

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Service Industry Management) (Sem.-4)
**BUSINESS ETHICS AND CORPORATE SOCIAL
RESPONSIBILITY**

Subject Code : BBASM-SEC-401-18
M.Code : 77434

Date of Examination : 24-05-2024

Time : 3 Hrs.

Max. Marks : 60

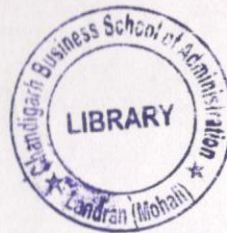
INSTRUCTIONS TO CANDIDATES :

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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 the importance of CSR?
- b. How Ethical values are important for managers how?
- c. Professional Ethos.
- d. How do we achieve corporate excellence?
- e. Codes on CSR.
- f. Carroll's Model.
- g. Concept of Charity.
- h. What is the relevance of OECD principle of corporate governance?
- i. What are the principles of corporate governance?
- j. What is Cadbury committee report?



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SECTION-B

UNIT-I

2. Define Ethics. What is the difference between Ethics and Morality?
3. How to promote ethical culture in Indian Companies? State the various kinds of ethical issues found in the organizations.

UNIT-II

4. What are ethics role in understanding the Human Values and how the ethics are different from values? State the reason with appropriate examples.
5. What are the various Ethos in Management followed by the managers of small and large scale organisation. How the values change with the change in the size of the organisation?

UNIT-III

6. Who are the stakeholders? What do they expect from the company with respect to Corporate Social Responsibility?
7. Discuss chronological evolution and models of CSR in India.

UNIT-IV

8. Discuss international framework for Corporate Social Responsibility and also discuss the relationship between CSR and MDG's.
9. Explain ILO declaration of principles on multinational enterprises.

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BBA (SIM) (Sem.-4)

BUSINESS RESEARCH METHODS

Subject Code : BBASM-GE-401-18

M.Code : 77433

Date of Examination : 21-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Explain the following :
 - (i) Types of Research design
 - (ii) Non-Comparative Scaling techniques
 - (iii) Reliability of Data
 - (iv) Nominal scale
 - (v) Systematic Sampling
 - (vi) Non-Sampling Error
 - (vii) Types of research report
 - (viii) Random sampling and non-random sampling
 - (ix) Advantages of secondary data
 - (x) Process of data analysis.



SECTION-B

UNIT-I

2. Describe the different steps involved in a research process.
3. What do you mean by research design? Differentiate between experimental and observational method.

UNIT-II

4. Discuss the principles and types of non-random sampling designs in qualitative research.
5. Discuss different methods of collecting data with the help of suitable examples.

UNIT-III

6. Discuss various types of measurement scales.
7. Develop a questionnaire to conduct a market research for FMCG product.

UNIT-IV

8. Discuss the process of data preparation and the data coding. Prepare a hypothetical code book for the variables chosen by you.
9. State the precautions in writing a research report.

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BBA (Service Industry Management) (Sem.-4)

SERVICE MARKETING

Subject Code : BBASM-404-18

M.Code : 77432

Date of Examination : 17-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write a short note on following:
 - a. Define Services
 - b. Blueprint
 - c. Augmented Product
 - d. Service co-creation
 - e. Psychological Pricing
 - f. Interactive Marketing
 - g. Service Culture
 - h. Reliability
 - i. Personal Selling
 - j. Knowledge Gap.



SECTION-B

UNIT-I

2. What is the importance of service sector in economy? Discuss the reasons behind emergence of service sector in India.
3. Differentiate between Goods and Services. Discuss various basis of classification of services.

UNIT-II

4. Discuss various pricing strategies for marketing of services.
5. Discuss various components of service delivery system.

UNIT-III

6. Discuss the importance of People 'P'. Describe the role of various people involved in services.
7. What is a service process? Discuss the role of service process in various services.

