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BBA (2013 & 2017)/B.(SIM)/BRDM (2014 & Onwards) (Sem.–5)

BUSINESS ENVIRONMENT

Subject Code : BBA-501

M.Code : 72063

Time : 3 Hrs. Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Briefly explain the following :**

a) Business environment

b) Social responsibility of business

c) Mixed economy

d) Liberalization

e) Fiscal policy

f) Problems in technology transfer

g) Trademarks

h) Objectives of FEMA

i) Balance of payments

j) SAARC

SECTION-B

UNIT-I

2. What do you mean by environmental scanning? Explain the techniques and process of environmental scanning.

3. What is ecological environment protection act? Discuss the main objectives and importance of this act.

UNIT-II

4. What is meant by industrial policy? What are its objectives? Discuss briefly the new industrial policy and its implication in India.

5. Discuss the objectives and features of latest EXIM policy. Explain the export promotion measures adopted in this context.

UNIT-III

6. What is technological environment of a business? Discuss the impact of technology on business.

7. What do you mean by Competition Act 2002? Discuss the main features and objectives of this Act.

UNIT-IV

8. Discuss the role and functions of WTO. Briefly state the implications of WTO for India.

9. Write short notes on :

   a. Trends in global trade and investment

   b. Special economic zone

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Total No. of Questions : 09

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BBA (2013 to 2017) (Sem.–5)

MANAGEMENT OF FINANCIAL SYSTEMS

Subject Code : BBA-502

M.Code : 72064

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

Q.1 Answer briefly :

a) What is the need of organized financial system?

b) What are the limitations of credit rating agencies?

c) How capital market differ from money market?

d) Discuss in detail venture capital.

e) Define money market.

f) What do you mean by merchant banking?

g) Define pros and cons of plastic money.

h) What do you mean by mutual funds?

i) Define credit rating.

j) How credit cards differ from debit cards?

SECTION-B

UNIT-I

Q2. What do you mean by financial system? Discuss in detail structure, growth problems and importance of financial market in India in the era of globalization.

Q3. What do you mean by secondary market? Discuss in detail innovation and drivers of change in the management of secondary market. Discuss in detail SEBI guidelines of secondary market.

UNIT-II

Q4. Discuss in detail origin, scope and advantage of merchant banking. How the merchant bankers useful as a source of relief to sick industries?

Q5. What do you mean by depository participant? Discuss in detail origin, scope, advantage and functioning of depository participant in India.

UNIT-III

Q6. What is the current scenario of venture capital in India? Discuss in detail feature and sebi guidelines of venture capital in India.

Q7. What is the plastic card? How many types of plastic cards are available? What are the current scenarios of plastic cards industry in India? How the debit card is different from the credit cards? Discuss in detail.

UNIT-IV

Q8. What are functions of credit rating agencies? Discuss in detail procedure used by credit rating agencies for rating debt instrument of various organization. What are the major factors governing the rating framework of credit rating agencies around the world?

Q9 Discuss in detail role of financial development institution for the growth of Indian economy.

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BBA (2013 to 2017)/ B.SIM (2014 & Onwards) (Sem.–5)

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-503

M.Code : 72065

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Explain the following :**

   a. Communication

   b. Sales Management

   c. Pre and post testing

   d. Scheduling

   e. Sales executive

   f. Personal selling

   g. Recruitment

   h. Training

   i. Sales strategies

   j. Sales budgets

SECTION-B

UNIT-I

2. Define advertising. What are the various types of advertising?

3. Explain the relevance of art and layout in the field of advertising.

UNIT-II

4. What are the social, ethical and legal aspects of advertising?

5. How can advertising effectiveness be measured? What is the need to measure the advertising effectiveness?

UNIT-III

6. What is the difference between selling and marketing?

7. Explain the process of personal selling in detail.

UNIT-IV

8. Explain the recruitment and selection process of sales person in detail.

9. What is the role of information technology in sales management?

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BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.–5)

MANAGING ACROSS CULTURE

Subject Code : BBA-504

M.Code : 72066

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Answer briefly :**

   a. Iceberg Analogy Model

   b. Ethical dilemma

   c. Low context culture

   d. Polycentric staffing

   e. Multi-cultural Teams

   f. Cross-cultural leadership

   g. Cross-cultural disputes

   h. Masculinity *vs.* Femininity

   i. Cross-cultural adjustment

   j. Cross-cultural synergy

SECTION-B

UNIT-I

2. What do you mean by cross-cultural management? Discuss the significance and impact of cross culture on organisations.

3. What is organisation culture? Discuss the influence of national culture on organisation culture.

UNIT-II

4. Discuss the characteristics of the four cultural dimensions of Hofstede.

5. What is cultural sensitivity? Why cultural sensitivity is important for global business?

UNIT-III

6. Discuss the anatomy of negotiations and detail the key success factors which should be kept in mind while conducting successful international negotiations.

7. Why is training important and what are the main challenges faced in training and development of expatriate managers?

UNIT-IV

8. Explain any four strategic alternatives in global business and competencies required by each of them.

9. Why is it necessary for multinationals to be good corporate citizens? How can they project themselves to be good corporate citizens in other cultures?

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BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards) (Sem.–5)

MANAGING ACROSS CULTURE

Subject Code : BBA-504

M.Code : 72066

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Answer briefly :**

   a. Culture

   b. Decision making

   c. Hofstede model

   d. Sensitivity training

   e. Staffing

   f. Expatriate

   g. Competitive advantage

   h. Strategic alliance

   i. Legal economic

   j. Ethics dilemma

SECTION-B

UNIT-I

2. Explain the different dimensions of culture in detail.

3. What is a shift in culture? Explain the significance of the same.

UNIT-II

4. Explain the following models :

   a. GLOBE

   b. Kluchohm & Stoodbeck

5. Explain the concept of cultural adaption through sensitivity training.

UNIT-III

6. Explain the dynamics of cross-cultural leadership.

7. How are the conflicts & disputes resolved in the cross culture context?

UNIT-IV

8. Explain the emerging models of strategic management.

9. How can competitive advantage be achieved and sustained?

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BBA (2013 to 2017) (Sem.–5)

INDIRECT TAXES

Subject Code : BBA-505

M.Code : 72067

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Answer briefly :**

   a) What do you understand by HSN Commodity description?

   b) Anti dumping duty

   c) Explain value added tax.

   d) Ad valorem Duty

   e) Pilfered goods

   f) Turnover

   g) Bill of entry

   h) Explain in brief the scope of GST.

   i) Service tax

   j) Inter-state Sale

SECTION-B

UNIT-I

2. Describe the procedure of assessment under the Central Sales Tax Act.

3. What are the powers and functions of Sales tax Authorities?

UNIT-II

4. What are the different types of duties levied and collected on imported goods?

5. Explain the procedure for assessment and collection of Custom duty.

UNIT-III

6. What is Central Excise? How it differs from other duties/taxes? What is the taxable event in Central Excise? What is the difference between levy and collection?

7. What are the rules governing classification of indigenously manufactured goods for charging duty under the Central Excise Act?

UNIT-IV

8. GST is said to be "One Nation One Tax" in light of this statement give advantage and limitations of this Act.

9. Explain the persons who are required to be registered under GST Act, 2017? What are the advantages of registration?

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