Roll No. [ ]

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem–6)

STRATEGY MANAGEMENT

Subject Code : BBA601-18

M.Code : 79347

Date of Examination : 16-12-2024

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) Levels of strategy

b) Define strategic decision making.

c) Define competitive analysis.

d) ETOP analysis

e) Types of diversification.

f) Turnaround strategy

g) BCG matrix

h) Strategic implementation

i) Role of culture in implementation of strategy

j) Strategic evaluation.

SECTION B

UNIT-I

2. Define strategic management and explain its importance. Discuss in detail the steps of strategic management process with the help of suitable examples.

3. What do you mean by strategic intent? Elaborate various elements of strategic intent with illustrations.

UNIT-II

4. Define external analysis? Elaborate various external environmental sectors and their influence on strategy formulation.

5. What do you mean by environmental scanning? Explain various methods and techniques used for environmental scanning.

UNIT-III

6. What do you understand by business level strategy? Explain generic business strategies with the help of Porter's framework.

7. Explain the process of strategic choice? Briefly explain the application of GE nine cell matrix in strategic analysis and choice with its advantages and limitations.

UNIT-IV

8. Define resource allocation. What factors influence allocation of resources to a strategy? Explain the risks involved in resource allocation.

9. Define strategic control? Explain different types of strategic control. Elaborate the process of strategic control with the help of suitable examples.

Roll No. | | | | | | | | | | | Total No. of Pages : 02

Total No. of Questions : 09

BBA (Service Industry Management) (Sem.–6)

MERCHANT BANKING AND FINANCIAL SERVICES

Subject Code : BBASM-601-18

M.Code : 79356

Date of Examination : 19-12-2024

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. Duties of a merchant banker.

   b. Difference between IPO and FPO.

   c. Debt Instruments

   d. Types of Leasing.

   e. RBI direction for NBFCs.

   f. Difference between Factoring and Forfeiting.

   g. Difference between venture capitalist and angle investors.

   h. Credit rating symbols

   i. Retail Banking

   j. Recent trends in insurance services.

SECTION-B

UNIT-I

2. Discuss the scope, function and scenario of merchant banking in India.

3. Explain the process of IPO through stock exchange online system. What are the formalities to be completed by individual members before participating in an IPO?

UNIT-II

4. What do you mean by custodial service? Discuss various risks pertaining to custodial services in India.

5. **Write short note on following :**

   a. Issue management.

   b. Leasing intermediaries.

UNIT-III

6. Discuss legal framework of hire purchase agreement. Discuss its main provisions in Indian context.

7. Who is a venture capitalist? What is his role in start-ups?

UNIT-IV

8. Discuss the role of RBI in Indian banking industry.

9. Explain various types of mutual funds along with their pros and cons.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 02-01-2025

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 a short note on the following:**

a) Company *vs* Partnership

b) LLP

c) Pre incorporation Contract

d) AOA

e) Prospectus

f) Forfeiture of Share

g) Women Directors

h) Proxies

i) NCLAT

j) Payment of Dividend

SECTION-B

UNIT-I

2. Distinguish between public company and Private Limited Company. Is a private company can be converted into Public Company?

3. Who are promoters of Company? Explain their duties and legal position.

UNIT-II

4. What are the clauses of Memorandum of Association of a Company? Comment on "*The memorandum of association is an unalterable charter of a company.*"

5. "*A prospectus must state truth and nothing but truth.*" Do you agree? Explain.

UNIT-III

6. Give various classification of capital and discuss the procedure for reduction of share capital.

7. Explain different types of Meetings. Elaborate requisites of a Valid Meeting.

UNIT- IV

8. What do you understand by winding-up of a company? What are the various modes of winding-up of company?

9. What books of accounts are required to be kept by a company? Explain the provisions related to Audit of Books of accounts.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–6)

SERVICES MARKETING

Subject Code : BBA-611-18

M.Code : 79349

Date of Examination : 20-12-2024

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) Marketing

b) GAPS Model

c) Service *vs* product

d) Services marketing mix

e) What are the ethical aspects in service marketing?

f) Inseparability

g) Intangibility

h) Service delivery

i) Service design

j) Physical evidence

SECTION-B

UNIT-I

2. Write a detailed note on unique characteristics of service as compared to goods.

3. What is service marketing? Why has service marketing become important for the global economy? Illustrate.

UNIT-II

4. What considerations are to be taken in account while building customer relationships?

5. Write a detailed note on service recovery.

UNIT-III

6. What are the considerations involved in the pricing of services?

7. Write a note on designing service innovation and design.

UNIT-IV

8. Explain the GAPS model for measuring service quality. How does it help marketers to deliver quality services?

9: How important is role of employees in service delivery? Justify the answer with suitable examples.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–6)

RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA-612-18

M.Code : 79350

Date of Examination : 08-01-2025

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) Multichannel Retailing.

b) Features of Super Markets.

c) Any three Opportunities in Retailing.

d) Strategic Objective of Human Resource Management in Retail.

e) Any two factors to be considered while designing the retail organization's structure.

f) Psychological Pricing

g) Importance of Store management in retail.

h) What do you understand by visual merchandising?

i) Any three points of difference in organized retailing and unorganized retailing.

j) Any two considerations in evaluating a site for locating retail store.

SECTION-B

UNIT-I

2. Why do you mean by Retailing? Discuss the social and economic significance of Retailing.

3. What are the various types of buying decisions? Discuss the consumer buying process in retailing in detail.

UNIT-II

4. Explain the role of HRM in assessing the human resource requirements of a retail organization? Can we gain competitive advantage through effective HRM?

5. What do you mean by retail strategy? Discuss the retail strategy planning process in detail.

UNIT-III

6. Elaborate in detail the steps involved in process of buying merchandise.

7. Define Store Design. What are objective of a store design? Also, explain how does the effective store design gives the best result.

UNIT-IV

8. What are the major points of distinction between logistics and supply chain management? Also, discuss in brief various challenges in Supply Chain and Logistics Management.

9. **Write Descriptive Notes on:**

a) Logistics and Customer Relationship Management.

b) Logistics in Organized Retail in India.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–6)

PERSONAL FINANCIAL PLANNING

Subject Code : BBA621-18

M.Code : 79351

Date of Examination : 07-05-2024

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 short notes on the following :**

   a) Tax Avoidance

   b) Credit report

   c) Savings and Investment

   d) What is Debt?

   e) Budgeting

   f) Estate Planning

   g) Different types of Ratios

   h) Managing health risk through insurance

   i) Process of Personal Financial Planning

   j) What is Cash Flow Statement?

SECTION-B

UNIT-I

2. What is Personal Finance? Also explain the importance and principles of Personal Finance.

3. 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.

UNIT-II

4. What do you mean by Insurance? Elaborate the various types of Insurance.

5. What is risk and management of risk? Explain the relationship of Risk and Return.

UNIT-III

6. What is debt? Also explain the various sources of debt. What is the role of credit score in obtaining debts?

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 mean by Personal Financial Planning? Also Explain the various ethical considerations in Personal Financial Planning.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–6)

PERSONAL FINANCIAL PLANNING

Subject Code : BBA-621-18

M.Code : 79351

Date of Examination : 04-01-2025

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 Planning

(b) Financial Security

(c) Unsystematic Risk

(d) Insurance

(e) Investment

(f) Bonds

(g) Tax Evasion

(h) Retirement Planning

(i) Credit Score

(j) Personal Financial Statement

SECTION-B

UNIT-I

2. Write a detailed note on principles of personal financial planning. Also briefly discuss the importance of personal financial planning.

3. What is personal financial budget? Briefly discuss the process of preparing personal financial budget. Discuss in detail the role of personal financial budget in managing biases in personal finance.

UNIT-II

4. What do you mean by risk diversification? Write a detailed note on various financial instruments available for risk management.

5. What is health and disability insurance? Briefly discuss various types of health insurance plans available in India. Also briefly discuss the importance of health insurance in personal financial planning.

UNIT-III

6. What do you mean by mutual funds? Briefly discuss various types of mutual fund schemes that can be used for personal financial planning.

7. What do you mean by debt management? Briefly discuss various debt instruments, which can be used for short-term as well as long-term investment.

UNIT-IV

8. What is estate planning? Write a detailed note on the components of estate planning.

9. Write a detailed note on ethical consideration in personal financial planning.

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Roll No. [ ] Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–6)

DIRECT AND INDIRECT TAX LAWS

Subject Code : BBA-622-18

M.Code : 79352

Date of Examination : 23-12-2024

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) Previous Year

(b) Indirect Tax

(c) Assessee

(d) Taxable Income

(e) Long-term Capital Gains.

(f) Tax Collected at Source.

(g) Advance Tax

(h) CGST

(i) GST Council

(j) Casual Income

SECTION-B

UNIT-I

2. What do you mean by residential status of an assessee? Write a detailed note of how residential status of an assessee affects the tax liability of an assessee?

