Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Project Management & Entrepreneurship **Course Code: BBA603**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS – *Attempt All.***		**(10x 02 = 20 Marks)**
	a.	What is project management?	(CO1)
	b.	Define PERT.	(CO1)
	c.	List four project selection methods.	(CO1)
	d.	What does ROI stand for in project management?	(CO1)
	e.	Explain SWOT.	(CO1)
	f.	Define project closure.	(CO6)
	g.	What is a target market?	(CO2)
	h.	Define a startup.	(CO4)
	i.	What are the common tools and techniques used in project control?	(CO3)
	j.	What is a business plan?	(CO4)
Q.2	**SHORT ANSWER QUESTIONS – *Attempt any Five.***		**(5x 4 = 20 Marks)**
	a.	What is Project Management? Discuss the characteristics of a project, with suitable examples.	(CO1)
	b.	Give detailed classification of entrepreneurship.	(CO4)
	c.	Explain VUCA concept in detail. How to deal with VUCA in a current business environment.	(CO3)
	d.	Discuss various categories of projects. Give examples.	(CO1)
	e.	Describe Work breakdown structure. Give examples	(CO1)
	f.	Explain the cost-benefit analysis of the project. Highlight its key features.	(CO6)
	g.	Illuminate the Startup opportunities in Uttarakhand. Give examples.	(CO5)
Q.3	**STRUCTURED QUESTIONS – *Attempt any Three.***		**(3x10 = 30 Marks)**
	a.	Determine the scopes and objective of project management. Highlights the key elements of project success.	(CO1)
	b.	Explain project financing. What are the different sources of finance?	(CO6)
	c.	Explain the concept of project family tree. Give diagrammatic description with example.	(CO1)
	d.	Difference between Micro, Small & Medium Enterprises on the basis of their turnover and investment.	(CO5)
Q.4	**Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.***		**(2x15 = 30 Marks)**
	a.	Explain the project life cycle in detail. Draw appropriate diagram of project life cycle and explain its phase.	(CO1)
	b.	Explain entrepreneurship and discuss its functions. Explain the problems faced by entrepreneurs.	(CO4)
	c.	Shahnaz Hussain, CEO of Shahnaz Hussain Group, is a successful Indian woman entrepreneur, best known for her herbal cosmetics and for her pioneering role and leadership in promoting the herbal care industry in India. The Shahnaz Hussain Group, based in New Delhi, Is one of the largest manufacturers of herbal products in the world, creating and marketing over 350 products for various beauty and health needs worldwide.	(CO4)

Shahnaz Hussain belongs to a royal Muslim family, which originally came from Samarkand, Pakistan. Her family members held high position in the princely kingdoms of Bhopal and Hyderabad in the pre-Independence days. During her childhood, Shahnaz had the privilege of receiving a modern education, which groomed her into a well-rounded personality. Shahnaz did her schooling from an Irish convent and her father Chief Justice N.U.Beg instilled in her a love of poetry and English literature. Married at 15, she became a mother by the time she was 16.

When Shahnaz's husband was posted to Tehran, Iran, Shahnaz accompanied him. During her stay in Tehran, she developed a keen interest in beauty treatments and decided to study cosmetology .To support the expenses of the cosmetology course, she wrote articles for the Iran Tribune on various topics. While pursuing her studies, she learned the chemical cosmetics harmed the human system as well as the environment in the long run. This turned her attention to Ayurvedas, which she believed was the best alternative to chemical cosmetics.

After leaving Tehran, she trained extensively in cosmetic therapy for a period of 10 years from some of the leading institute in Paris, London, New York, and Copenhagen. On completion of her training in, she returned to India. In the same year, she set up her first beauty salon at her house in Delhi with an initial investment of 35000/-. In contrast to other salon offering chemical cosmetics, she made use of Ayurvedic products with natural formulation that could be safely used on the human body. By doing this, she ushered in an era of herbal cosmetics and herbal therapy. On setting up her first salon in New Delhi, she had put up a banner with her qualification on it. Within days, she was booked six months ahead. She says, "I removed the banner and since then I have never advertised. I have let my products speak for themselves."

The year 1980 was a milestone in the entrepreneurial journey of Shahnaz. She represented India at the festival of India in London, where she was given a counter in the perfumery section of Selfridges. Her team sold an entire consignment in three days and broke the stores record for cosmetic sales for the year. As a result, Shahnaz was allotted a permanent counter in Selfridges and her products entered the global market. Shahnaz's custom made natural products for skin and hair problems quickly became successful.

