

END SEMESTER EXAMINATION, DECEMBER - 2024**B. B. A. Semester - V****Course Name: Services Marketing****Course Code: BBA522****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. What is the fundamental difference between goods and services? [CO-1]
- b. Name one benefit of customer loyalty for service businesses. [CO-1]
- c. Name the key elements that constitute a positive customer experience. [CO-1]
- d. Name three factors that shape customer expectations. [CO-1]
- e. Give an example of a service that is often produced and consumed simultaneously. [CO-1]
- f. How do customers assess the quality of services in the absence of physical attributes? [CO-2]
- g. How can loyal customers contribute to reducing customer acquisition costs? [CO-2]
- h. What is the significance of customer feedback in the Service Marketing Triangle? [CO-2]
- i. What role does empathy play in handling customer complaints effectively? [CO-2]
- j. How positioning helps customers perceive and distinguish one service from another. [CO-2]

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.**(4x5 = 20 Marks)**

- a. You're in charge of a hotel's guest experience. Outline strategies to ensure that various touchpoints contribute to a positive overall perception of the hotel. [CO-3]
- b. As the marketing manager of a hotel chain, outline a strategy to expand into international markets (Place) while considering cultural differences and customer preferences. [CO-3]
- c. You're tasked with training a group of frontline service staff. How would you create a training program that empowers employees to positively influence customers' perceptions of service quality, as per the principles of the Service Marketing Triangle? [CO-3]
- d. In a healthcare setting, how would you implement queue management strategies to balance demand and supply of services? [CO-3]
- e. Analyze the role of variability in service quality within the healthcare sector. [CO-4]
- f. Examine the perishability aspect of services in the context of a theater performance. [CO-4]
- g. Analyze the importance of emotional connections in the customer experience. [CO-4]

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

- a. Analyze the benefits of identifying touch points in the customer journey. [CO-4]
- b. Compare and contrast the roles of advertising, public relations, personal selling, direct marketing, and digital marketing in an IMC plan. [CO-4]
- c. Evaluate the impact of inconsistent messaging across different promotional channels. [CO-5]
- d. Evaluate the role of intermediaries in enhancing service delivery. [CO-5]

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

- a. Evaluate the potential drawbacks of ineffective market segmentation in services marketing. How can it lead to resource wastage and missed opportunities? [CO-5]
- b. Develop a unique value proposition for a local coffee shop, considering factors like target audience, competition, and market trends. [CO-6]
- c. Design a service recovery policy for a hotel chain that empowers employees to resolve guest complaints promptly, leading to improved guest satisfaction and loyalty. [CO-6]

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - V

Course Name: Training & Development

Course Code: BBA512

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

- Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.** (2x10 = 20 Marks) **CO**
- a. Define training evaluation 1
 - b. List the forces influencing training and learning 1
 - c. Identify the levels of training needs assessment 1
 - d. Recall the purpose of task analysis in training 1
 - e. State the meaning of blended learning 1
 - f. Why is learning important for organizational success? 2
 - g. How does adult learning theory influence training design? 2
 - h. What is the significance of task analysis in training? 2
 - i. Explain the importance of executive development programs. 2
 - j. How does ROI help in evaluating training programs? 2
- Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.** (4x5 = 20 Marks) **CO**
- a. Explain how task analysis helps in designing a training program. 3
 - b. How can on-the-job training enhance employee skills? 3
 - c. What role does competency analysis play in workforce development? 3
 - d. Discuss the impact of training on team collaboration. 3
 - e. How can evaluation designs improve the effectiveness of training programs? 4
 - f. How the concept of blended learning enhances learning? 4
 - g. Compare the experiential training methods with traditional training methods 4
- Q.3 STRUCTURED QUESTIONS – Attempt any Three.** (3x10 = 30 Marks) **CO**
- a. What is a training design? Analyze the significance of aligning training objectives with organizational goals. 4
 - b. What is social learning theory? Elaborate on its key concepts. 4
 - c. Evaluate the impact of a dynamic labor market on the training needs of employees. 5
 - d. Differentiate between formal and informal learning. Explain their importance in meeting the learning needs of employees in an organization. 5
- Q.4 CASE ANALYSIS/ SITUATION BASED – Attempt any Two.** (2x15 = 30 Marks) **CO**
- a. How can training programs help organizations build a culture of continuous learning? 5
 - b. How can mentoring programs be designed to address skill development in large organizations? 6
 - c. What key elements should be included in a mentoring program to foster effective knowledge transfer in a startup environment? 6

END SEMESTER EXAMINATION, DECEMBER - 2024**B. B. A. Semester - V****Course Name: Analysis of Financial Statements****Course Code: BBA543****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 Attempt all questions (CO1,2)****(2x10=20Marks)**

- a. Write down the significance of turnover ratios.
- b. Discuss the effect of increase in stock over working capital.
- c. Discuss the effect of decrease in trade creditors over working capital.
- d. Give two causes of cash flow from investing activities.
- e. Name the stakeholders for whom debt/equity ratio could be useful.
- f. Discuss the symptoms of negative working capital.
- g. Write down any two possible causes of positive cash inflow from financing activities.
- h. Discuss the reason debts are considered to be the cheaper source of finance.
- i. Briefly discuss net present value (NPV).
- j. Discuss any two possible causes responsible for higher debtors' collection period.

