

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-6)

STRATEGY MANAGEMENT

Subject Code : BBA-601-18

M.Code : 79347

Date of Examination : 02-01-2023

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

I. Write Briefly :

- a) Mission and Vision.
- b) Distinguish between Business Level Strategy and Corporate Level Strategy.
- c) What is the importance of studying SWOT Analysis?
- d) Outline the significance of Differentiation Strategy.
- e) What do you mean by Dynamic Competition?
- f) What is Competitive Advantage?
- g) What is the relationship between Strategy and Structure?
- h) GE Nine Cell Matrix.
- i) Why do companies pursue diversification Strategy?
- j) Resource Allocation.

SECTION-B

UNIT-I

2. Discuss the scope and process of Strategic Management in detail.
3. What do you mean by Strategy? Examine the different levels of strategy with examples.

UNIT-II

4. Describe main features of Industry analysis using Porter's five forces theory.
5. What is ETOP (Environmental Threat and Opportunity Profile)? Why ETOP is needed? How to prepare an ETOP?

UNIT-III

6. Discuss various components of a Balanced Score Card. Also, discuss the significance of a Balanced Score Card.
7. Critically examine the efficiency of BCG matrix as a tool of strategy management.

UNIT-IV

8. What do you mean by Strategy Implementation? Discuss its process.
9. Describe various factors affecting Resource Allocation. What should be the criteria for Resource Allocation Process?

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STRATEGY MANAGEMENT

Subject Code : BBA-601-18

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Date of Examination : 20-05-2023

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

I. Answer briefly :

- a) What is strategic management?
- b) Outline some of the traditional approaches to strategy.
- c) Outline functional level strategies.
- d) What is PEST analysis?
- e) What is competitive advantage? How can it be gained?
- f) What is Hofer's Product-Market Evolution Matrix?
- g) Outline strategy structure and conduct.
- h) What is strategic evaluation?
- i) What is operational control?
- j) What is a core competence?



SECTION-B

UNIT-I

2. Discuss interdisciplinary nature of strategic management? What is the contribution of these disciplines to the process of strategic management?
3. Differentiate between following :
 - a) Vision and mission statement
 - b) Business level and corporate level strategies.

UNIT-II

4. Discuss in detail the assumptions of resource-based view. How is the competitor analysis affected if Industrial Organization model is used?
5. What is a perfect industry to enter as per porters 5 forces model? What are the strategies it states a company can adopt if any of the forces is unfavourable?

UNIT-III

6. Explain BCG growth share matrix and GE Nine cell matrix for portfolio analysis of organizations? Also explain the differences between them?
7. Write short notes on following :
 - a) Balance scorecard
 - b) Types of diversification strategy.

UNIT-IV

8. Discuss the process of strategy implementation? What are the elements of supportive culture which help in strategic implementation?
9. Discuss the strategic control process. What are different types of controls? Give examples.

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BBA (Sem.-6)

ENTERPRISE RESOURCE PLANNING

Subject Code : BBASM-602-18

M.Code : 79357

Date of Examination : 03-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
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SECTION-A

1. Write briefly :

- a) Material requirement planning
- b) Planning design
- c) Vendor solutions in terms of large enterprise
- d) Business process reengineering
- e) ERP financial module
- f) ERP sales module
- g) Any two failure factors of ERP implementation
- h) Supply chain management
- i) Customer Relationship Management
- j) Data migration in ERP implementation.



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SECTION-B

UNIT-I

2. Definition of ERP and explain evolution of ERP.
3. Discuss fundamental technologies of ERP.

UNIT-II

4. Explain the overview of ERP software solutions.
5. Explain Data mining and Data warehousing in terms of Business process management.

UNIT-III

6. Discuss ERP, HR, ERP sales, ERP marketing and ERP purchasing module.
7. Briefly explain planning evaluation and selection of ERP systems.

UNIT-IV

8. Explain methodology and frame work training in effective implementation of ERP.
9. Discuss CRM and Supply chain management and also discuss benefits of ERP module.

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Roll No.

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BBA (Sem.-6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 03-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
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SECTION-A

I. Write a short note on the following:

- a) Private Company
- b) Separate Legal Entity
- c) Position of Promoter
- d) Certificate of Incorporation
- e) AOA
- f) Subscribed Capital
- g) Non-Executive Director
- h) EGM
- i) Voluntary Winding Up
- j) Proxy.

SECTION-B

UNIT-I

2. "A company is an artificial person, created by law with a perpetual succession and a common seal." Explain this statement.
3. Enumerate the different steps to be taken by the promoters from the formation of a company to the commencement of business.

