



B.B.A. – IIIrd Year

SEM – V & VI

Previous Year

Question Papers

Academic Year

(2024-25)





B.B.A. – IIIrd Year

SEM – V

Previous Year

Question Papers

Academic Year

(2024-25)

Please Note: This set has been prepared based on the papers received to us from the Examination Cell. It may have missing papers on non-availability of the same.





QP-728

Total No. of Pages : 1

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Fundamental of Business Law

Sub. Code: 108936/97311 *BBB-III Sem-IV*

Day and Date: NOVEMBER ,26-11-2024

Total Marks: 60

Time: 10:30 AM To 01:00 PM

**Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks**

Q1) What is breach of contract? What are the remedies for breach contract? [15]

OR

Define negotiable instruments. What are its essential characteristics.

Q2) Write short note(any 3) [30]

- Explain the importance of trade mark.
- Distinguish between promissory note and BOE
- What are rights of an unpaid seller against buyer?
- Discuss the capacity of parties to enter into contract.
- Explain the kinds if intellectual property rights

Q3) Write short note (Any 3) [15]

- Sources of Business Law
- Copyrights
- . Dishonor of cheque
- Statutory Meeting
- Importance of Trade-Mark

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QP-1061

Total No. of Pages : 1

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Humal Skills BBA-III sem-V

Sub. Code: 108937/97312

Day and Date: NOVEMBER ,27-11-2024

Total Marks: 60

Time: 10:30 AM To 01:00 PM

- Instructions:**
1. All questions are compulsory
 2. Figures to the right indicate full marks

Q1) Define Skill. Discuss new skills which required to become successful manager in [15]
the organization

OR

Define Career .Write in detail Factors affecting career choices.

Q2)Write Short Answers (Any Three)

[30]

- a) write in details components of Transactional Analysis
- b) Elaborate the Methods of developing Interpersonal Skills?
- c) What are 5 ways to resolve conflict in conflict management?
- d) explain in detail - Basic Career-Anchors .
- e) Define Stress & explain remedies to manage stress.

Q3) Write Short Notes (Any Three)

[15]

- a) Significance of Human Skills
- b) Johari Window
- c) Team Role Skills
- d) Structural Insight
- e) Sensitivity Training





QP-1238

Total No. of Pages : 1

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Management Historian

Sub. Code: 108938/97313 BBA-III sem V

Day and Date: NOVEMBER ,28-11-2024

Total Marks: 60

Time: 10:30 AM To 01:00 PM

**Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks**

Q1) Define Biographical Sketch of Edward Deming and Contribution in TQM. [15]

OR

Discuss Abraham H. Maslow Biographical Sketch and concept of Hierarchy of needs.

Q2) Write Short Answers (Any Three) [30]

- a. Discuss Elton Mayo's Hawthorne experiment.
- b. Discuss Peter Drucker's MBO and Self- Control concept.
- c. Define C. K. Prahalad's Biographical Sketch and concept of Bottom of the Pyramid.
- d. Explain Max Weber's Theory of authority structures.
- e. Explain Chester Barnard's Elements of Organization.

Q3) Write Short Notes (Any Three) [15]

- a. Gandhian philosophy of Wealth Management.
- b. Frederick W. Taylor -Contribution to Management
- c. Henry Fayol-Contribution to management
- d. Gandhiji's 7 Sins
- e. Human Relation Approach

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QP-1452

Total No. of Pages : 1

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Digital Marketing BBA-III sem V

Sub. Code: 108941/97315

Day and Date: NOVEMBER ,30-11-2024

Total Marks: 60

Time: 10:30 AM To 01:00 PM

**Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks**

Q1) Define social media marketing & explain different social media channels in detail. [15]

OR

Define website & explain types of websites.

Q2) Write Short Answers (Any Three) [30]

1. Define search engine & explain Functions of search engine.

2. Difference between SEO & SEM.

3. Explain objectives of content marketing & explain 7 step strategy building process.

4. Explain inbound & outbound marketing in detail.

5. Define e-mail marketing & explain types of e-mail marketing.

Q3) Write Short Notes.(Any Three) [15]

i. Domain Name & domain extensions

ii. Mobile marketing ecosystem

iii. Types of content

iv. Google ad words

v. Visitors engagement





QP-1508

Total No. of Pages : 1

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Human Resource Planning and Procurement

Sub. Code: 108945/97320 BBA-III sem-V

Day and Date: NOVEMBER ,30-11-2024

Total Marks: 60

Time: 10:30 AM To 01:00 PM

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks

Q1) Define recruitment. Discuss the factors influencing recruitment and explain [15]
its importance in an organization?

OR

What is HRP? Discuss its objectives and explain the HRP process in detail?

Q2) Write Short Answers (Any Three) [30]

- Discuss the process and techniques of job analysis?
- Explain the importance of estimating net human resource requirements during HRP?
- What are the external factors affecting recruitment?
- Describe the dos and don'ts of conducting an effective interview?
- Explain the importance of retrenchment planning in HRP?

Q3) Write Short Notes (Any Three) [15]

- Write a short note on the significance of preliminary interviews.
- Outline the steps of action planning in HRP for redeployment.
- Explain the meaning of job analysis with examples.
- Discuss the importance of traditional sources of recruitment.
- Highlight the key principles for closing an interview effectively.

* * *





QP-1510

Total No. of Pages : 2

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Financial Management

Sub. Code: 108943/97318 *BBA-III Sem IV*

Day and Date: NOVEMBER ,30-11-2024

Total Marks: 60

Time: 10:30 AM To 01:00 PM

- Instructions:**
1. All questions are compulsory
 2. Figures to the right indicate full marks

- Q1)** Answer **ANY ONE** of the following **[15]**
What do you mean by Financial Management? Explain the different sources of finance.