During the last three decades, Shahnaz Husain Group has acquired a tremendous global presence, having sold in prestigious stores like the Galleries Lafayette (Paris), Bloomingdales (New York), Harrods and Selfridges (London), the Seibu chain (Japan), La Rinascente (Milan), as well as in other exclusive outlets and clinics worldwide. The group has salon and outlets in prominent location all over the world, which have extended on a unique franchise system.

Shahnaz pioneered the commercialization of Ayurvedic cosmetics products. She identified the market for Ayurveda as a niche market and introduce the novel concept of "natural care and cure." With the professional infrastructure to support the demands of product and publicity, and tremendous goodwill, Shahnaz Husain group has also gone the global with its other ventures like the Shahnaz Husain Forever Beautiful lifestyle shops, beauty training institute, Ayurvedic health resorts, Ayurvedic centres for Dhara, Panchkarma, and Kerala massage, and Shahnaz Husain medi-spas. In fact, Shahnaz is now focusing her attention on developing products that can prove to be beneficial for astronauts. To sell her products, Shahnaz has always relied on quality, innovation, and word of mouth, rather than on advertisement.

The Shahnaz Husain product range has over 350 exclusive products in 20 distinct categories for skin, hair, and body care. Innovative, dynamic, and determined to taste success, Shahnaz Husain has become a legend in her own lifetime.

Shahnaz Husain operates a chain of training centerss that provides education and training in Ayurveda and cosmetology. Shahnaz Husain International Beauty Academy, based in New Delhi, provides diploma and post-graduate course in beauty therapy as well as various short-term tailor-made and need-based vocational courses.

Questions:

- **I.** Examine the qualities of Shahnaz Husain as an entrepreneur and their contribution to her success in business.
- **II.** What, in your opinion, was the turning point in Shahnaz Husain's career as an entrepreneur?
- **III.** What can an aspiring woman entrepreneur learn from this case study on Shahnaz Husain?

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Banking And Insurance **Course Code: BBA642**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS –** ***Attempt All.*** **Explain the following terms:**	**(10x2 = 20 Marks)**	
a.	SFAPP		CO-1
b.	FERA		
c.	LIC		
d.	GIC		
e.	Future Contract		
f.	SIDBI		
g.	Sum Assured		
h.	Beneficiary		
i.	OMO		
j.	NABARD		
Q.2	**SHORT ANSWER QUESTIONS –** ***Attempt any Five.***	**(5x4 = 20 Marks)**	
a.	Prepare a note on "**Treasury Operations**" under RBI.		CO-5
b.	Define Scheduled Banks. Mention different types of Scheduled Banks		CO-1
c.	How are Development Banks different from Commercial bank., Argue.		CO-5
d.	Differentiate between Credit Card Vs. Debit Card.		CO-4
e.	Name any Five Private Life Insurance & General Insurance companies respectively.		CO-3
f.	Explain the procedure to insure the property under fire insurance.		CO-5
g.	How will you define Banking in a layman language? How many types of Banks are there under RBI?		CO-2
Q.3	**STRUCTURED QUESTIONS –** ***Attempt any Three.***	**(3x10 = 30 Marks)**	
a.	Define Floater Policy, Declaration Policy & Floater Policy.		CO-1
b.	Prepare a note on Products & services offered by RBI.		CO-5
c.	Describe Promissory Notes, mention the essential features.		CO-2
d.	Name any **Four Foreign Banks,** appraise the role of foreign banks play in indian banking system.		CO-4
Q.4	**Case Analysis/ Situation Based QUESTIONS –** ***Attempt any Two.***	**(2x15 = 30 Marks)**	
a.	Define Marine Insurance; mention the different types of Marine Insurance.		CO-3
b.	Write a note on role of Insurance Agent in Insurance industry.		CO-4
c.	Write notes on the following: **i.** Reinstatement Value **ii.** Agreed Bank Clause **iii.** Local Authorities Clause		CO-5

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Social Media Marketing **Course Code: BBA623**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS **(10x2 = 20 Marks)**