UNIT-II

4. Explain the doctrine of indoor management and state the exceptions, if any, to the doctrine.
5. Explain contents of prospectus. What is the meaning of deemed prospectus?

UNIT-III

6. Define share. What are the different kinds of shares which a company may issue?
7. What is resolution? What are different classes of resolutions which may be passed by a company?

UNIT-IV

8. Briefly discuss the provisions of the Companies Act, regarding appointment of directors of a company.
9. Explain the grounds on which the Tribunal would consider it just and equitable to wind up a company.

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BBA (Sem.-6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 18-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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2. SECTIONS-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

I. Write a short note on the following:

- a. Explain the concept of perpetual succession.
- b. Who is a promoter?
- c. Describe in brief the features of LLP.
- d. What is meant by articles of association?
- e. What is doctrine of indoor management?
- f. What is the importance of share certificate?
- g. What is meant by forfeiture of shares?
- h. What is the role of proxy in general meeting?
- i. What are the powers of NCLT in company law?
- j. What are books of accounts according to Companies Act 2013?



SECTION-B

UNIT-I

2. Discuss the features of a company. Distinguish between 'Private Company' and 'Public Company'.
3. What is meant by formation of a company? Describe the procedure relating to the formation of companies under the Companies Act 2013.

UNIT-II

4. What do you understand by memorandum of association? Explain the content and procedure for alteration of a memorandum of association.
5. What is Prospectus? Discuss the statutory requirements in relation to prospectus.

UNIT-III

6. When can a company lawfully borrow money? What are the restrictions on borrowing powers of a company?
7. What is the importance of meetings in a company? Discuss the various kinds of meetings that can be held by a company.

UNIT-IV

8. What do you understand by the winding up of a company? What are the various modes of winding up?
9. Write short notes on the following :
 - a. National Company Law Tribunal (NCLT)
 - b. Provisions relating to audit.

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BBA (Sem-6)

SERVICE MARKETING

Subject Code : BBA 611-18

M.Code : 79349

Date of Examination : 01-06-2023

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. Write Briefly :

- a) What is self service technology?
- b) What is physical evidence?
- c) What is service innovation?
- d) What is Outline service triangle?
- e) What is internal marketing?
- f) What is service recovery?
- g) What is Gap 5?
- h) Outline ethical aspects of services marketing?
- i) What are facilitating services?
- j) Why pricing of services is so difficult?



SECTION-B

UNIT-I

2. Discuss the unique characteristics of services and also highlight the problems and challenges that each characteristic brings with it.
3. Discuss in detail the 8 P's of marketing of services.

UNIT-II

4. What is customer expectation of services? Explain the factors which influence the expectations of customers in services?
5. What is customer defined service standard? What is the role of customer defined standards in closing the customer satisfaction/dissatisfaction Gap?

UNIT-III

6. Why is do difficult to match demand and supply in context of services? What strategies can a company adopt to facilitate optimum level of demand and capacity?
7. Explain the pricing strategies applicable for services with suitable examples.

UNIT-IV

8. Discuss what are boundary spanners? How do these employees help in delivering services satisfactorily? What strategies can be adopted to help these employees' delivery services optimally to the customers?
9. Discuss in detail the gap model.

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BBA (Sem.-6)

RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA-612-18

M.Code : 79350

Date of Examination : 30-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-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) E-tailing
 - b) Reverse logistics
 - c) Supply chain optimization
 - d) Department stores
 - e) Extensive decision-making
 - f) Reference groups
 - g) Target Marketing
 - h) Estimating demand
 - i) Competitive advantage
 - j) Customer loyalty



SECTION-B

UNIT-I

2. Retailing is an important sector of the economy. Discuss the economic significance of retailing in detail and explain how it contributes to the growth of the economy.
3. The changing scenario of retail has brought about a shift in customer buying behavior. Discuss the social factors that influence buying decisions in retailing and explain how retailers can adapt their strategies to cater to these factors.

UNIT-II

4. Retail strategy is crucial for the success of any retail business. Discuss the components of a retail strategy and explain how retailers can use it to gain a competitive advantage in the market?
5. Human resource management is an important aspect of retailing that can lead to a competitive advantage. Discuss the role of HRM in gaining a competitive advantage in retailing, and explain how retailers can design an effective retail organization structure and motivate retail employees?