3. Mr. Ashok Kumar derives income from estates in coffee, rubber and tea. He also has nursery wherein he grows plants and sells for the previous year ending March 31, 2023. From the following particulars of income from estates and sale of plants, compute the taxable income for the assessment year 2023-24:

(i)	Manufacture of rubber	Rs. 8,50,000
(ii)	Manufacture of coffee grown and cured	Rs. 2,50,000
(iii)	Manufacture of tea	Rs. 3,50,000
(iv)	Sale of plants from Nursery	Rs. 1,00,000
(v)	Income from salary and other sources during 2022-23	Rs. 10,00,000

UNIT-II

4. Vikas sells his only residential house in Bangalore on October 25, 2022 for Rs. 32,00,000 and incurs an expenditure of Rs. 40,000 in connection with the transfer. Cost of this house for Vikas was Rs. 1,50,000 and on April 1, 2001 the fair market value of the house was Rs. 3,50,000. On January 20, 2023 he purchased a residential flat in Chennai for Rs. 10,00,000 and deposited Rs. 5,00,000 in Capital Gains Account Scheme. You are required to compute the capital gain chargeable to tax during the assessment year 2023-24. The cost inflation index for 2001-02 was 100 and for 2022-23 was 331.

5. What do you mean by Gross Total Income? Discuss in detail the various deductions available u/s 80 of the Income Tax Act, 1961.

UNIT-III

6. What do you mean by clubbing of income? Write a detailed note on various types of incomes clubbed in the income of the assessee while computing his / her total income. Give suitable examples in support of your answer.

7. What do you mean by self assessment? Discuss in detail the various provisions regarding self assessment and payment of advance and final tax.

UNIT-IV

8. What is Goods and Services Tax? Briefly discuss the provisions of Goods and Services Tax applicable on various types of business organizations.

9. What is Input Tax Credit? What is the procedure for claiming input tax credit? Briefly discuss the various challenges business organizations face while claiming input tax credit.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–6)

TRAINING & DEVELOPMENT

Subject Code : BBA631

M.Code : 79353

Date of Examination : 18-12-2024

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) Difference between training and education.

b) Transfer of learning.

c) Rotational role plays.

d) Exception analysis

e) Behavior modeling

f) Reasons for evaluation of training.

g) Role of top management in training and development .

h) Emerging issues of training and development.

i) Problems of evaluating training effectiveness.

j) Critical incidents method.

SECTION-B

UNIT-I

2. Explain the meaning and characteristics of learning. Discuss the various theories of learning with the help of suitable illustrations.

3. Discuss the role of teaching methods and instructor's behavior in the process of learning. Explain different types of teaching methods with their advantages and disadvantages.

UNIT-II

4. Why do employees need training? Discuss in detail the steps involved in process of training with the help of examples.

5. Who are involved in determination of training needs? Explain different methods of need assessment. Which method would you suggest for determining training needs of new employees?

UNIT-III

6. Discuss in detail various traditional and technology based methods of training. Also describe the factors to be considered while choosing a training method.

7. a) Define T-Group Training. Explain the steps of t-group training.

   b) Define transactional analysis. Explain different methods of transactional analysis.

UNIT-IV

8. What are the prerequisites of a good development program? Explain different methods of employee development with the help of suitable examples.

9. What is evaluation of training program? Discuss the process of evaluating training program in detail.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–6)

CROSS CULTURAL HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-632

M.Code. : 79354

Date of Examination : 07-01-2025

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) Discuss the impact of cross culture on organizations.

   b) Discuss scope of shift in culture.

   c) Explain the meaning of Behavioral Differences.

   d) What do you mean by economic factors?

   e) Define term multi culture teams.

   f) How does resolve of conflicts in cross culture context?

   g) Explain the term knowledge transfer.

   h) State the meaning of International Strategic Alliances.

   i) Discuss the term Strategic Management.

   j) What do you understand by cross cultural leadership?

SECTION-B

UNIT-I

2. How does culture influence people's response to change? Explain.

3. Discuss the role of culture in Strategic Decision making on organizations.

UNIT-II

4. Discuss in detail GLOBE Model cross cultural human resource management.

5. Define cross culture differences and factor constituting cultural differences.

UNIT-III

6. Write a note on developing staff through international assignments.

7. How are methods of imparting training different for a PCN, HCN and TCN?

UNIT-IV

8. Explain various ethical issues in international human resource management.

9. What are the major impediments to effective knowledge creation and transfer in the company?

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