

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Indian Financial Systems [BBA503T]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 Differentiate formal & informal financial system.
- Q.2 Discuss the characteristic of Indian financial system.
- Q.3 Define money market specify by the instruments and main participants
- Q.4 What are the objectives of mutual funds ? state the benefits of mutual funds.
- Q.5 Discuss the objectives and role of SEBI to promote development of security market and protect the investor ?
- Q.6 Differentiate between leasing and hire purchase.
- Q.7 The hypothec ethical equipment's Ltd.{HEL} has recently leased assets wor Rs. 2500 lakh from the hypothetical leasing Ltd {HLL} the following facts are available.
- i) Lease perod 9 years of which the first 6 years constitute the lease term.
 - ii) Annual lease rates first 6 years Rs. 360/Rs 1,000 , next 3 years Rs. 15/Rs 1,000/.
 - iii) Incremental borrowing rates for HEL, 22 percent.

(a) Assuming 14 years as the average economic life of the equipment, is the lease a finance lease or an operating lease.?

(b) Assume further

i) Physical life of 14 years, ii) Technological life of years

iii) Product market life of 11 years how will you classify the lease? 20" commercial banks and India are now financial super market " explain

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, December-2021
Research Methodology [BBA504T]

Time: 3:00 Hrs

Max Marks 80

Note : Attempt any five questions.

All question carry equal marks.

- Q.1 What is “Research”? What points must be kept in mind while defining a research problem.
- Q.2 In the Research process, why is the problem definition stage probably the most important stage? What are the key issues most need to be addressed at this stage?
- Q.3 Write note on –
(a) Experimental Research.
(b) Descriptive Research.
- Q.4 What are the Various methods of collecting statistical data? Which of most are reliable and why.
- Q.5 Define a research report & Explain its purpose.
- Q.6 What do you understand by Research design? What are the criteria of a good research design.
- Q.7 Differentiate between stratified sampling & Cluster sampling, giving examples of each.

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Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Banking and Insurance [BBA505F]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 What are regional rural banks ? Discuss their functions? Also discuss the main regional rural banks working in Indian.
- Q.2 What are commercial banks? Discuss their role & functions.
- Q.3 Explain the objectives constitution and working of the preserve bank of INDIA?
- Q.4 What do you understand by IRDA?
- Q.5 What precautions should a banks take while making advance against fixed deposit receipt.
- Q.6 What precaution should a banker lake while making advances against fixed deposit receipt.
- Q.7 Explain the various types of risk associated with internet banking how they can be overcome.

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Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Human Resource Management [BBA505H]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 What is HRM? Explain its importance.
- Q.2 How human resources find manpower using various techniques? Explain.
- Q.3 What do you understand by Labour planning? Explain competence based brainning.
- Q.4 Explain TQM with suitable example.
- Q.5 Why induction process is necessary for any organization?
- Q.6 Explain procedure for job analysis how it can affect productivity of organization
- Q.7 What factors should be considered while writing Job description? Explain.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Customer Relationship Management [BBA501T]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 Define CRM Explain the formation process of the CRM.
- Q.2 What is CRM strategy ? Explain the contents of CRM strategy.
- Q.3 What is customer knowledge ? How do you improve the value of customer knowledge.
- Q.4 Explain the scope of CRM in now a days marketing function.
- Q.5 Discuss about the steps to build a customer acquisition strategy.
- Q.6 What are the different stage in the development of a customer relationships.
- Q.7 Describe about the traffic building with CRM network.

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Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Sales and Distribution Management [BBA505M]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 Explain relationship between sales and distribution give suitable example.
- Q.2 Describe steps of sales territory design.
- Q.3 Explain compensation plan of sales force .
- Q.4 Explain various bases of power and how they can be used in managing marketing channel? Explain with suitable example in the context of carbonated beverages.
- Q.5 How can AHP be used in evaluating performance of channel intermediary ?
- Q.6 Larger the number of intermediaries higher would be the cost of product comment on the statement give suitable example to support your arguments. ?
- Q.7 Explain channel design process for distribution of placement brochure of premium B-school.

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Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Working Capital Management [BBA506F]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 What is working capital ? Explain hedging approach in working capital MGT.
- Q.2 Explain various aspects of receivable management.
- Q.3 What is cash management ? Explain basic objective of cash management .
- Q.4 Explain various concepts of working capital management ?
- Q.5 What is trade credit ? What are various sources of trade credit ?
- Q.6 Explain various inventory control techniques with suitable examples.
- Q.7 What is factoring ? How it works ?

Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Industrial Relations [BBA506H]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 Explain importance of industrial relations at work place .
- Q.2 Write a short note on trade unions in India and its impact on India.
- Q.3 What do you understood by conflict model ? Explain it's impact on an organization .
- Q.4 Explain basic features of industrial disputes Act.
- Q.5 What is negotiation ? Explain role of various parties involved in negotiation.
- Q.6 How quality of wok life can be improved in an organization ?
- Q.7 Explain impact of globalization on industrial relations in INDIA .

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Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Advertising and Brand Management [BBA506M]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 Discuss the contribution of good industrial relations for industrial Peace and its impact on national economy.
- Q.2 Explain the significance of trade union in prevention and settlement of Industrial disputes .
- Q.3 Define industrial dispute. Discuss the machinery set up under industrial disputes Act 1947 for the settle of disputes.
- Q.4 Describe the process of collective bargaining and prerequisites for its effectiveness.
- Q.5 What do you understand by the grievance ? Discuss the grievance settlement procedure.
- Q.6 Discuss the various schemes of workers participation in management in India.
- Q.7 Differentiation between negotiation & conflict V/S settlement.

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Bachelor of Business Administration
Fifth Semester Main Examination, December 2021
Project Management [BBA502T]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 What are the technical of a typical project as distract from commercial . financial economic and managerial feasibility ? discuss three important issues that managers must consider. while conducting clinical analysis.
- Q.2 Write a short note on CPM & PERT with suitable example.
- Q.3 Technology and processes play crucial role in creation projects what are the key issues in regards to choices of technology equipment and processes at the slage of formulation of DRS
- Q.4 How putterdependencies between events and activities are short through the construction of project network define events and activities.in the context of a network analysis . with the length of on example explain the critical path and slack in the network
- Q.5 Discuss the silent features of project software and explain its application as MS. project.
- Q.6 What are the objectives of project management information systems ? what are the types of date sells used in integrated prefect management full formation system discuss briefly how these date sells are used for decision making . **[Page 1]**

Q.7 Write a short notes on the following .

i) CPM Vs pert technique

ii) Total slack

iii) Crashing of project