Attempt All. Answer each in not more than 50 words

a.	List any two key features of LinkedIn profiles.	[CO-1]
b.	Define Snapchat Stories	[CO-1]
c.	Why is engagement important for social media presence?	[CO-1]
d.	Explain the importance of authenticity in engagement efforts.	[CO-1]
e.	Define influencer marketing.	[CO-1]
f.	What is audience analysis, and why is it important in social media positioning?	[CO-2]
g.	Why is storytelling crucial for shaping brand perception?	[CO-2]
h.	List two examples of tangible returns from social media efforts.	[CO-2]
i.	Why are case studies and best practices important in social media ROI?	[CO-2]
j.	What is the role of hashtags in amplifying reach on social media platforms?	[CO-2]

Q.2 SHORT ANSWER QUESTIONS **(5x4 = 20 Marks)**

Attempt any Five. Answer each in about 100 words

a.	Imagine you are a career coach. Provide one strategy for optimizing a LinkedIn profile to attract job opportunities.	[CO-3]
b.	Discuss two techniques for increasing followers on social media platforms, one organic and one paid. Provide examples to support your answer.	[CO-3]
c.	What elements make a brand story compelling and effective in connecting with the audience?	[CO-3]
d.	How do engagement metrics like likes, comments, and shares contribute to assessing social media content effectiveness?	[CO-3]
e.	Analyze the importance of consistent visual branding in enhancing brand perception and recall.	[CO-4]
f.	How does competitor analysis contribute to carving out a unique position for a brand in the market?	[CO-4]
g.	What role does visual identity play in brand differentiation on social media?	[CO-4]

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Q.3 STRUCTURED QUESTIONS **(3x10 = 30 Marks)**

Attempt any Three. Answer each in about 200 words

a. Analyze successful e-commerce strategies, including product showcases and shoppable posts, with examples. [CO-4]

b. Analyze the significance of brand storytelling in marketing, considering its role in creating emotional connections with audiences and establishing brand loyalty. [CO-4]

c. Evaluate the effectiveness of storytelling techniques in building brand narratives through content creation. [CO-5]

d. Evaluate the importance of A/B testing and ad optimization in maximizing engagement and conversions. [CO-5]

Q.4 CASE ANALYSIS/ SITUATION BASED **(2x15 = 30 Marks)**

Attempt any Two. Answer each in about 300 words

a. Evaluate the social media profile of a well-known influencer and provide recommendations for optimizing their bio and profile elements to enhance their personal branding efforts. [CO-5]

b. Propose strategies for businesses to calculate ROI and assess the overall impact of influencer marketing on business objectives. [CO-6]

c. Create a comprehensive plan for implementing proactive reputation management strategies for a startup business entering a competitive market. Include details on engaging with the audience, soliciting positive reviews, and addressing potential crises. [CO-6]

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Exports, Procedures & Documentation **Course Code: BBA602**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS – *Attempt All.***	**(10x2 = 20 Marks)**	
a.	What are the key components of a commercial invoice?		CO1
b.	Define a certificate of analysis.		CO1
c.	What does the term "free on board" mean?		CO1
d.	Explain the purpose of an export packing list.		CO1
e.	What is the function of a bill of exchange?		CO1
f.	Define export subsidy.		CO1
g.	Write the full form of ECGC.		CO2
h.	Explain the concept of export controls.		CO2
i.	What is the significance of a certificate of inspection?		CO2
j.	Give the full form of SCOMET.		CO2
Q.2	**SHORT ANSWER QUESTIONS – *Attempt any Five.***	**(5x4 = 20 Marks)**	
a.	Explain the significance of Incoterms in export documentation and procedures.		CO2
b.	Explain the meaning of FOB and CIF		CO3
c.	Describe the process of obtaining a Certificate of Origin for an export shipment.		CO2
d.	How does the Harmonized System (HS) code system impact export documentation?		CO3
e.	Discuss the importance of proper packaging and labeling in export documentation and procedures.		CO3
f.	Explain various risk management strategies in exports.		CO3
g.	Explain the role of state trading organization in foreign trade.		CO3
Q.3	**STRUCTURED QUESTIONS – *Attempt any Three.***	**(3x10 = 30 Marks)**	
a.	Explain various methods of payments in international trade.		CO3
b.	Explain the objectives and functions of export promotion councils in exports.		CO3
c.	What is the responsibility of the exporter in export documentation?		CO4
d.	Explain the term duty drawback.		CO4
Q.4	**Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.***	**(2x15 = 30 Marks)**	
a	Evaluate the role of technology and digital platforms in facilitating export promotion efforts. Discuss how e-commerce platforms, digital marketing tools, and online trade portals can help exporters reach global markets more efficiently and cost-effectively.		CO5
b	Discuss the importance of trade fairs, exhibitions, and trade missions in promoting exports.		CO5
c	Explain the concept of export credit insurance and its significance in mitigating risks associated with international trade. Discuss how export credit insurance can protect exporters against payment defaults, political risks, and commercial risks.		CO5