UNIT-IV

8. Explain Gaps Model of service quality.
9. Discuss the issues and challenges related to marketing of tourism industry.

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BBA (SIM) (Sem.-4)
SERVICE OPERATIONS MANAGEMENT

Subject Code : BBASM-402-18

M.Code : 77430

Date of Examination : 13-05-2024

Time : 3 Hrs.

Max. Marks : 60

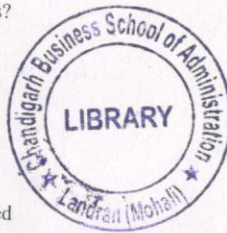
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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Define the following terms :

- a. Explain waiting time management.
- b. What role does data analysis play in quality improvement in service operations?
- c. Explain service delivery system.
- d. What is six sigma for service process?
- e. How do you implement capacity management?
- f. What are the benefits of implementing a quality control system for service based businesses?
- g. Explain TQM.
- h. Write a note on inventory management.
- i. Explain process layout.
- j. How operation management is related with other functional areas?



SECTION-B

UNIT-I

2. What are the key factors to consider when designing a process layout for a service operation? How can process layouts be optimized to improve efficiency and reduce costs in service operations?
3. Discuss the factors to be considered while selecting a location for setting up of a hotel.

UNIT-II

4. What strategies are effective for positioning a service-based business in a competitive market?
5. What are some effective strategies for improving the quality of service operations and enhancing customer satisfaction?

UNIT-III

6. How can technology be used to enhance service delivery in the service industry? How can service providers effectively integrate technology into their operations?
7. What do you understand by the term service operation? Discuss and explain various strategies used for managing service operations

UNIT-IV

8. What are some effective strategies for managing capacity demand in service industries? How can service operations balance the need for capacity utilization with the need for customer satisfaction?
9. What do you understand by Total Quality Management? How is it helpful for managing service operations?

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BBA (SIM) (Sem.-4)

CONSUMER BEHAVIOUR

Subject Code : BBASM-403-18

M.Code : 77431

Date of Examination : 14-05-2024

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

- i. Outline various types of needs.
- ii. What is meant by personality?
- iii. Define the term Self Image.
- iv. What is cross culture?
- v. Define the term Dissonance.
- vi. What is consumer involvement?
- vii. What is a reference group?
- viii. How can attitude be measured?
- ix. Who are opinion leaders?
- x. Outline positive and negative motivation strategies in Consumer Behaviour.



SECTION-B

UNIT-I

2. What do you understand by Consumer Behaviour? Discuss interdisciplinary nature of Consumer Behaviour.
3. Discuss in detail the five step model of consumer decision making process. What are the factors which effect this model and how?

UNIT-II

4. How can perception of consumers be measured? What is the importance of measuring perception of the consumers in formulation of marketing strategies to change attitude? Give examples.
5. Write a short notes on the following :
 - i. Freuds Theory of Personality
 - ii. Maslows Need Hierarchy Theory

UNIT-III

6. Discuss the role of socio-cultural dimensions in Consumer Behavior. How can the attitude's formed by socio-cultural environment be changed? Substantiate your answer.
7. Discuss the use of the concept of Family Life Cycle (FLC) by marketers to segment the market. According to you how and which FLC segment would be appropriate for following products :
 - i. Breakfast cereal
 - ii. Quick service restaurants

UNIT-IV

8. Discuss in detail the diffusion of innovation process. What are the factors which influence adoption of an innovative product?
9. **Write short notes :**
 - i. Outline pre purchase and post purchase model of consumer decision making.
 - ii. Discuss various levels of consumer decision making.

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BBA (SIM)(Sem.-4)

FINANCIAL MANAGEMENT

Subject Code : BBASM/401/18

M.Code : 77429

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short note on the following in 2-5 lines :

- a) Define financial management.
- b) What are the limitations of payback period method?
- c) How NPV differ from IRR?
- d) Discuss in detail issues in dividend decisions.
- e) Define operating leverage.
- f) What do you mean by time value of money?
- g) Define short term sources of finance.
- h) What do you mean retained earning?
- i) Define accounting rate of return method.
- j) What do you mean by working capital?