Q.2 Attempt any five questions (CO3,4)**(4x5=20Marks)**

- a. How do comparative financial statements help in identifying trends in a company's financial performance over multiple periods, and what are the key differences between using absolute values versus percentage changes for comparison?
- b. In what ways do common-size financial statements assist in benchmarking a company's financial position against its competitors, and how does the use of percentages standardize financial data across companies of different sizes?
- c. How can trend analysis be used to forecast future financial performance, and what are the limitations of relying solely on historical trends for predicting future outcomes?
- d. What are the key differences between a traditional and a reformulated income statement in terms of presenting operating and financial performance, and how does reformulation impact the interpretation of net operating profit after taxes (NOPAT)?
- e. Differentiate between vertical and horizontal analysis with examples.
- f. How does the reformulation of a balance sheet enhance the understanding of a company's operating versus financing activities, and what adjustments are typically made to separate these activities in the reformulated version?
- g. Draw the format of common size statements.

P.T.O./-

Q.3 Attempt any three questions (CO 4,5)

(3x10=30Marks)

- Explain some early signs of cash flow problems with suitable solution.
- Explain Du Pont Control Chart for financial decision making with figure.
- Explain the effect upon working capital when transactions are between *current assets and long-term sources of funds* with the help of at least five illustrations.
- Give at least three illustrations where “working capital is affected but cash isn’t”.

Q.4 Attempt any two questions (CO5,6)

(2x15=30Marks)

- Compare the following two business proposals.

	PROPOSAL P				PROPOSAL Q	
YEAR	CASH OUTFLOW	CASH INFLOW	CASH OUTFLOW	CASH INFLOW	CASH OUTFLOW	CASH INFLOW
1	100000	50000	0	200000		
2	0	200000	0	300000		
3	0	25000	300000	25000		
4	400000	100000	50000	125000		
5	50000	250000	250000	25000		
YEAR	1	2	3	4	5	
DISCOUNT FACTOR @12%	0.893	0.797	0.712	0.636	0.567	

You are required to:

- Compute Discounted Cash Flows (DCF) for both the projects
 - Compute Net Present Value (NPV) for both the projects
 - Suggest the better proposal on the basis of NPV
- b. You have been provided below with a summarized Cash Flow Statement of **ABC Ltd.** for the five consecutive financial years.

Cash Flow of ABC Ltd.

	5	4	3	2	1
Net Profit/Loss Before Extraordinary Items And Tax	11,739.00	10,490.00	9,092.00	8,522.00	7,347.00
Cash Flow From Operating Activities	8,964.00	8,957.00	7,305.00	5,728.00	5,916.00
Cash Flow From Investing Activities	-1,732.00	-1,367.00	1,926.00	-264	-1,264.00
Cash Flow From Financing Activities	-7,984.00	-9,280.00	-6,676.00	-5,462.00	-4,651.00

After taking a detailed glance over the statement above, you are required to:

- Comment upon the overall efficiency of the company in generating cash.
- State your views regarding the cash management performance of company over the years.
- Compute funds from operations on the basis of the information given below:
 - Transfer to reserves Rs. 40000
 - Tax paid Rs.10000
 - Depreciation on plant and machinery Rs. 12000
 - Profit on revaluation of land Rs. 5000
 - Profit on sale of land Rs. 8000
 - Loss on sale of furniture Rs. 3000
 - Bank loan waived off Rs. 3000
 - Profit on sale of investments Rs. 4000

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - V

Course Name: Security Analysis & Portfolio Management Course Code: BBA541

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. Define the term "investment." CO1
- b. What do you mean by technical analysis? CO1
- c. Recall the components of modern portfolio theory in investment. CO1
- d. Explain the concept of risk in investment. CO1
- e. Define the noise theory in the context of share market behavior. CO1
- f. Discuss the process of investment by an individual. CO2
- g. Discuss the core principles of value investing. CO2
- h. Discuss the significance of company analysis in investment decisions. CO2
- i. Explain the RWH with an example. CO2
- j. Compare and contrast fundamental and technical analysis. CO2

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.