OR

Project Y is under consideration of a company it has a life of 5 years & has an initial cash outlay of Rs. 1 lakh. The company pays 50% rate of interest & 10% rate of discount. Assume a firm is using straight line depreciation method. Net cash flow before tax is as follow. Calculate payback period & average rate of return, Net present value & Profitability index

Year	Cash inflow
1	60,000
2	30,000
3	20,000
4	50,000
5	50,000

- Q2)** Answer **ANY THREE** of the following **[30]**
- a. From the following information prepare a statement showing working capital requirements. Projected Annual Sales - 75000 Units at Rs. 100. Assume: Contingency-10% of the estimated working capital. Average cash & bank balance Rs. 1,87,500

Cost Price Per Unit	Rs
Raw Material	40
Direct Labour	10
Overheads	30
Debtors pay after	10week
Creditors are paid after	4 weeks
Raw materials in stock	6 weeks
Finished stock	8 weeks
Production & progressive time	4 weeks
Wages are paid once in	4 weeks



- b. Explain the concept of working capital? Explain the different factors determining working capital requirement
- c. What is capital structure? Explain the Importance of capital structure
- d. What is capital Budgeting. Explain the need & importance of capital budgeting
- e. Alpha Ltd. has equity share capital of Rs. 5,00,000 divided into shares of Rs. 100 each. It wishes to raise further Rs. 3,00,000 for expansion cum modernization scheme. The company plans the following financing alternatives:
- By issuing equity shares only.
 - Rs. 1,00,000 by issuing equity shares & Rs. 2,00,000 through debentures or term loan @ 10% p.a.
 - By raising term loan only at 10% p.a.
 - Rs. 1,00,000 by issuing equity shares & Rs. 2,00,000 by issuing 8% preference shares.
- You are required to suggest the best alternative giving your comment assuming that the estimated earnings before interest & taxes (EBIT) after expansion is Rs. 1,50,000 and corporate rate of tax is 35%.

Q3) Short notes ANY THREE

[15]

- Wealth Maximization
- Working capital Cycle
- Investment Decision
- Internal Rate of Return Method
- M.M Approach

* * *

Seat No. **MAR-APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Financial Management** BBA-III Sem V**Sub. Code: 43955/84062/84082**

Day and Date: APRIL ,24-04-2025

Time: 02:30 PM To 05:00 PM

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks



Total Marks: 50

Q1) You are required to prepare statement showing Working Capital Requirement of [15]
XYZ Ltd. with the help of following information.

Element of Cost	Cost per unit (Rs.)
Raw Material	50
Direct labor	15
Overheads	20
Total cost	85
Profit	40
Selling Price	125

Additional Information:

- Level of activity : 2,00,000 units
- Raw material in stock : 3 months
- Work in progress : ½ month
- Finished goods in stock : 2 months
- Credit allowed to customers : 3 months
- Credit allowed by suppliers : 2 months
- Lag in payment of wages & overheads : 1 month

OR

Define Working Capital. Explain Sources of Working Capital.

Q2) Write short answers. (Any Two)

[20]

- a. A simplified Income Statement of ABC Ltd. is given below. Calculate Degree of Operating Leverage(DOL), Degree of Financial Leverage(DFL) and Degree of Composite Leverage(DCL)

Particulars	Amount Rs.
Sales	10,50,000
Variable cost	7,50,000
Fixed cost	1,00,000
Earnings Before Interest and Tax	2,00,000
Interest	80,000
Earnings Before Tax	1,20,000

- b. Define Inventory. Give Classification of Inventory.
- c. Discuss Strategies of efficient collection of Receivables.



QP-4489

d. Explain components of Cost of Capital.

Q3) Write short note. (Any Two)

[15]

a. NOI Approach

b. ABC Analysis

c. Shares

d. Operating Leverage

End Of Question Paper

Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

1] (7804) Bachelor of Business Administration (CBCS) (84062) Financial Management Part 3 SEM 5

2] (769) B.B.A. (Sem) (43955) Financial Management Paper I Part 3 SEM 5

3] (769) B.B.A. (Sem) (84082) Financial Management Part 3 SEM 5



QP-1574

Total No. of Pages : 1

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Sales and Distribution Management

Sub. Code: 108942/97316 *BBA-III Sem. IV*

Day and Date: DECEMBER ,02-12-2024

Total Marks: 60

Time: 10:30 AM To 01:00 PM

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks

Q1) Define Sales Management. Elaborate Personal Selling process. **[15]**

OR

Explain briefly the role and functions of wholesale and retail in distribution channel

Q2) . Write Short Answers(Any 3) **[30]**

1. What are the methods adopted by sales manager for remuneration salespersons?
2. Explain AIDAS theory.
3. Explain the role compensation and motivation on sales force.
4. Explain the concept of sales meeting.
5. . What is sales territory? Why should firm go for designing sales territories?

Q3) Write Short notes;(Any 3) **[15]**

- a. Franchising
- b. Sales Territories
- c. Analysis of sales
- d. Personal Selling
- e. Motivation of Sales Force

* * *



Seat No. **OCT_NOV_2024 WINTER EXAMINATION****Bachelor of Business Administration NEP 2.0****Sub. Name: Security Analysis & Portfolio Management****Sub. Code: 108944/97319** BBA III sem.V**Day and Date: DECEMBER ,02-12-2024****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 60**

- Q1)** The following data is available in respect of portfolio containing stock A and B. [15]
Measure the risk of portfolio when coefficient of correlations is: 1, 0, and -1. Give your comment about risk of portfolio in each case.

