3x_1 + 4x_2$
Subject to $x_1 + x_2 \leq 450$
 $2x_1 + x_2 \leq 600$
 $x_1, x_2 \geq 0$

Q. 5 Write short notes on **ANY TWO** of the following:

- Applications of simulation in business
- Operations research phases
- Critical Path Method
- Transportation problem

SECTION – II

Q. 6 The ice-cream shop keeps stock of a popular brand of ice-cream. Previous experience shows the daily demand as given below: (15)

Daily Demand	Probability
0	0.01
15	0.15
25	0.20
35	0.50
45	0.12
50	0.02

Consider the following sequence of random numbers :

21, 27, 47, 54, 60, 39, 43, 91, 25, 20

Using this sequence, Simulate the demand for next 10 days. Also estimate the daily average demand for ice-creams on the basis of simulated data.

Q. 7 A hotelier wishes to mix two types of Food F1 and F2 in such a way that the vitamin contents of the mixture contains at least 8 units of Vit A and 11 units of Vit B. Food F1 costs Rs. 60/kg and Food F2 costs Rs. 80/kg. Food F1 contains 3 units/kg of Vit A and 5 units/kg of Vit B while Food F2 contains 4 units/kg of Vit A and 2 units of Vit B. Formulate this problem as linear programming problem to minimize the cost of mixture. (15)

Q. 8 Given the following information: (15)

Activity	0-1	1-2	1-3	2-4	2-5	3-4	3-6	4-7	5-7	6-7
Duration(in days)	2	8	10	6	3	3	7	5	2	8

Draw the network diagram.

Identify critical path and find total project duration.

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: PERFORMANCE & COMPENSATION MANAGEMENT

Day : Tuesday
Date : 31/12/2024

W-18845-2024

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** What is meant by performance appraisal? Discuss the need and importance of performance appraisal. (10)
- Q.2** Outline the steps involved in determining the compensation structure. (10)
- Q.3** Elucidate on any two modern methods of performance appraisals with their advantages and disadvantages. (10)
- Q.4** Analyze legal constraints on pay systems practiced in India. (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Ethics in performance appraisal
 - b) Gain sharing plans
 - c) Need for counseling after appraisal
 - d) Retirement benefits

SECTION – II

- Q.6** How do perks offered can enhance employee productivity? Explain using examples. (15)
- Q.7** State the nature and significance of e-PMS with suitable examples. (15)
- Q.8** Write a detailed note on – “Employee Stock Option Plans and its benefits to organization and employees.” (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: CONSUMER BEHAVIOR

Day : Tuesday
Date : 31/12/2024

W-18841-2024

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.

1. Attempt **ANY THREE** 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 personality. Explain how personality influences purchase decision? (12)
- Q.2** Discuss in detail consumers buying decision making process with suitable examples. (12)
- Q.3** Describe consumer adoption process in detailed manner. (12)
- Q.4** Explain difference between customer and consumer. Discuss importance of consumer behavior in the field of marketing. (12)
- Q.5** Write Short Note on **ANY TWO** of the following : (12)
- a) Organizational Buying Behavior
 - b) Diffusion of Innovation
 - c) Customer Delight
 - d) Howard Sheth Model

SECTION – II

- Q.6** 'Family is the learning ground for any consumer'. Do you agree? Justify your answer. (12)
- Q.7** Why it is important for a marketer to study the culture? Discuss the elements of culture that influence consumer's behavior while buying apparels. (12)
- Q.8** Why is it important for a successful marketer to understand buying motives of consumer with reference to luxury car market segment? (12)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: TRAINING & DEVELOPMENT

Day : Thursday
Date : 02/01/2025

W-18846-2024

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** What is employee training? Explain the importance of employee training in present business context. (10)
- Q.2** Analyze the relationship between training needs analysis and training objectives with suitable examples. (10)
- Q.3** Describe in detail apprenticeship and internship. Discuss the advantages and disadvantages. (10)
- Q.4** Explain the significance of using relevant and engaging training material and aids. (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Process of executive development
 - b) e-training
 - c) Reinforcement theory of learning
 - d) ADDIE model for employee training

SECTION – II

- Q.6** Describe the four levels of Kirkpatrick's evaluation criteria for understanding training effectiveness. (15)
- Q.7** Design a comprehensive training schedule incorporating training objectives and appropriate methods for sales executives of a marketing firm engaged in FMCG marketing across India. (15)
- Q.8** Explain how the selection of training methods impacts the learning outcomes. (15)
