

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: STRATEGIC MANAGEMENT

Day : Tuesday
Date : 26/11/2024

W-26200-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 60

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 business purpose and explain its importance in strategic management. (15)
- Q.2** What are the key components of a mission statement? Provide examples of corporate missions. (15)
- Q.3** Describe the process of setting corporate objectives. Why is it essential for strategy formulation? (15)
- Q.4** Explain the concept of PESTLE analysis and its relevance in strategic decision-making. (15)
- Q.5** What are the differences between internal and external environmental analysis? Use examples to explain each. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Corporate Strategy vs. Business Strategy
 - b) Micro and Macro Environment Analysis
 - c) Strategic Implications of Environmental Factors
 - d) Business Growth Strategies

SECTION – II

- Q.7** A consumer goods company is expanding into international markets but is facing fierce competition from local players. Conduct a SWOT analysis and recommend strategic alternatives to address these challenges. (20)
- Q.8** A global electronics firm is experiencing misalignment between its corporate and functional strategies, particularly in production and marketing. Analyze the situation and recommend solutions to better integrate these strategies. (20)
- Q.9** A healthcare company is preparing for a merger. Analyze the potential challenges in implementing this corporate strategy and propose strategies to ensure successful integration at both the operational and corporate levels. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: REGULATORY ASPECTS OF INTERNATIONAL BUSINESS

Day : Monday
Date : 16/12/2024

W-26205-2024

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

SECTION-I

- Q. 1** How different laws can create conflicts in International Business. (15)
- Q. 2** Evaluate the role of WTO in shaping international trade laws. (15)
- Q. 3** Analyze the functions of the Bank for International Settlements in fostering international monetary and financial cooperation. (15)
- Q. 4** Describe the objective and out comes Bretton Woods Conference. (15)
- Q. 5** Examine the role of the Foreign Exchange Dealer's Association of India (FEDAI) in the regulation of foreign exchange transaction. (15)
- Q. 6** Write short notes: (**ANY THREE**) (15)
- a) Exchange control manual
 - b) Period between world wars I & II
 - c) Currency Borad
 - d) FEMA

SECTION-II

- Q. 7** Define High Financial Gearing and explain its implications for banks and financial institution. (20)
- Q. 8** Describe the process of regulation and deregulation in the Indian foreign exchange market. (20)
- Q. 9** How does regulatory arbitrage occur? What are its implications for financial stability and international trade? (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: CONSUMER BEHAVIOUR

Day : Tuesday
Date : 17/12/2024

W-26203-2024

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 customer? Explain the customer's buying role in consumer behaviour. (15)
- Q. 2** What do you mean by a personality? Explain the role of personality on buying decision. (15)
- Q. 3** How the culture and subculture influences the consumer behaviour? Give a suitable example. (15)
- Q. 4** Explain in detail the "Nicosia Model" of a consumer behaviour. (15)
- Q. 5** What do you mean by diffusion of innovation? Explain the 'adoption process'. (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Motive Hierarchy
 - b) Characteristic of Memory Systems
 - c) Consumer Buying Vs. Organizational Buying

SECTION – II

- Q. 7** What do you mean by 'Consumer Attitude'? Explain the characteristics of attitude. (20)
- Q. 8** Discuss the various strategies for 'Changing Attitudes'. (20)
- Q. 9** Explain the consumer complaint behaviour and post-purchase dissonance in consumer's buying decision making process. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: TRAINING & DEVELOPMENT

Day : Thursday
Date : 12/12/2024

W-26211-2024

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 is executive development? Why is it needed? (15)
- Q.2** Briefly explain the steps involved in Training needs analysis. (15)
- Q.3** Define learning. Elaborate on expectancy theory of learning. (15)
- Q.4** Discuss the 'internship' and apprenticeship' methods of training and their advantages. (15)
- Q.5** How will you evaluate the training effectiveness? (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Sensitivity training
 - b) Use of technology in training
 - c) Selecting and preparation of training of a site
 - d) Principles of training

SECTION-II

- Q.7** Provide detailed outline and contents of Training program to be given to the newly joined Teachers of a school. (20)
- Q.8** "Role play method helps learner to get critical thinking for difficult work scenario". Comment. (20)
- Q.9** Describe the elements of Kirkpatrick model of training evaluation. (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: EVENT MARKETING

Day : Monday
Date : 09/12/2024

W-26223-2024

Time : 02:00 PM-05:00 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** Define event marketing and discuss in detail scope of it. (15)
- Q.2** What are the key stages of event planning process and how do they contribute to the overall success of an event? (15)
- Q.3** Discuss how different promotional tools can be integrated to maximize audience reach. (15)
- Q.4** What are the different challenges event managers face during the execution phase? (15)
- Q.5** Explain the process of identifying and approaching potential sponsors for an event. What factors should be considered when selecting sponsors? (15)
- Q.6** Write short notes (**ANY THREE**): (15)
- a) Social media marketing for events
 - b) Measuring event marketing success
 - c) Factors considered while venue selection for events
 - d) Events staff training and supervision
 - e) Negotiating and managing sponsorships

SECTION - II

- Q.7** Evaluate the impact of technology on event communication. How can the tools like live streaming, Chatbot improves attendee experiences? (20)
- Q.8** List out promotional and communication strategies for corporate events, entertainment events and charity events. (20)
- Q.9** Discuss in detail recent trends and challenges in event marketing. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: BUSINESS ANALYTICS FOR MANAGERS

Day : Friday
Date : 06/12/2024

W-26221-2024

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

N.B.