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Talent Management — **Course Code: BBA611**

Time allotted: 03 Hours — **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – *Attempt All.* **(10x2 = 20 Marks)**

		CO
a.	What is a key purpose of talent management?	1
b.	How does onboarding help new employees?	1
c.	What is 360-degree feedback?	1
d.	List a behavior of engaged employees.	1
e.	What role do HR managers play in succession planning?	1
f.	Explain the concept of 'right-sizing' in workforce management.	2
g.	How is 'not engaged' different from 'actively disengaged'?	2
h.	What is the significance of employee engagement?	2
i.	Mention one tool used in succession planning.	2
j.	What role does competency mapping play in recruitment?	2

Q.2 SHORT ANSWER QUESTIONS – *Attempt any Five.* **(5x4 = 20 Marks)**

		CO
a.	How can an organization use employer branding to attract talent?	3
b.	List a benefit of competency mapping in performance management.	3
c.	How does performance-linked promotion policy benefit an organization?	3
d.	What is the importance of succession planning in talent management?	3
e.	What practices help in building an inclusive work environment for talent management?	4
f.	How does work-life balance initiatives help in talent retention?	4
g.	What is the impact of performance appraisals on identifying training needs?	4

Q.3 STRUCTURED QUESTIONS – *Attempt any Three.* **(3x10 = 30 Marks)**

		CO
a.	Describe the planning stage in the talent management model. What are its key objectives and how does it align with the organization's goals?	4
b.	Discuss how competency mapping can be used to identify training needs within an organization.	4
c.	Explain how 360-degree feedback functions as a developmental tool within an organization. What are the benefits and challenges of implementing this system?	5
d.	Describe the relationship between performance management and reward systems in achieving organizational objectives.	5

Q.4 CASE ANALYSIS/ SITUATION BASED – *Attempt any Two.* **(2x15 = 30 Marks)**

		CO
a.	Describe how work-life balance initiatives can positively impact employee retention. Discuss practical measures HR can implement, such as flexible working hours and telecommuting options, and their direct benefits to employee satisfaction and loyalty.	5
b.	Explain the importance of feedback in performance management. Describe how continuous feedback mechanisms can enhance employee performance and engagement.	6
c.	Imagine you are the HR manager at TechForward Inc., a company known for its innovative approach but suffering from low employee morale. How would you design an employee engagement program that not only boosts morale but also encourages innovation? Outline the program's key components, expected challenges, and strategies for overcoming these challenges.	6

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Integrated Marketing Communication **Course Code: BBA621**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS – *Attempt All.***	**(10x2 = 20 Marks)**	
a.	The process by which a source high in power can influence behavior is known as: A. internalization B. identification C. compliance D. retention		CO1
b.	The use of corporate leaders as spokespersons for a company improves the message source's: A. expertise and attractiveness B. power and compliance C. attractiveness, power, and expertise D. compliance, contiguity, and image		CO1
c.	______ are the individuals who conceive the ideas for the ads and write the advertising message. A. Copywriters B. Art directors C. Traffic coordinators D. Account executives		CO1
d.	One of the major tools of direct marketing is ______ advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer. A. direct-response B. primary-demand C. business-to-business D. trade		CO1
e.	______ advertising is targeted at individuals who influence the purchase of goods and services used to make other products. A. Professional B. Political C. Retail D. Industrial		CO1
f.	Which of the following is NOT a variable commonly employed in the segmentation of industrial markets? A. lifestyle B. geographic C. demographic D. buying condition		CO2
g.	Volvo's strategy of emphasizing the safety of its cars in their advertising reflects a positioning strategy based on: A. benefit segmentation B. demographic segmentation C. psychographic segmentation D. positioning by price/quality		CO2
h.	Most of an advertising agency's expenses are in the area of: A. media costs B. salaries and benefits for employees C. personal selling D. production facilities		CO2
i.	The ______ is the method or medium by which communication travels from the source to the receiver: A. channel B. receiver C. feedback mechanism D. source		CO2
j.	The communications link between the ad agency and its clients is: A. account services B. marketing services C. the media D. creative services		CO2