SECTION-B

UNIT-I

2. Define the modern concept of finance. Discuss in detail the nature and scope and importance of finance functions. Comment on the emerging role of financial manager in India.
3. How does discounting and compounding helps in determining the sinking fund and capital recovery?

UNIT-II

4. a) Define operating and financial leverage. How can you measure the degree of operating and financial leverage explain with an example?
b) What is the Indifference point in the EBIT- EPS analysis? How would you compute it?
5. What do you mean by the equity shares and preference share? Explain the feature of equity shares and preference share. What are the pros and cons of equity shares from the company's and investor, point of views? What is common between equity shares and preference share in India?

UNIT-III

6. Define the concept of capital budgeting. Discuss in detail with the help of examples techniques of budgeting. How decision tree analysis approach can be used in capital budgeting decision?
7. The expected cash flows of a project are as follows :

Year	0	1	2	3	4	5
Cash flow	-100,000	20,000	30,000	40,000	50,000	30,000

The cost of capital is 12%. Calculate the net present value, internal rate of return, modified internal rate of return, payback period and discounted payback period.

UNIT-IV

8. a) The earnings per share of a company are Rs. 10. It has an internal rate of return of 15 percent and the capitalization rate of its risk class is 12.5 percent. If Walter's model is used : (i) What should be the optimum payout ratio of the firm? (ii) What should be the price of the share at this payout? (iii) How shall price of the share be affected if a different payout were employed?
- b) What is Modigliani Miller's Irrelevance hypothesis? Critically evaluate its assumption.
9. Describe the concept of working Capital Management. What are the components of working capital? *"The use of current liability as opposed to long term debt subjects the firm to greater risk of illiquidity"*. Examine.

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BBA (SIM) (Sem.-4)
FINANCIAL MANAGEMENT
Subject Code : BBASM-401-18
M.Code : 77429
Date of Examination : 17-12-2024

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short note on the following in 2-5 lines:

- a. Wealth Maximisation
- b. Time Value of Money
- c. Cost of Capital
- d. Capital Structure
- e. Investment Decisions
- f. NPV
- g. NetWorking Capital
- h. Dividend
- i. Financial Leverage
- j. Liquidity Decision

SECTION-B

UNIT-I

2. "Maximisation of Profits is regarded as to proper objective of investment decision, but it is not as exclusive as Maximising Shareholders' Wealth." Comment.
3. "Commercial Banks provide only short-term finance." Do you agree? Explain the various forms of bank finance.

UNIT-II

4. The firms A and B are identical in all respects including risk factors except for debt equity mix. A has issued 12% debentures of Rs.15 Lakh while B has issued only equity. Both the firms earn 30% before interest and taxes on their total assets of Rs. 25 Lakh. Assuming a tax rate of 50% and capitalization rate of 20% for an all equity. Company, you are required to compute the value of the two firms using (i) Net Income Approach, and (ii) Net Operating Income Approach.
5. Explain the significance of Cost of Capital.

UNIT-III

6. A firm whose Cost of Capital is 10% is considering two mutually exclusive projects X and Y, the cash flow of which are given as follows:

YEAR	PROJECT X(Rs.)	PROJECT Y(Rs.)
0	-100,000	-70,000
1	80,000	60,000
2	80,000	60,000

Suggest which project should be taken up using: (i) Net Present Value Method
(ii) Profitability Index Method.

7. Are there any consideration other than profitability to be made in managerial decisions about investment proposals? Explain these.

UNIT-IV

8. Define the term Working Capital. What Factors would you take into consideration in estimating the working capital needs of a concern?
9. "A firm should follow a policy of very high dividend Pay-Out." Do you agree? Why or why not?