Particulars	Stock A	Stock B
Return	10	15
Weight in portfolio	0.6	0.4
Standard Deviation	3	7

OR

Discuss role of financial institutions in economic development of India.

- Q2)** Write short answers. (Any Three) [30]

- Explain the concept of Technical Analysis.
- Explain various unsystematic risks in detail .
- Explain various objectives of Investment.
- Which are advantages and disadvantages of investment in Mutual Funds?
- Discuss various factors affecting value of share.

- Q3)** Write short note. (Any Three) [15]

- Systematic risk
- Bond Return
- Money Market
- Investment vs. Speculation
- Coefficient of correlation



Seat No. **OCT_NOV_2024 WINTER EXAMINATION****Bachelor of Business Administration NEP 2.0****Sub. Name: Compensation Management & Human Resource Development****Sub. Code: 108946/97321** *BBA-III sem-V***Day and Date: DECEMBER ,02-12-2024****Time: 10:30 AM To 01:00 PM****Total Marks: 60**

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks



Q1) Discuss the concept of HRD, its goals, and the challenges faced in its [15] implementation?

OR

Explain the meaning, types, and challenges of compensation in detail?

Q2) Write Short Answers (Any Three) [30]

- Discuss the factors influencing employee compensation?
- Describe the procedure of job evaluation?
- Explain the process of HRD with its key functions?
- What are the various methods of performance appraisal?
- Elaborate on the Methods of training, in short?

Q3) Write Short Notes (Any Three) [15]

- Philosophies of Compensation.
- 360-degree Appraisal.
- Job Evaluation.
- Executive Development.
- On-the-job Training.

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Seat No. **MAR-APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Fundamental of Business Laws****Sub. Code: 84058 BBA III Sem-V****Day and Date: APRIL ,21-04-2025****Total Marks: 50****Time: 02:30 PM To 05:00 PM**

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks

- Q1)** What is breach of contract? What are the remedies for breach contract? **[15]**
 OR
 What is MOA? Explain in detail clauses of Memorandum of Association.
- Q2)** Write short answers (Any 2) **[20]**
- a. What are rights of unpaid seller against buyers personally?
- b. Distinguish between Pro-Note and BOE.
- c. Write modes of Discharge of contract by mutual agreement?
- d. Write about voluntary winding up of company under companies act.
- Q3)** Write short Notes (Any 2) **[15]**
- a. Sources of Business Law
- b. Capacity of the parties
- c. Statutory Meeting
- d. Importance of Trade-Mark

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

1] (7804) Bachelor of Business Administration
(CBCS)

(84058) Fundamental of Business Laws Part 3 SEM 5

1870

Seat No.

Total No. of Pages : 1

Oct.-Nov. 2024 Examination
BBA PART III (Semester V) (CBCS)
Fundamentals of Business Laws
Sub Code: 84058



Day and Date : Tuesday, 26-11-2024

Total Marks : 50

Time : 10:30 am to 12:00 pm

Instructions:

- 1) All the Questions are compulsory
- 2) Figures to the right indicates marks

Q.1 What is Contract? What are the essentials of Valid contract: **(15)**

OR

Who is an Unpaid Seller? What are his rights against goods and buyer personally; **(15)**

Q.2 Write short Answer (Any Two) **(20)**

- a. What is trade mark? Why the companies use Trade Mark for their products and services?
- b. State the elements of Promissory Notes under NI Act 1881?
- c. What is Winding Up of Company? Explain various modes of winding up of company.
- d. Define Company? Explain various types of Companies?

Q. 3 Write short Notes (Any Two) **(15)**

- a. Memorandum of Association
- b. Sources of Business Law
- c. Incorporation of the company
- d. Bill of Exchange
- e. Procedure for registration of copy right

◆◆◆



SG-297

Seat
No.

Total No. of Pages : 1

Oct.-Nov. 2024 Examination
B.B.A. Part-III (Semester-V)
Management Historian
Subject Code : 84060



Day and Date : Thursday, 28-11-2024
Time : 10:30 am to 01:30 pm

Total Marks : 50

Instructions:

- 1) All questions are compulsory
- 2) Figures to right indicate full Marks.

Q.1 Explain Biographical Sketch of C. K. Pralhad and concept of Bottom of the Pyramid. 15

Or

Q.1 Explain Biographical Sketch of Peter Drucker and explain MBO and self-Control.

Q.2 Write Short Answer (Any Two) 20

1. Explain Abraham H. Maslow's concept of Hierarchy of needs.
2. Explain M. K. Gandhi- Gandhian philosophy of Wealth Management.
3. Explain Max Weber's-Theory of authority structures.
4. Explain elements of organization.

Q.3 Write short notes (Any Two) 15

- a) Trusteeship Management
- b) Edward Deming- Contribution in TQM
- c) Human Relation Approach
- d) Henry Fayol-Biographical sketch

◆◆◆



Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Management Historians BBA III sem IV****Sub. Code: 43952/84060/84080****Day and Date: APRIL ,23-04-2025****Time: 02:30 PM To 05:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 50****Q1) Attempt any one question [15]**

What is Trusteeship Management of Gandhian Philosophy? Discuss its principles in detail.

OR

Explain Biographical Sketch of Peter Drucker towards MBO and Self Control.

Q2) Write Short Answers (Any TWO) [20]

- Explain the contribution of F.W.Taylor towards management.
- Write down in detail Human Relation Approach.
- What is the contribution of Edward Deming in management?
- Discuss the 7 sins of Gandhian Philosophy.