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Q.2	SHORT ANSWER QUESTIONS – *Attempt any Five.*	(5x4 = 20 Marks)
a.	"Advertising develops Brand Image". Comment.	CO3
b.	List down the production stages involved for TV commercial to create for a television ad.	CO3
c.	What do you mean by Integrated Marketing Communication?	CO3
d.	Explain political advertising with illustration.	CO3
e.	Provide a brief overview of the advantages and disadvantages of using direct mail as an advertising medium.	CO4
f.	List down and explain the various methods of direct marketing.	CO4
g.	Throw some light on the role of advertising agency in IMC process.	CO4
Q.3	**STRUCTURED QUESTIONS – *Attempt any Three.***	**(3x10 = 30 Marks)**
a.	How communication process contributes in connecting organization with target customers for achieving goals of IMC? Use example to justify your stand.	CO4
b.	Compare PR with Publicity. How to measure the PR effectiveness?	CO4
c.	"Database Marketing is the use of specific information about individual customers and/or prospects to implement more effective and efficient marketing communications". In the same reference explain and establish the link between CRM and Database Marketing.	CO5
d.	Define 'sales promotion'. How 'Consumer oriented' sales promotion is different from 'Trade oriented' sales promotion? Give relevant example in support.	CO5
Q.4	**Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.***	**(2x15 = 30 Marks)**
a	"Marketing communications are designed to move customers from awareness to purchase, but it will not happen immediately. Therefore, advertisers set their communications objectives in relation to where the target audience lies, with respect to the various blocks of the pyramid". Considering the same discuss and elaborate the 'Pyramid of communication effects' with suitable examples.	CO5
b	You being an expert of Marketing area suggest and segment the market for your own university i.e. SRHU. Also comment on marketing segmentation process. List down and explain the various approaches of Segmentation.	CO6
c	**Case Study: Maruti Suzuki Ltd.** The top management of Maruti Suzuki was worried with the latest developments in the market. They are the largest selling car in Indian market. When they launched the first brand of car, which was a small car in Indian market, they were the most preferred brand in Indian market. Over the years due to liberalization, more and more car manufacturers have entered into Indian market. Initially the response to these brands was not that good because people were looking for cars, which would fit to their packet. Car buying was always with rich people. Middle class was happy with a scooter or a motorcycle. People would like to save any excess money than go for buying a car to show their class. This was true in the case of Indian middle class but things are changing. Middle class has more affluence and that has led to movement of customers from a price value point to expensive and new generation cars. Maruti Suzuki is perceived as an age-old car and new generation does not find it very appealing over the years. While it still remains as the largest selling car but most of the sales are coming from the lower bottom of the market. While customers are moving upward in the value ladder, Maruti Suzuki has not been able to up-sale and cross-sale its products. They need to do something urgently to reverse this trend in the market. As there is a common perception among people that Maruti is an old generation car, company has recently introduced new generation cars like Maruti Zen, wagon R, Grand Vitara, Versa and Baleno models. The strategy is to feed the market with brands at all variant and pricing point. They have also entered in to the used car market through its 'Maruti True Value' program.	CO6
	1. Analyze the role of integrated marketing communications in the marketing of new generation car such as Grand Vitara, Baleno etc. How each IMC tool can be used to market Maruti cars in the Indian market?	
	2. What recommendations would you make to Top management of Maruti Suzuki as newly hired marketing consultant regarding its integrated marketing communications strategy as the company moves forward?	

