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 : BBASM601-18**

**M.Code : 79356**

**Date of Examination : 05-05-2025**

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. **Write briefly :**

   a) Define the concept of Issue Management in Merchant Banking.

   b) What are the functions of stock broking services?

   c) Explain the significance of IPOs through the Stock Exchange Online System.

   d) Discuss the legal aspects of hire-purchase agreements.

   e) What is Bill Discounting?

   f) How does forfeiting differ from factoring?

   g) Define the deposit products in banking and their significance.

   h) Explain the objectives of Mutual Funds.

   i) What are the important aspects of the Insurance Act in India?

   j) What are credit rating Symbols?



## SECTION - B

### UNIT - I

2. Discuss the role of financial intermediaries in Merchant Banking, illustrating their impact on capital market efficiency.

3. Explain the process of IPO through the Stock Exchange Online System.

### UNIT - II

4. Analyze the operational framework of stock broking and depository systems in India, highlighting their role in capital market transactions.

5. Discuss the various modes of lease termination and evaluate the regulatory directives of the Reserve Bank of India (RBI) applicable to Non-Banking Financial Companies (NBFCs).

### UNIT - III

6. Elaborate on the theoretical framework of factoring, assessing its significance and evolution within the Indian financial sector.

7. Provide a detailed explanation of hire-purchase financing, including its taxation aspects and financial implications.

### UNIT - IV

8. Examine the key functions and regulatory expectations of the Insurance Regulatory and Development Authority of India (IRDAI) in ensuring stabiiity and transparency in the insurance sector.

9. What are Mutual Funds? Explain management structure and different schemes of Mutual Fund.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.–6)

# ENTERPRISE RESOURCE PLANNING

Subject Code : BBASM602-18

M.Code : 79357

Date of Examination : 19-05-2025

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. **Explain briefly :**

   a) Explain the meaning of ERP.

   b) Importance of ERP systems.

   c) Vendor solutions in terms of medium enterprise.

   d) Explain the concept of Business process management.

   e) What is Data mining?

   f) Explain ERP financial module.

   g) What is pre-evaluation screening?

   h) What is Package Evaluation?

   i) Explain CRM.

   j) Data migration in ERP implementation.



## SECTION - B

### UNIT - I

2. Discuss in detail the role and significance of MRP and MRP -II in ERP systems.

3. Elaborate the issues to be considered in planning, design and implementation of cross functional integrated ERP systems.

### UNIT - II

4. Explain the steps involved in the process of business process management.

5. What is Business Process engineering and its importances. Discuss concept and relevance of Data warehousing in ERP systems.

### UNIT - III

6. Discuss ERP HR, ERP sales, ERP marketing and ERP purchasing module in detail.

7. Explain the planning evaluation and selection of ERP systems in detail.

### UNIT - IV

8. Explain different success and failure factors in implementation of ERP.

9. Discuss Extended ERP and ERP add-ons in ERP systems. What are the benefits of ERP modules?

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Total No. of Questions : 09

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

# ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBASM603-18

M.Code : 79358

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 :**

   a) Define entrepreneurial motivation.

   b) Differentiate between entrepreneur and entrepreneurship.

   c) Barriers for entrepreneurship.

   d) Explain entrepreneurship development cycle.

   e) Problems of MSMEs.

   f) Define business plan and explain its components.

   g) What are business incubators?

   h) Define industrial clusters.

   i) Role of commercial banks in entrepreneurship.

   j) What is lease funding?



## SECTION - B

### UNIT - I

2. Define Entrepreneurship. Discuss its significance with the help of the theories of entrepreneurship.

3. What are the prominent traits of an entrepreneur? Discuss various types of entrepreneurs with the help of examples.

### UNIT - II

4. What is creativity? Discuss various methods of creative problem-solving with the help of suitable illustrations.

5. Define Micro-Small-Medium Enterprise. Discuss its characteristics. Also explain the steps for starting an MSME in a developing nation?

### UNIT - III

6. What is an entrepreneurial development program? Briefly elaborate the phases of EDP. Critically evaluate EDPs in India.

7. Discuss various schemes and policies initiated by the government to promote entrepreneurship in India.

### UNIT - IV

8. Define industrial sickness. Explain various causes of industrial sickness and remedial measures to revive sick units.

9. Discuss the role of venture capital and angel investors in financing small-scale enterprises.

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