Q3) Write short notes (Any TWO) [15]

- Elements of Organization
- Hierarchy of needs
- C.K.Pralhad- Biographical sketch
- CSR

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (769) B.B.A. (Sem) (84080) Management Historians Part 3 SEM 5
- 2] (769) B.B.A. (Sem) (43952) Practices in Modern Management Paper I Part 3 SEM 5
- 3] (7804) Bachelor of Business Administration (CBCS) (84060) Management Historians Part 3 SEM 5

1908, 11/11/11

Seat No.	
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SG - 300

Total No. of Pages : 1

Bachelor of Business Administration (CBCS)

Examination-2024

Human Resource Planning

Subject Code: 84063 BBA-III sem I

Day and Date : Friday, 29-11-2024

Total Marks : 50

Time : 10.30 a.m. to 12.00 noon

Instructions:

1) All questions are compulsory.

Q.1 Define Recruitment. Explain various sources of recruitment. (15)

OR

Define Job analysis and explain techniques of data collection for job analysis.

Q.2 Write Short Answers (Any Two) (20)

- Explain the selection process in detail.
- Explain employee separation and explain types of separation.
- Define Induction. Explain its objectives and benefits of it.
- Explain various factors influencing recruitment.

Q.3 Write Short Notes. (Any Two) (15)

- Job Specification
- Principles of Interviewing.
- Placement.
- HRP process.

□□□



Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Human Resource Planning****Sub. Code: 43954/84063/84083**

BBA-III sem V

Day and Date: APRIL ,24-04-2025**Time: 02:30 PM To 05:00 PM****Instructions:** 1. All questions are compulsory
2. Figures to the right indicate full marks**Total Marks: 50**

- Q1) What is HRM? Explain its functions in detail. [15]**
OR
What is recruitment? Explain sources of recruitment?
- Q2) Write Short Answers (Any Two) [20]**
a) What do you mean by selection? Explain selection procedure in detail.
b) What is Induction Programme? Explain Objectives of Induction Programme
c) Explain the steps in writing Job Description?
d) Explain factors affecting Human Resource Planning?
- Q3) Write Short Notes (Any Two) [15]**
a) Principles of Interviews
b) VRS
c) Job Analysis
d) Types of employee separation.

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (769) B.B.A. (Sem) (43954) International Business Paper I Part 3 SEM 5
2] (7804) Bachelor of Business Administration (CBCS) (84063) Human Resource Planning Part 3 SEM 5
3] (769) B.B.A. (Sem) (84083) Human Resource Planning Part 3 SEM 5

12-178-111-1-1



B.B.A. – IIIrd Year

SEM – VI

Previous Year

Question Papers

Academic Year

(2024-25)

Please Note: This set has been prepared based on the papers received to us from the Examination Cell. It may have missing papers on non-availability of the same.



MAR-APR 2025 SUMMER EXAMINATION**12149 Bachelor of Business Administration NEP 2.0****Sub. Name: International Finance****Sub. Code: 84658/110843/97344****Day and Date: APRIL ,26-04-2025****Total Marks: 60****Time: 10:30 AM To 01:00 PM**

- Instructions:**
1. All questions are compulsory
 2. Figures to the right indicate full marks

Q1) Write Long Answers (Any One)**[15]**

- a. Following is the information available regarding GBP and INR (GBP/INR) **[15]**

Spot	1 Month	3 month	6 month
1 USD = INR 86.1510/86.1600	68/92	35/69	45/25

1. Calculate outright rates, spread and discount & premium percentage
2. If an Indian exporters wants to buy 10000 USD after 1 month then how much does he pay in INR
3. If an Indian importer receives 12500 USD after 6 months then how much does he receive in INR

- b. Explain the various techniques of covering risk **[15]**

Q2) Write Shorts Answers (Any Three)**[30]**

- a. **Given:** **[10]**

Spot rate: 1 SGD = INR 65.3650

6 month forward rate SGD = 65.3810 INR

Interest rate of India – 8 % p.a Singapore – 3 % p.a

Find arbitrage possibilities

- b. Discuss the various barriers to international trade **[10]**

- c. Explain the various factors influencing the foreign exchange rate **[10]**

- d. An Indian exporting firm Infinity Solutions Ltd. would like to cover itself against a likely depreciation. The following information is given **[10]**

Amount Receivable	2500 USD
Spot Rate (USD/INR)	86.4530 INR
Payment Period	3 Months
Interest Rate in India	7.5% p.a
USA	3.4 % p.a

- e. Which are the various international financial institutions that play a major role globally?

Q3) Write short note (any 3)

[15]

- a. Purchasing Power Parity
- b. Methods of International Business
- c. EXIM Bank
- d. Trade Finance
- e. Interest Rate Parity



End Of Question Paper

Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (7823) Bachelor of Business Administration NEP (97344) International Finance Part 3 SEM 6
- 2] (769) B.B.A. (Sem) (84658) International Marketing Part 3 SEM 6
- 3] (7804) Bachelor of Business Administration (CBCS) (110843) International Finance Part 3 SEM 6

MAR_APR 2025 SUMMER EXAMINATION**12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Industrial Relations and Labour Laws****Sub. Code: 110845/97346****Day and Date: APRIL ,26-04-2025****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 60****Q1) What do you mean by industrial relation? Highlight different approaches to industrial relation. [15]**

Or

Explain objective, role and functions of trade union in modern industrial society of India.

Q2) Write Short Answers (Any Three) [30]

- Describe factors affecting industrial relation.
- Explain problems of trade union.
- Elaborate procedure of grievance.
- Highlight essential condition for the success of collective bargaining.
- Describe provision related to health, safety and welfare of employee in Factory Act 1948.