- 1) Attempt ANY FOUR questions from Section – I.
- 2) Attempt ANY TWO questions from Section – II.
- 3) Figures to the RIGHT indicate FULL marks.
- 4) Use of non-programmable calculator is allowed.
- 5) Answers to both the sections should be written in SAME answer book.

SECTION – I

- Q.1 Discuss Business Analytics Model of Business Process and Information use. (15)
- Q.2 Explain the causes and effects of poor data quality. (15)
- Q.3 Differentiate between data, information and knowledge. (15)
- Q.4 Explain three competencies which business analyst must have. (15)
- Q.5 What are the different analytical methods and how it should be chosen? (15)
Illustrate in brief.
- Q.6 Write short notes on ANY THREE of the following : (15)
- a) Deployment of Business Analytics Model
 - b) Data Warehousing
 - c) Role of Analyst
 - d) Operational Excellence perspective

SECTION – II

- Q.7 Construct Information Strategy for a Bank. (20)
- Q.8 Enlist Lead and Lag Information needed in Manufacturing industry. (20)
- Q.9 Design key Performance Indicators for Services of Tourism company. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: SYSTEM ANALYSIS & DESIGN

Day : Tuesday
Date : 03/12/2024

W-26213-2024

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** Define system. Explain any two categories of Information System. (15)
- Q.2** Explain waterfall model of system development with its merits and demerits. (15)
- Q.3** List and explain with example various strategies involved for user interface design. (15)
- Q.4** Prepare a questionnaire to conduct a survey on advantages and disadvantages of using E-bikes. (15)
- Q.5** What is ERD? Explain various symbols used in ERD with proper example. (15)
- Q.6** Write short notes on any **THREE**: (15)
- a) Spiral model
 - b) Structure English
 - c) Characteristics of system
 - d) Decision tree

SECTION – II

- Q.7** Draw context and first level DFD for Library management system. (20)
- Q.8** What is system analysis? Explain in detail role of system analyst in software development. (20)
- Q.9** What is screen management? Design input and output interfaces for School management system. (20)

Day : Saturday

Time : 02:00 PM-05:00 PM

Date : 30/11/2024

W-26202-2024

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 pollution (air, water, soil) and their impact on the environment. (15)
- Q.2 How can integrated management of energy, water, and food systems contribute to sustainable development? (15)
- Q.3 Define natural resources and provide example of renewable and non-renewable resources (15)
- Q.4 How is industrial growth leading to the depletion of natural resources? (15)
- Q.5 Define the concept of green growth and explain its significance in the context of sustainable development. (15)
- Q.6 Write short notes on ANY THREE of the following : (15)
- a) Fossil Fuels
 - b) Solar Energy
 - c) Importance of Bio-Diversity
 - d) Impact of agro-chemicals
 - e) Concept of Carrying Capacity

SECTION – II

- Q.7 Describe the role of government policies and regulations in managing population and protecting the resources from it. (20)
- Q.8 Describe the major causes of sound pollution in urban areas and how they impact both human health. (20)
- Q.9 Describe the various methods of solid waste management used in urban areas, noting the advantages and disadvantages of each. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: INTRODUCTION TO OPERATIONS RESEARCH

Day : Thursday
Date : 28/11/2024

W-26201-2024

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.
4. Use of non – programmable **CALCULATOR** is allowed.

SECTION – I

Q.1 Explain the scope and significance of Operations Research in detail. (15)

Q.2 Solve the following L.P.P. by Graphical Method (15)
Minimize $Z = 5x_1 + 15x_2$

Subject to:

$$x_1 + 2x_2 \geq 20$$

$$5x_1 + x_2 \geq 30$$

$$4x_1 + 3x_2 \geq 12$$

$$x_1, x_2 \geq 0$$

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

Sources	Destinations				Supply
	D ₁	D ₂	D ₃	D ₄	
S ₁	5	8	15	4	20
S ₂	10	25	7	3	30
S ₃	2	4	9	5	15
Demand	25	15	10	5	

Q.4 Five machines can do any of the five required jobs with different profits resulting (15)
from each assignment as shown below. Workout the optimal assignment to
Maximize the total profit.

Product	Machine				
	A	B	C	D	E
I	30	37	40	38	40
II	40	24	27	21	36
III	40	32	33	30	35
IV	25	38	40	36	36
V	29	62	41	34	39

Q.5 Write short note on **ANY THREE** of the following : (15)

- a) Degeneracy in transportation problem
- b) Types of Simulation
- c) Unbalanced assignment Problems
- d) Transportation problems for Maximization

P.T.O.

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-V : WINTER : 2024
SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Day : Friday
Date : 13/12/2024

W-26207-2024

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. [15]
- Q.2** Discuss the objectives and functions of Securities and Exchange Board of India (SEBI). [15]
- Q.3** Explain different charts used in Technical Analysis with appropriate examples. [15]
- Q.4** What do you mean by Fundamental Analysis? Distinguish between Fundamental Analysis and Technical Analysis with suitable examples. [15]
- Q.5** Discuss various factors affecting Investment decision in Portfolio Management. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Efficient Frontier
 - b) Objectives of Portfolio Management
 - c) Arbitrage Pricing Theory
 - d) Types of Risk

SECTION – II

- Q.7** What do you mean by Investment? Discuss any three alternatives of Investments available in India. [20]
- Q.8** a) Discuss the process of Portfolio Management with suitable examples. [10]

P.T.O.