UNIT-III

6. Merchandise management is a critical function in retailing. Discuss the planning and buying processes for merchandise management, and explain how retailers can use them to ensure optimal inventory levels and profitability?
7. Store management is crucial for the success of any retail business. Discuss the key elements of store management, including store layout, design, and visual merchandising, and explain how retailers can use these elements to create a positive shopping experience and attract customers to their stores?

UNIT-IV

8. Logistics plays a crucial role in the economy of a country. Discuss the role of logistics in the economy and explain. How logistics management can contribute to economic growth and development.
9. Supply chain and logistics management face various challenges in the current business environment. Discuss the challenges faced by supply chain and logistics management, and explain how these challenges can be overcome to achieve optimal performance?

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BBA (Sem.-6)

PERSONAL FINANCIAL PLANNING

Subject Code : BBA-621-18

M.Code : 79351

Date of Examination : 22-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-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. Write short notes on the following :

- a) Financial Security.
- b) Tax Evasion.
- c) Credit score.
- d) Savings and Investment.
- e) What is bond?
- f) Equity Share Capital.
- g) Estate Planning.
- h) Cash inflows.
- i) Managing life risk through insurance.
- j) Personal Financial Planning.



SECTION-B
UNIT-I

2. Explain in detail the Time Value of Money. How it calculated? Calculate the present value of the following Cash Flows assuming a discount rate of 10 percent.

Year	Cash Inflows (Rs.)
1	5,000
2	10,000
3	10,000
4	3,000
5	2,000

Present value of Rs. 1 is 0.909, 0.826, 0.751, 0.683, and 0.621 for the years 1, 2, 3, 4 and 5.

3. What are the different methods used for the analysis and interpretations of financial statements?

UNIT-II

4. What do you mean by Insurance? Explain the features and principles of Insurance in detail.
5. What is risk and management of risk? Explain the relationship of Risk and Return.

UNIT-III

6. What do you mean by fundamentals of Investment. Also elaborate the rules of investment.
7. What do you mean by Personal Tax Planning? Explain the objectives and methods of Personal Tax Planning.

UNIT-IV

8. Explain in detail the various basic retirement plans available for a person.
9. What do you mean by Personal Financial Planning? Also explain the various ethical considerations in Personal Financial Planning.

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BBA (Sem.-6)

DIRECT AND INDIRECT TAX LAWS

Subject Code : BBA622-18

M.Code : 79352

Date of Examination : 16-05-2023

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. Write briefly :

- a) Meaning and concept of income
- b) Assessee
- c) Assessment year
- d) Agriculture Income
- e) Deduction of tax at source
- f) Section 56(1) of income tax act
- g) Advance payment of tax
- h) GST council
- i) Structure of GST
- j) Five heads of income under income tax act.



SECTION-B

UNIT-I

2. Explain basis of charge. How would you determine the residential status of an assessee? What is meaning of assessment year and previous year? Exceptions when income is chargeable in previous year.
3. What is annual value in house property? How it is computed?

UNIT-II

4. What are various provisions given under section 30-36 under business gains and profession?
5. Explain & Differentiate Revenue Receipt and Capital Receipt.

UNIT-III

6. What do you mean by best judgment assessment? Explain.
7. Explain set off and carry forward of losses.

UNIT-IV

8. Briefly explain the implementation and reasons for GST introduction.
9. What is the registration procedure under GST?

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BBA (Sem.-6)

CROSS CULTURAL HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-632

M.Code. : 79354

Date of Examination : 27-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-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. Write briefly :

- a) Dimensions of culture
- b) Strategic decision making
- c) Cultural adaptation
- d) Economic culture
- e) Staffing of global personnel
- f) Cross cultural leadership
- g) Cross cultural conflict
- h) Knowledge transfer
- i) Cultural ethics
- j) Globe model for comparing cross culture.



SECTION-B

UNIT-I

2. Define Cross Cultural Management and its significance. Also explain the impact of cross culture on Organisation.
3. Write detailed note on :
 - a) Influence of National culture on Organisational Culture.
 - b) Influence of economic factors and foreign intervention on shift in local culture.

UNIT-II

4. What are the various cultural and behavioral differences in different countries?
5. Explain in detail the Hofstede and Edward T Hall Study model for comparing culture.

UNIT-III

6. Define training for Global operations. Also explain the various methods for training the personnel of Global operations.
7. What do you mean by Cross Cultural Decision Making? Explain the process of Cross Cultural Decision Making.

UNIT-IV

8. What are the various emerging models of strategic management in international context?
9. Write note on the followings :
 - a) International strategic alliance
 - b) Transfer of Managerial know-how.

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