Q3) Write Short Notes (Any Three) [30]

- Apprenticeship Act 1961
- Types of negotiation
- Causes of industrial dispute
- Forms of grievance
- Procedure for registration of trade union

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- | | | | |
|--|---|--------|-------|
| 1] (7804) Bachelor of Business Administration (CBCS) | (110845) Industrial Relations and Labour Laws | Part 3 | SEM 6 |
| 2] (7823) Bachelor of Business Administration NEP | (97346) Industrial Relations and Labour Laws | Part 3 | SEM 6 |



151691

Seat No.

BBA-III sem III

MAR-APR 2025 SUMMER EXAMINATION**12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Advertising and Brand Management****Sub. Code: 110841/97341****Day and Date: APRIL ,26-04-2025****Time: 10:30 AM To 01:00 PM****Total Marks: 60**

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks

- Q1)** What are various objectives of Advertising? Explain with the help of examples [15]
OR
What is the meaning of Branding? Discuss the elements in brand creation?
- Q2)** Write short answers (any 3) [30]
- a. Write about major branding strategies. [10]
- b. Distinguish between Advertisement and Publicity [10]
- c. What are the various types of advertising? [10]
- d. How is a brand's personality developed? [10]
- e. Explain characteristics of Media. [10]
- Q3)** Write short note (any 3) [15]
- a. Media planning [5]
- b. Brand loyalty [5]
- c. Brand rejuvenation [5]
- d. Advertising Agency [5]
- e. Brand positioning [5]

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.



112143

Seat No.

BBA-III sem VI

MAR_APR 2025 SUMMER EXAMINATION**12149 Bachelor of Business Administration NEP 2.0****Sub. Name: ORGANIZATIONAL BEHAVIOUR****Sub. Code: 43962/84066/84655****Day and Date: APRIL ,28-04-2025****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 50**

- Q1)** Define OB. What are the disciplines contributing to Organizational Behaviour. **[15]**
OR
What is Personality. What are the main determinants of Personality.
- Q2)** Write Short Answer Question(Any Two) **[20]**
- a. What is Motivation.? Discuss Maslow's Need of Hierarchy Theory. **[10]**
- b. What is Attitude? Explain its different components. **[10]**
- c. Define Values. Elaborate different sources of values. **[10]**
- d. What is Stress. What are stress coping strategies? **[10]**
- Q3)** Write short notes (Any Two) **[15]**
- a. Importance of Motivation **[5]**
- b. Principles of Learning **[5]**
- c. Theory X & Theory Y **[5]**
- d. Sources of Values **[5]**

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (769) B.B.A. (Sem) (43962) Practices in Modern Management Paper II Part 3 SEM 6
- 2] (769) B.B.A. (Sem) (84655) ORGANIZATIONAL BEHAVIOUR Part 3 SEM 6
- 3] (7804) Bachelor of Business Administration (84066) ORGANIZATIONAL BEHAVIOUR Part 3 SEM 6 (CBCS)



SG-303

Total No. of Pages : 1

Seat
No.

Oct.-Nov. 2024 Examination
B.B.A. (Part-III) (Semester VI)
Organizational Behaviour
Sub. Code: 84066

Day and Date : Wednesday, 27-11-2024
Time : 02:30 pm to 04:00 pm

Total Marks : 50

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1 Define OB. what are the disciplines contributing to organizational behaviour. 15

OR

Q.1 What is stress. What are the causes of stress. 15

Q2. Write Short Answers (Any Two) 20

- a) Define Values elaborate sources of values.
- b) What is Attitude Discuss the components of attitude.
- c) Define group state in brief the difference between Group and Team.
- d) Define Motivation, Discuss Herzberg's Two factor theory of motivation

Q3. Write Short Notes (Any Two) 15

- a) Evolution of OB
- b) Types of groups.
- c) Personality
- d) Characteristics of attitude.

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MAR-APR 2025 SUMMER EXAMINATION**12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Strategic HRM and International Perspective****Sub. Code: 110844/97345****Day and Date: APRIL ,25-04-2025****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 60****Q1) What do you mean by strategic management? Elaborate strategic management [15] process.**

Or

Define International HRM. Elucidate model of international HRM.

Q2) Write Short Answers (Any Three) [30]

- Describe corporate and functional strategy.
- Explain barriers of strategic HRM.
- Elucidate process of repatriation.
- Highlight significance of strategic HRM.
- Elaborate distinction between Domestic and International HRM.

Q3) Write short note (Any Three) [15]

- Competitive strategy
- Evolution of strategic HRM
- Problems of expatriate
- International recruitment
- Compensation management

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

1] (7804) Bachelor of Business Administration
(CBCS)

(110844) Strategic HRM and International
Perspective

Part 3 SEM 6

2] (7823) Bachelor of Business Administration
NEP

(97345) Strategic HRM and International
Perspective

Part 3 SEM 6



552935

Seat No.

BBA-II sem VI

MAR-APR 2025 SUMMER EXAMINATION**12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Consumer Behavior****Sub. Code: 110840/97340****Day and Date: APRIL ,25-04-2025****Total Marks: 60****Time: 10:30 AM To 01:00 PM**

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks

Q1) Define consumer behavior. Explain its relevance in today's dynamic marketing [15] environment.

OR

Discuss the Schiffman & Kanuk's model of consumer decision making with a real-life example.