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: International Financial Management **Course Code: BBA641**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS – *Attempt All.***		**(10x2 = 20 Marks)**
	a.	What is BOP?	CO1
	b.	Write a short note on Bretton Wood System	CO1
	c.	What is GDR?	CO1
	d.	Write a short note about the European Development Bank	CO1
	e.	What is currency risk?	CO1
	f.	What is transaction exposure?	CO2
	g.	What is FDI?	CO2
	h.	What is translation exposure?	CO2
	i.	What is FOREX market?	CO2
	j.	What is loan syndication?	CO2
Q.2	**SHORT ANSWER QUESTIONS – Attempt any Five.**		**(5x4 = 20 Marks)**
	a.	Explain in brief the problem and Challenges of Globalization	CO3
	b.	Discuss the nature and scope of IFM	CO3
	c.	Explain the different types of letters of credit.	CO3
	d.	Explain the features of syndicated loan.	CO3
	e.	Explain the objectives and functions of Asian Development Bank	CO4
	f.	What IDR and ADRS?	CO4
	g.	Distinguish between transaction and translation exposure?	CO4
Q.3	**STRUCTURED QUESTIONS – Attempt any Three.**		**(3x10 = 30 Marks)**
	a.	Discuss the role of major participants of FOREX market.	CO4
	b.	What is current account? Discuss in detail the components of current account?	CO4
	c.	Explain the Implication of globalization in India	CO5
	d.	Explain the effects of FDI in India?	CO5

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Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	(2x15 = 30 Marks)
a	In the fiscal year 2023-2024, India recorded the following transactions in its balance of payments (in billions of USD): • Exports of goods and services: \$550 • Imports of goods and services: \$600 • Net income from abroad: \$50 • Unilateral transfers: \$20 • Foreign Direct Investment (FDI) inflows: \$100 • Foreign Institutional Investment (FII) outflows: \$80 • Official reserve transactions: \$30 • Other capital flows: \$40 Calculate India's: 1. Current account balance 2. Capital account balance	CO5
b	You are just one week 'young' in your job as a treasury executive in a leading laptop trader/supplier in India. Earlier you company was sourcing assembled laptops from China, but with the incentives provided in the Budget of 2006 by the Finance Minister of India, your company is planning to enter assembly/manufacturing market in India. Now, your company is planning to source components and sub assemblies from Taiwanese firms. This will involve a lot of foreign exchange trading and contracts. Since you are from a leading business school in India, your CFO has asked you to make a presentation to the top management on various possibilities relating to forex market in India. Question 1. What is all that you would like to tell the top management so as to establish your creadibility?	CO6
c	The export of auto components from India increased from US \$ 330 million in 1997 – 1998 to US \$ 1.4 billion in 2004-2005. The global expansion initiatives of India auto component manufactures into foreign markets were the prime reason for this growth. Bharat Forge Lte. Sundram Fastnerers, Tata Auto Comp Systems Ltd. and Antex Auto Ltd. were some of the prominent Indian Auto Component manufactures trying to expand their operations Globally. The major customers of these companies were automobile majors like the general motors, BMW, Skoda, Volkswagen, Daimler Chrysler, Volvo, Toyota, Etc. Exporting entering into joint ventures, setting up wholly owned manufacturing units (or) acquiring manufacturing units abroad were the preferred modes of entry into foreign markets. Discuss the possible challenges that Indian auto manufacturers are likely to face in foreign markets, especially from political, legal and competitive forces.	CO6

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Career Management and Competency Mapping **Course Code: BBA613**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS – *Attempt All.***		**(10x2 = 20 Marks)**
	a.	What is meant by Career Path?	CO 1
	b.	Define Career Plateau	CO1
	c.	Explain what is meant by a "spiral career."	CO2
	d.	Describe the importance of career planning in professional development.	CO2
	e.	Define the term "competency" in the context of career development.	CO1
	f.	Discuss the significance of continuous career development in today's professional landscape.	CO1
	g.	Define "self-efficacy" and its relevance in career development.	CO1
	h.	Explain what is meant by "competency gaps."	CO2
	i.	Describe the purpose of assessment centers in career development.	CO2
	j.	Explain what is meant by a "spiral career."	CO2

Q.2	**SHORT ANSWER QUESTIONS – *Attempt any Five.***		**(5x4 = 20 Marks)**
	a.	What three specific steps can an employer take to support diverse employer's pool?	CO3
	b.	Evaluate the biggest benefits that organizations experience from a succession Planning and management program?	CO5
	c.	What remedies are available with the organization to deal with the plateaued employees?	CO6
	d.	How is succession planning different from replacement planning?	CO4
	e.	What do you understand by employee engagement?	CO 1
	f.	What is glass ceiling?	CO1
	g.	Differentiate between a protean career and traditional career.	CO5

