

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem-6)
STRATEGY MANAGEMENT
Subject Code : BBA601-18
M.Code : 79347
Date of Examination : 05-05-202

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) Differentiate between business level and corporate level strategies.
- b) Difference between goals and objectives.
- c) What is Pest analysis?
- d) What is dynamic competition?
- e) Explain Hofer's Product Market Evolution Matrix.
- f) Define Balanced Scorecard.
- g) Define strategic control.
- h) What is strategic leadership?
- i) What is Resource Allocation?
- j) What are diversification strategies?

SECTION - B

UNIT - I

2. Elaborate the nature and scope of strategic management. Discuss the steps involved in the process of strategic management.
3. *'Strategy operates at different levels'*. Do you agree? Comment explaining different levels of strategy.

UNIT - II

4. What is organizational analysis? Discuss two techniques of conducting this analysis.
5. What is environmental analysis? Describe Porter five forces model and its significance.

UNIT - III

6. Explain the relevance of cost and differentiation strategies for competitive advantage.
7. Discuss the concept of strategic choice. Explain GE nine cell matrix and BCG techniques of strategic choice in detail.

UNIT - IV

8. Explain the process of strategic implementation in detail. Discuss the relationship between strategy and structure.
9. Explain the techniques for conducting strategic evaluation and control.

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BBA (Sem.-6)
SERVICES MARKETING
Subject Code : BBA 611-18
M.Code : 79349

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 :

- How is service different from a product?
- Explain inseparability as a characteristic of service.
- Define Servicescape.
- How do customers build expectations towards the firm's services?
- Briefly mention the reasons for the growth of the service economy.
- How do electronic channels impact service delivery?
- Explain the zone of tolerance.
- What is meant by SERVQUAL?
- What are the key elements of service innovation?
- State ethical issues in the services marketing.

SECTION - B

UNIT - I

2. What is service marketing? Why has service marketing become important for the Indian and global economy? Illustrate.
3. Critically examine the various elements of the service marketing mix, with suitable illustrations.

UNIT - II

4. Define the term "*customer perception*" in the context of service marketing. Explain the various factors that influence customer perception of different services.
5. Differentiate between Physical Evidence and Service Scope. Highlight the importance of physical evidence by choosing any one industry (for example, the tourism industry, hotel industry, etc) of your choice.

UNIT - III

6. How do we measure demand and capacity in service delivery?
7. What are the considerations involved in the pricing of a service? How can pricing be made effective?

UNIT - IV

8. Explain the GAPS model for measuring service quality. How does it help marketers to deliver quality services?
9. Explain the role of employees in service delivery and how they impact customer satisfaction?

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BBA (Sem.-6)

RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA612-18

M.Code : 79350

Date of Examination : 22-05-2025

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 :

- What are the characteristics of Retailing?
- Why is the location the most important factor in retailing?
- What do you mean by store design?
- What are the types of buying decisions in retail?
- Define store merchandise management.
- Give any four characteristics of a chain store.
- Define multi-channel retailing.
- What is meant by E-tailing?
- Distinguish between organized and unorganized retail formats.
- What are the reasons for the rise of retailing?

SECTION - B

UNIT - I

2. Explain customer buying behavior in retail and the factors influencing buying decisions.
3. Describe the different types of retailing/retailing format (store-based and non-store based) in India along with their functions.

UNIT - II

4. Discuss the importance of site selection in retail and the factors affecting the choice of retail location.
5. Explain the role of HRM in designing the organization structure and motivating the employees.

UNIT - III

6. Explain the concept of store management and discuss various store layout and design strategies.
7. Explain the objectives of Merchandising. What are the considerations a retailer should keep in mind while merchandise planning?

UNIT - IV

8. Discuss the challenges in supply chain logistics and how logistics functions contribute to business efficiency.
9. Define supply chain management and explain the differences between logistics and supply chain management.

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BBA (Sem.-6)

PERSONAL FINANCIAL PLANNING

Subject Code : BBA621-18

M.Code : 79351

Date of Examination : 05-06-2025

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 Prudence
- b) Financial Statements
- c) Personal Risk
- d) Health Insurance
- e) Mutual Funds
- f) Credit Report
- g) Estate Planning
- h) Retirement Plans
- i) Tax Evasion
- j) Risk Diversification

SECTION - B

UNIT - I

2. Define personal financial planning. Write a detailed note on the principles of personal finance.
3. What do you mean by time value of money? Discuss in detail the role and importance of time value of money in personal financial planning. Give suitable examples in support of your answer.

UNIT - II

4. What do you mean by term insurance? Differentiate between term insurance and endowment plans. Briefly explain the importance of term insurance in personal financial planning.
5. *'Personal risk management is critical in personal financial planning'*. Explain. Also, discuss the role and importance of various types of life and health insurance in personal financial planning.

UNIT - III

6. What do you mean by investment? Discuss the salient features of a sound investment planning. Also briefly explain the broader categories of investment available in India.
7. *'Credit score plays an important role in personal financial planning because credit score is affected by quality of personal, financial planning and change in credit score can affect the risk profile of an individual'.* Critically examine the statement and discuss various factors affecting credit score of an individual.

UNIT - IV

8. *'Financial freedom and good retirement planning are complementary in nature'.* Elucidate with suitable examples.
9. Write a detailed note on the various ethical considerations in personal financial planning.

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UNIT - III

6. Discuss in detail the provisions of Income Tax Act, 1961 regarding set off and carry forward of losses.
7. State the provisions regarding deduction of tax at source in respect of the following incomes :
 - a) Rent
 - b) Professional or technical fees.
 - c) Winning from horse races.

UNIT - IV

8. What are the reasons for introduction of GST in India? Also, discuss in brief the structure of GST in India.
9. Explain the provisions governing Registration under GST. Who are exempted from GST registration?

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BBA (Sem.-6)
TRAINING & DEVELOPMENT

Subject Code : BBA631

M.Code : 79353

Date of Examination : 06-06-2025

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 :
- Define the term "Learning".
 - List two methods of Learning.
 - What is the significance of instruction technology in the training?
 - Mention any two objectives of training.
 - Name one method of training that involves practical experience.
 - What is the importance of assessing training needs?
 - Define "Development" in the context of training.
 - List two emerging issues in Training & Development in the Indian Industries.
 - Give one example of a simulation method used in the training.
 - Explain the concept of "Brain Storming".

SECTION - B

UNIT - I

2. Discuss the importance of teaching techniques in the learning process.
3. Compare and contrast attention versus involvement in the context of learning.

UNIT - II

4. Explain the process of conducting a Training Needs Analysis and its significance.
5. Describe the methods of evaluating training effectiveness and the criteria used.

UNIT - III

6. Analyze the differences between on-the-job training and off-the-job training. Include advantages and limitations of each.
7. Discuss the various interactive training methods and their effectiveness in employee development.

UNIT - IV

8. Discuss the criteria for evaluating training and development programs, including potential challenges in evaluation.
9. Discuss the emerging issues during the evaluation of training and development programs in India.

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