Q2) Write Short Answers (Any 3) [30]

- What are the major trends in consumer behavior?
- Explain the different types of buying decision-making processes.
- What are the rights of consumers under the Consumer Protection Act, 1986?
- Define sub-culture. How does it influence consumer behavior?
- What is the significance of measuring customer satisfaction?

Q3) . Write Short notes (Any 3) [15]

- Buying motives
- Culture and consumer behavior
- Diffusion of innovation
- Levels of customer dissatisfaction
- MRTP Act 1969

End Of Question Paper

Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (7804) Bachelor of Business Administration (CBCS) (110840) Consumer Behavior Part 3 SEM 6
- 2] (7823) Bachelor of Business Administration NEP (97340) Consumer Behavior Part 3 SEM 6

Seat No.

BBA-III sem VI

MAR-APR 2025 SUMMER EXAMINATION**12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Business Finance****Sub. Code: 84659/110842/97343****Day and Date: APRIL ,25-04-2025****Total Marks: 60****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks**

- Q1) Answer ANY ONE of the following [15]**
- a. Explain the concept of Capitalization. Explain the theories of capitalization [15]
(Cost theory and earning theory)
- b. The following information is available in respect of a firm: [15]
Capitalization rate = 10%
Earnings per share = Rs. 50
Assumed rate of return on investment: - a) 12 % b) 8 % c) 10%
Show the effect of dividend policy on market price of shares applying Walter's formula when dividend payout ratio is i) 0% ii) 20% iii) 40%
- Q2) Write Short Answers (Any Three) [30]**
- a. Find out value of each share by Asset Backing Method/Net Asset Method [10]

Liabilities	Rs.	Assets	Rs.
8% 1,500 Pref. shares of Rs. 100 each	1,50,000	Cash at Bank	22,000
3,000 Equity shares of Rs. 100 each	3,00,000	Debtors	80,000
General Reserves	40,000	Stock	1,40,000
Profit & loss a/c	10,000	Building	2,05,000
Bank Loan	50,000	Furniture	30,000
Creditors	15,000	Goodwill	70,000
		Preliminary Expense	18,000
Total	5,65,000	Total	5,65,000

Additional Information: -

- 1) Depreciate Furniture by 10%
- 2) Goodwill is considered at given value
- 3) Assets are to be revalued as follows: - Stock - Rs. 1,20,000, Building Rs. 2,50,000
- 4) Out of debtors only 80% can be recovered.

- b. 1) You are required to find out the amount to be received by Govind after 8 [10] years from the following data: - Kiran has a deposit of Rs. 10,000 in a Bank. The Bank pays 8% interest compounded annually for 8 years.
2) Calculate the future value of annuity at the end of next five years, assuming, 6% compounded annually. The investor deposits Rs. 5,000 at the end of each year for next 5 years.
- c. Explain the concept of over capitalization & under capitalization. [10]
- d. Explain the features of Debenture. [10]
- e. Explain the issues in Dividend Policies. [10]

Q3) Write short note (any 3) [15]

- a. Forms of dividend
- b. Modigliani model Dividend
- c. Time value of money
- d. Importance of business finance
- e. Present Value & Future value

End Of Question Paper

Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (769) B.B.A. (Sem) (84659) Business Finance Part 3 SEM 6
- 2] (7804) Bachelor of Business Administration (CBCS) (110842) Business Finance Part 3 SEM 6
- 3] (7823) Bachelor of Business Administration NEP (97343) Business Finance Part 3 SEM 6





Seat No.	
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SG - 304

Total No. of Pages : 1

**B.B.A. (Part-III) (Semester - VI) (CBCS)
Examination, 2024
BUSINESS FINANCE
Sub. Code: 84067**

**Day and Date : Friday, 29-11-2024
Time : 2.30 p.m. to 4.00 p.m.**

Total Marks : 50

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1 What is Business Finance? What is scope and significance of Business Finance?

OR

What is Incorporate Restructuring? Explain different forms of Restructuring. (15)

Q.2 Write short-answers (ANY TWO)(10+10) (20)

1. Explain Profit Maximization Vs. Wealth Maximization
2. What is Financial Market? Distinguish between Capital Market and Money Market.
3. Explain the term 'Mutual Fund' and its types
- 4 Write about Corporate Failure -Causes & Remedies

Q.3 Write short-notes (ANY TWO) (7.5+7.5) (15)

- a. SEBI
- b. Portfolio Management
- c. Micro Finance
- d. NSDL & CDSL

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Seat No. **OCT_NOV_2024 WINTER EXAMINATION****Bachelor of Business Administration NEP 2.0****Sub. Name: Business Ethics****BBA-III Sem VI****Sub. Code: 43966/84635/84656****Day and Date: NOVEMBER ,28-11-2024****Time: 02.30 PM To 04:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 50**

- Q1)** What is Business Ethics ? Give the causes for employees unethical behaviour at [15]
workplace.
OR
Explain the concept of Ethics. Explain Gandhian approach to Business and Ethics.
- Q2)** Write Short Answers (Any Two) [20]
- a. Discuss Indian values for the workplace [10]
- b. What are the ethical issues in Global Business ? [10]
- c. Write about Secular versus Spiritual values in management [10]
- d. Explain the Justice Theory. [10]
- Q3)** Write Short Notes (Any Two) [15]
1. Code of conduct
 2. Whistle blowing concept
 3. Resolution of Ethical Dilemma
 4. Ethical issues related to Human Resource Management

* * *



Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Business Ethics** BBA-III sem-VI**Sub. Code: 84656/110837/97337****Day and Date: APRIL ,22-04-2025****Total Marks: 60****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Q1) Answer ANY ONE of the following****[15]**

Explain in detail the Ethical Issues related with Advertisement and Marketing with suitable examples

OR

What are the ethical issues in Global Business?