Q.3	**STRUCTURED QUESTIONS – *Attempt any Three.***		**(3x10 = 30 Marks)**
	a.	Give a detailed account of Donald Super's career development theory. And analyze its role in career planning.	CO2,4
	b.	Enumerate the steps involved in career planning process.	CO2
	c.	What is the effect of competency mapping on other HRD systems like (selection, training, compensation and succession planning)?	CO5
	d.	Give a detailed account of Holland's theory of career development. How can this model help you in making career choices?	CO2, 3

P.T.O./-

Q.4	Case Analysis/ Situation Based QUESTIONS	(2x15 = 30 Marks)	
	In 2007, Infosys realized that the company was faced with a leadership crisis. In the midst of unprecedented growth, people were being rushed into jobs for which they were unprepared. According to Nandita Gurjar (Gurjar), senior vice-president and group head of human resources at Infosys, many Indian organizations were facing a similar crisis. She added that the immediate promotion of employees to higher positions before their actual time line of promotion or appraisal was because of the exponential development of the company. The result of such promotions was that the employees found themselves out of their depth. Though they had the authority, they lacked the necessary skills, experience, and confidence and so were not able to be true leaders. Infosys Leadership Institute (ILI) was established, fully dedicated to this initiative and every year over 100 potential leaders were groomed. There was a systematic selection process to shortlist candidates for the three year leadership development program at ILI. The interventions and leadership development program was based on the 'nine-pillar' model and formulated incorporating the best practices in leadership development followed by successful global companies. Each pillar had its own unique importance in developing leadership competencies at the individual level. Individuals were provided a chance to choose one or more of these pillars for their development. Leadership capability appraisal was the tool used to determine the effectiveness of leadership development. The average score of it for the entire company was taken annually and it was checked for forward movement. Regular audits were performed. After completion of training, development assignments were given and a timeline of two to three months was provided to the leaders. It was a specific leadership index for leaders to measure their success. The success of the leadership program at Infosys was in terms of achievements in succession planning. With a strong culture of operational excellence and customer orientation, succession planning played a very important role at all levels. According to a study in 2002, it was estimated that by 2006 most global organizations would lose 40% of their top executives. On August 20th 2006, N.R. Narayana Murthy, the co-founder of Infosys, who turned 60, the retirement age at Infosys, stepped down from the post of Chairman. A CEO of a leading rival said that the founders would be missed at Infosys and also added, "Infy (Infosys) is surely ahead in terms of planning its transition, but it will miss Murthy's vision and ability to win and retain large accounts like BT." Many industry observers shared these concerns. They wondered how the company would be managed in the future, with many of the eminent leaders retiring...		CO 3,4, 5,6
a.	Why do you feel Infosys was unprepared with leadership potential employees in case of exponential growth?		
b.	How successful the leadership development initiatives at Infosys would be in grooming future leaders who could fit into the shoes of its founders?		
c.	Can you see any career development initiatives by Infosys? If Yes, identify.		

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Enrol. No. S R H U

Regn. No. D D

END SEMESTER EXAMINATION, JUNE- 2024

B. B. A. Semester - VI

Course Name: Human Values & Ethics **Course Code: BBA601**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS –** ***Attempt All.***	**(2X10 = 20 Marks)**
a.	Explain the importance of integrity.	CO1
b.	What is happiness?	CO1
c.	Define Humanity as a value	CO1
d.	Define Ethics.	CO1
e.	Mention any two examples of unethical practices.	CO1
f.	Define Morality.	CO1
g.	Mention any two values related to love.	CO1
h.	What is an ethical dilemma?	CO1
i.	Define fair trade.	CO1
j.	Why is transparency essential in business?	CO1

Q.2	**SHORT ANSWER QUESTIONS –** ***Attempt any Five.***	**(4X5 = 20 Marks)**
a.	Define Human Values and explain how an individual acquires his values?	CO1
b.	Discuss the relevance of professionalism for success in your career.	CO1
c.	Enumerate the human values related to love.	CO1
d.	Discuss the concept of "Nishkama Karma" as explained in the "Bhagwad Gita"	CO2
e.	Enlist civic virtues giving suitable examples.	CO2
f.	Discuss the relationship between ethics and morality.	CO2
g.	Explain different organizational values	CO2