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BBA (SIM) (Sem.-4)
SERVICE OPERATIONS MANAGEMENT

Subject Code : BBA5M402-18

M.Code : 77430

Date of Examination : 11-12-2024

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Define the following terms :

- a) Nature of Services.
- b) Service Demand
- c) Concept of Services design.
- d) Layout in case of services.
- e) What is Service delivery system?
- f) Concept of Queuing.
- g) Capacity Planning in services.
- h) Positioning of Services
- i) Significance of Quality in Services.
- j) Define Service Processes.

SECTION-B

UNIT-I

2. What is production and operation management? Explain its functions.
3. Why is Facility location decision important in case of service organisations? Discuss the factors to be considered while selecting a location for setting up of a hospital.

UNIT-II

4. Explain the significance of service strategy. How is service strategy developed in any organisation?
5. What is the importance of services positioning? Explain different steps involved in positioning of services.

UNIT-III

6. Define service operations technology. Explain the role of technology in improving customer service.
7. Elaborate the various techniques of work measurement with the suitable examples.

UNIT-IV

8. Explain waiting line. How is waiting line management implemented in services?
9. Discuss the importance of capacity management in service industry. How is capacity management executed in service industry?

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BBA (SIM) (Sem.-4)
CONSUMER BEHAVIOUR
Subject Code : BBASM-403-18

M.Code : 77431
Date of Examination :20-12-2024

Time : 3 Hrs.

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SECTION-A

1. Explain the following ;
- a) Importance of consumer behavior.
 - b) Characteristics of an opinion leader.
 - c) Reference Group
 - d) Adoption Process
 - e) Social class
 - f) Product Personality
 - g) Diffusion of Innovation.
 - h) Positive and negative motivation.
 - i) Elements of Perception.
 - j) Trio of needs

SECTION-B

UNIT-I

2. What do you understand by Consumer Buying Behavior? Explain the various stages of the consumer decision-making process in detail.
3. Explain the major factors influencing consumer buying behavior. Discuss how these factors can impact a consumer's purchasing decisions with examples?

UNIT-II

4. Discuss the various theories of personality and how they influence consumer behavior? Explain with suitable examples.
5. Discuss Maslow's Need Hierarchy Theory and explain its applications in marketing with the help of suitable examples.

UNIT-III

6. What are the stages of the family life cycle?
7. Discuss the role of culture and subculture in shaping consumer attitudes and preferences.

UNIT-IV

8. Who are opinion leaders? What role do they play in the development of brands?
9. Discuss the characteristics and uses of Howard- Sheth model.

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BBA (SIM) (Sem.-4)

BUSINESS RESEARCH METHODS

Subject Code : BBASM-GE-401-18

M.Code : 77433

Date of Examination : 13-12-2024

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Explain the following in brief :
- a) Limitations of a research process
 - b) Non- Experimental Research Design
 - c) Biased Error in Sampling
 - d) Quota Sampling
 - e) Questionnaire
 - f) Research design
 - g) Advantages of sampling
 - h) Editing and coding of data
 - i) Technical report
 - j) Census method.

SECTION-B

UNIT-I

2. Discuss the scope of research techniques in any management program. How these techniques are affected by inherent limitations?
3. Explain the process of research design with an imaginary example.

UNIT-II

4. What are various modes of data collection? Explain them with relevant examples along with their pros and cons.
5. "Sampling techniques have made the life of researchers very easy to understand their behaviour of customers." Do you Agree? Justify the statement.

UNIT-III

6. Differentiate between nominal, ordinal, interval and ratio scales. Discuss different types of analysis that can be done on each level of measurement.
7. Discuss different types of reports, also highlight the guidelines for writing reports.

UNIT-IV

8. Discuss various guidelines to develop a good questionnaire. Draft an imaginary questionnaire for testing behaviour of insurance buyers.
9. Define attitude measurement scales with relevant examples.

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