Q2) Write Shorts Answers (Any Three)**[30]**

- What is meant by Utilitarianism approach? Discuss with suitable examples
- Explain in detail the Indian Philosophy of Ethics and Work Life
- Explain the virtue approach with suitable examples
- What is meant by Business Ethics? Discuss the code of conduct and values which needs to be followed by the Indian managers
- Explain with suitable example the concept of Rights Theory

Q3) Write Short Notes on (Any Three)**[15]**

- Doctrine of Karma
- Whistle Blowing
- The Common Good Approach
- Ethics in HRM
- Secular vs Spiritual Values in Management

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (7823) Bachelor of Business Administration NEP (97337) Business Ethics Part 3 SEM 6
- 2] (769) B.B.A. (Sem) (84656) Business Ethics Part 3 SEM 6
- 3] (7804) Bachelor of Business Administration (CBCS) (110837) Business Ethics Part 3 SEM 6



819734

Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Organizational Behavior BBA-III sem VI****Sub. Code: 84655/110838/97338****Day and Date: APRIL ,23-04-2025****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 60**

Q1) What is Organizational Behaviour? Write in detail. Discuss the disciplines that contributed to the study of Organizational Behaviour. [15]

OR

Define Group. Elaborate the stages of group formation

Q2) Write Short Answers (Any-3) [30]

- What is Learning? Write in detail about the principles of learning.
- What is Attitude? Discuss the components of attitude.
- Define Motivation. Discuss Herzberg's Two-Factor Theory.
- Define Personality. Write in detail the determinants of Personality.
- What is Stress? Discuss the causes of stress.

Q3) Write Short notes (Any-3) [15]

- Characteristics of Attitude
- Theory X and Theory Y
- SOBC Model.
- Importance of Motivation.
- Types of Groups

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (7804) Bachelor of Business Administration (CBCS) (110838) Organizational Behavior Part 3 SEM 6
- 2] (7823) Bachelor of Business Administration NEP (97338) Organizational Behavior Part 3 SEM 6
- 3] (769) B.B.A. (Sem) (84655) ORGANIZATIONAL BEHAVIOUR Part 3 SEM 6

Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Human Resource Development** BBA III sem VI**Sub. Code: 43964/84068/84660****Day and Date: APRIL ,24-04-2025****Time: 10:30 AM To 01:00 PM****Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks****Total Marks: 50****Q1) What is training? Explain the various methods of training? [15]**

OR

What is Human Resource Development? Explain its objectives and features?

Q2) Write Short Answers (Any Two) [20]

- What is Performance Appraisal? Explain traditional methods of Performance Appraisal.
- State the difference between HRM and HRD.
- Explain advantages of career planning and development.
- Explain the Qualities of HRD Manager.

Q3) Write Short Notes (Any Two) [15]

- Promotion
- Problems of Performance Appraisal.
- Objectives of Management Development.
- Explain the importance of training.

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (769) B.B.A. (Sem) (84660) Human Resource Development Part 3 SEM 6
- 2] (769) B.B.A. (Sem) (43964) International Business Paper II Part 3 SEM 6
- 3] (7804) Bachelor of Business Administration (84068) Human Resource Development Part 3 SEM 6 (CBCS)

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Total No. of Pages : 1

Seat
No.

Oct.-Nov. 2024 Examination

Bachelor of Business Administration (CBCS)

Human Resource Development

Subject Code: 84068 BBA-III Sem-VI

Day and Date : Friday, 29-11-2024

Total Marks : 50

Time : 02:30 pm to 04:00 pm

Instructions:

1) All questions are compulsory.

Q.1 Define Performance Appraisal. Explain in details various methods of Performance Appraisal. **15 marks**

OR

Define Training. Write in detail the methods of training.

Q.2 Write Short Answers (Any Two) 20 marks.

- Define HRD. Explain HRD sub system in detail.
- Explain different types of transfer.
- Explain need and advantages of career planning and development.
- Explain in detail various problems of performance appraisal.

Q.3 Write Short Notes. (Any Two) 15 marks

- Qualities of HRD manager.
- Demotion.
- Difference between training and development.
- Principles of promotion.

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Seat No. **MAR_APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Fundamental of Taxation****Sub. Code: 84065 BBA-III sem VI****Day and Date: APRIL ,21-04-2025****Time: 10:30 AM To 01:00 PM****Total Marks: 50**

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks



- Q1)** Explain Exemption under section 10 under income tax act 1961 **[15]**
or
Explain features of GST and needs of GST in India
- Q2)** Write Short Answer (Any Two) **[20]**
a) Explain features of income from salary and multiple house property
b) Define income from capital gain and long term and short-term capital gain
c) State Income from business and specific provision for determination of taxable income from business
d) Explain allowable deduction from net annual value and gross annual value
- Q3)** Write Short notes (Any Two) **[15]**
a) Assessment year and previous year
b) Long term Capital gain
c) PF contribution
d) SGST and UTGST Act

End Of Question Paper**Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -**

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

1] (7804) Bachelor of Business Administration (CBCS) (84065) Fundamental of Taxation Part 3 SEM 6

2008-2009



QP-729

Total No. of Pages : 2

Seat No.