Q.3	**STRUCTURED QUESTIONS –** ***Attempt any Three.***	**(3X10 = 30 Marks)**
a.	What are some common unethical behaviors that can arise within organizations?	CO3
b.	Elaborate the five core human values and how they contribute towards making an individual a good human being.	CO4
c.	Differentiate between teleological and deontological ethical theories giving suitable examples	CO3
d.	Discuss how a manager can apply the concepts of "Bhagwat Gita" to manage people with a holistic approach.	CO2

Q.4	**Case Analysis/ Situation Based QUESTIONS –** ***Attempt any Two.***	**(2X15 = 30 Marks)**
a.	Ashok Jaiswal was the administrative officer in a company. He lived with his parents. His father owned a stationery shop that supplied stationery to government departments and retail outlets. The family was doing reasonably well with the earnings from two members. As the administrative officer, it was Ashok's duty to purchase a large amount of stationery. Being a private company, they did not go through elaborate procedures to purchase stationery items. The company policy was to purchase good items from reliable suppliers for use by the staff. The company did not want to go in for invitation of quotes from different vendors and select the lowest bidder as it would have been a time- consuming process. The total value of the stationery purchases was also not very high, compared to the total purchase made by the company. Ashok used to inform his father of the items and the quantities required for the company. He used to place orders with his father's firm for most of the purchases. The rates quoted by his father's firm were not abnormally high when compared to the market rates. In this way, he managed to	CO4 & 5

		give his father a lot of business. He also used to give a few trivial purchase orders to other firms as well. **Answer the following questions:** **a) Was Ashok right in informing his father of the purchases to be made? (5)** **b) Do you see any conflict of interest in purchasing items from a firm owned by an employee's relative? (10)**	
b.		John is the facility manager for Harrell Construction, a privately owned construction company. The company employs 35 people and is owned by Alan Harrell and his wife, Mary. John has been at Harrell Construction for four years. It has been a good spot for John after a series of short-term construction jobs that either went nowhere or ended when the small companies he worked for were out-maneuvered by larger organizations and closed. As the facility manager, John runs the shop and manages all of Harrell's equipment. He inventories equipment and supplies, schedules equipment for various jobs, checks equipment back in, and makes sure it is repaired and ready for use for the next job. John runs a tight ship. The facility is organized and clean, and his attention to detail has cut time loss from malfunctioning or unavailable equipment to nearly zero. Alan has been pleased with John's work, and over the course of John's employment, Alan and John have become good friends. They do not socialize outside of work, but they often eat lunch together and on occasional afternoons, you'll find them out on the golf course. "John's a good man," Alan says, "The shop has never been in better shape, and his records are meticulous. I finally know what I own and where it is." "The Harrells are great people to work for," John says. "Mary doesn't come around the office much, but we see her at the company picnic in the summer and at the annual holiday party. They put on quite a bash for employees. It's always a family event. Their two teenage boys always come to the events, and everyone's family is welcome. My wife and kids love it. We always have a good time." "Besides that, the compensation is fair. The Harrells are right in line with what everybody else pays," John adds. "The benefits are good, too. Don't know what I would have done without the health insurance when my wife went through chemo two years ago. I plan to stay with Harrell Construction long term if I can. I've got two kids headed for college and retirement to think about, and this is a good place with a future." Things aren't always as perfect as they seem, though. Yesterday at lunch Alan confided to John that he and Mary were getting a divorce. "She's never had any interest in this business," Alan said. "She has never helped out in the shop, even in the early years, when we were really struggling. But she's got a sharp lawyer, and I know she's going to claim half the company." "I need you to help me out, John," said Alan. "The company's biggest asset is our equipment. Mary doesn't know what we've got, and with the equipment out on different job sites, nobody ever sees all of it except you. I want you to get out those Inventory sheets and make some of those high-priced lifts disappear. I'm worried there won't be anything left after her lawyers get done with me. I'd hate to think we'd have to close down and leave everybody out of a job." *As is common with many small, privately owned organizations, there is no formal HR department at Harrell Construction, and Alan Harrell has always made the decisions.* **Answer the questions with reference to the case.** **1) What Is the Ethical Issue and who are the stakeholders? (5)** **2) What are the possible courses of Action and what are the problems with each alternative? (10)**	CO5 &5
c.		Discuss how can HR professionals ensure fairness and equity in the HR processes while respecting the privacy and rights of job applicants. **(15)**	CO5

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