OCT_NOV_2024 WINTER EXAMINATION

Bachelor of Business Administration NEP 2.0

Sub. Name: Fundamental of Taxation

Sub. Code: 43961/84065/84654 *BBA - III Sem VI*

Day and Date: NOVEMBER ,26-11-2024

Total Marks: 50

Time: 02.30 PM To 04:00 PM

**Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks**

Q1) Attempt any one of the following [15]

a. Mr. Kamlesh who is currently employed with Wax Ltd. furnishes you with the following information. The details of monthly salary for the year ended 31-3-2023 are as under: [15]

Basic Salary per month = Rs.5000

Dearness Allowance per month

From 1-4-2022 to 31-12-2022 = 25% of basic

From 1-1-2023 to 31-3-2023 = 32% of basic

Professional Tax Deducted per month Rs.120

Taxable conveyance allowance Rs.3500

Bonus @ 20% on Basic plus Dearness Allowance.

Mediclin Premium paid by employer on behalf of Mr. C Rs. 2800

Compute his taxable salary for the assessment year 2023-24. (Old Tax Regime and New/ Alternate Tax Regime)

b. Define provident fund scheme and explain different kinds of provident funds [15]

Q2) Write Short Answers (Any Two) [20]

a. Write any ten points which shows the difference between deduction and exemption [10]

b. Define Residential status and explain categories based on residential status. [10]

c. Explain income from salary features taxable and nontaxable allowances [10]

d. Explain computation of taxable income from house property [10]

Q3) Write Short Notes (Any Two) [15]

1. Difference between Direct and indirect tax

2. Deduction section 80 E

3. Explain Short term and long term capital gain

4. Types of GST



Seat No. **MAR-APR 2025 SUMMER EXAMINATION****12149 Bachelor of Business Administration NEP 2.0****Sub. Name: Fundamentals of Taxation****Sub. Code: 110836/97336 BBA-III Sem-VI**

Day and Date: APRIL ,21-04-2025

Time: 10:30 AM To 01:00 PM

Instructions: 1. All questions are compulsory
2. Figures to the right indicate full marks

Total Marks: 60



Q1) Solve Any One of the following

[15]

- a. Mr. Sunil Shetty is the owner of two houses. The municipal value of the first house is Rs. 15,000 and that of the second house is Rs. 25,000. The first house was occupied by him for his own residence in the first nine months during the year and was let out at a rent of Rs. 1,000 p.m. from 1-1-2019. The second house was let out at a rent of Rs. 2,500 p.m. in the first nine months during the year and was then self-occupied by him from 1-1-2019. Following were the expenses on both the houses. [15]

Particulars	First house	Second house
Municipal taxes paid	3000	6000
Ground rent	1000	1250
Fire Insurance	900	750
Interest on loan for renovation	2500	13750

Compute his income from house property for the assessment year 2019-20.

- b. Explain in detail the difference between deduction and exemption while computing the total income [15]

Q2) Solve any three of the following

[30]

- a. What is the amount of deduction available u/s 80U ? Who can Claim It? [10]
- b. Define Residential status and explain categories based on residential status. [10]
- c. What are the deductions available from gross salary? [10]
- d. What are the provision regarding entertainment allowances in the Act.? [10]
- e. What is the meaning of perquisites in salary? Which perquisites are included in salaries? [10]

Q3) Write short note (any 3)

[15]

- a. Rent free Accommodation
- b. House Rent Allowance
- c. Long term capital gain
- d. Features of of GST
- e. Input Tax Credit



End Of Question Paper

Important Note for Chief Exam Officer / SRPD Coordinator / Sr Supervisor/ Student -

This Question Paper may be distributed for following Subjects as common code.

सदरची प्रश्नपत्रिका खालील विषयांकरिता वितरित करता येईल.

- 1] (7823) Bachelor of Business Administration NEP (97336) Fundamentals of Taxation Part 3 SEM 6
- 2] (7804) Bachelor of Business Administration (CBCS) (110836) Fundamentals of Taxation Part 3 SEM 6

Seat No.	
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SG - 306

Total No. of Pages : 1

BBA-III (Semester-VI) DSE-A3
Examination-2024
INTERNATIONAL MARKETING
Subject Code: 84636

Day and Date : Friday, 29-11-2024
Time : 2.30 p.m. to 4.00 p.m.

Total Marks : 50

Instructions:

1. All Questions are compulsory.
2. Figures to the right indicate marks.

Q.1 Define International Marketing. State the difference between International and domestic environment. (15)

OR

Discuss in brief the International Market Entry Strategies with reference to Indian firms.

Q.2 Write Short Answers; (Any-2) (20)

- a) Scope and Significance of International Marketing
- b) Direct Exporting
- c) International bank for reconstruction and development (IBRD)
- d) Types of international marketing channels and factors affecting on it.

Q.3 Write Short Notes; (Any-2) (15)

- a) Technological Environment
- b) Major promotional tools for promotion mix.
- c) United nations conference on trade and development (UNCTAD)
- d) International Monetary fund (IMF)





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Total No. of Pages : 1

Seat
No.

Oct.-Nov. 2024 Examination

Bachelor of Business Administration (CBCS)

Computer Application Enterprise Resource Planning

Subject Code: 88836

BBA-III sem VI

Day and Date : Friday, 29-11-2024

95061

Total Marks : 50

Time : 02:30 pm to 04:00 pm

Instructions:

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

Q.1 What is CRM? Prepare CRM model for Hospital. 15

OR

Q.1 What is ERP? Prepare conceptual model of ERP for University. 15

Q.2 Write Short Answers (Any Two) 20

- a) Illustrate the business needs of ERP in detail.
- b) What is traditional enterprise approach of ERP?
- c) Explain the term Supply Chain Management in detail.
- d) What are the different ERP implementation methodologies in detail?

Q.3 Write Short Notes (Any Two) 15

- a) Disadvantages of ERP
- b) DBMS
- c) Integration of ERP
- d) ERP Post implementation activities

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