(4x5 = 20 Marks)

- a. Apply active and passive investment strategies to different market conditions CO3
- b. Solve a real-world investment problem by conducting economic analysis. CO3
- c. Apply industry analysis techniques to assess the potential of a specific sector for investment. CO3
- d. Solve a portfolio optimization problem using the Modern Portfolio Theory. CO3
- e. Analyze the historical data of a stock to determine its resistance and support levels in technical analysis. CO4
- f. Examine the industry-specific risks associated with the technology sector. CO4
- g. Analyze the financial statements of a company to assess its investment potential. CO4

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- a. Analyze the impact of recent economic indicators on the investment climate and provide a comprehensive assessment of potential investment opportunities, including a discussion of risk factors. CO4
- b. Examine the systemic and non-systemic risks associated with investing in the healthcare sector. Provide an analysis of potential risk mitigation strategies and their implications for portfolio management. CO4
- c. Evaluate the effectiveness of different investment strategies in achieving long-term financial goals, considering factors like risk tolerance and market conditions. CO5
- d. Critique the impact of portfolio rebalancing strategies on long-term investment performance. Discuss the pros and cons of various rebalancing approaches. CO

Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.

(2x15 = 30 Marks)

- a. Evaluate and critique the risk management strategies of a portfolio that includes both equities and fixed-income assets. Consider the effectiveness of diversification, hedging, and the overall risk-return profile. CO5
- b. Write a research report that provides a thorough analysis of a particular industry sector, including an overview of key players, growth potential, and potential investment opportunities. CO6
- c. Design a model portfolio that includes a mix of assets, such as stocks, bonds, real estate, and commodities, to achieve a specific risk-return profile. Justify your asset allocation decisions. CO6

Enrol. No. S R H U

30/12/24

Regn. No.

D D

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - V

Course Name: Consumer Behaviour

Course Code: BBA521

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.	What is the scope of consumer behavior in marketing?	CO1
b.	Why is understanding consumer behavior important for marketing?	CO1
c.	Briefly explain the Howard & Sheth Model .	CO1
d.	What are the five key stages of the EKB Model ?	CO1
e.	How does consumer behavior in the Indian context differ from Western markets?	CO1
f.	Define motivation in consumer behavior.	CO2
g.	What role does personality play in influencing consumer decisions?	CO2
h.	Explain psychographics and its impact.	CO2
i.	What are the components of attitude (belief, affect, intention)?	CO2
j.	How can marketers change attitudes to influence consumer decisions?	CO2
Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.		(4x5 = 20 Marks)
a.	What factors contribute to consumer motivation and influence purchasing decisions?	CO3
b.	How does social class and mobility affect consumer behavior in the market?	CO3
c.	Identify the key dimensions of consumer decision making .	CO3
d.	Explain how social class influences consumer preferences and choices	CO4
e.	What role does motivation play in shaping a consumer's buying decisions?	CO4
f.	Describe the impact of consumer social mobility on market behavior.	CO4
g.	What are the important dimensions to consider in consumer decision-making processes?	CO4

P.T.O./-

Q.3 STRUCTURED QUESTIONS – <i>Attempt any Three.</i>			(3x10 = 30 Marks)
a.	What are the key characteristics of B2B buying compared to B2C (business-to-consumer) buying?		CO4
b.	What is psychographics and how does it influence consumer buying behavior?		CO4
c.	Briefly describe the Big 5 Personality Traits (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism).		CO3,4
d.	What are the functions of attitude in consumer behavior?		CO3,4
Q.4 Case Analysis/ Situation Based QUESTIONS – <i>Attempt any Two.</i>			(2x15 = 30 Marks)
a	Arjun, a young professional, recently moved to a metropolitan city for his job. He is in the market for a new smartphone and spends a considerable amount of time researching various brands, reading online reviews, and comparing features. His decision-making process aligns with the EKB Model. Questions: 1. How does Arjun's decision-making process reflect the stages outlined in the EKB Model? Identify each stage and explain how Arjun moves through them. 2. What external influences (e.g., peers, advertisements) might impact Arjun's decision, according to the EKB Model?		CO2,3,4
b	Rani is a newly married woman who recently moved into a new city. She has no previous experience with certain household appliances but decides to buy a branded mixer grinder based on her friends' recommendations. She reads user reviews online and watches videos demonstrating the product's benefits. This experience aligns with concepts of consumer learning. Questions: 1. How does Rani's experience with purchasing a mixer grinder demonstrate operant conditioning in consumer learning? 2. What role do internal and external influences play in shaping Rani's purchase decision?		CO3,4
c	Neha, a 28-year-old professional, is looking to buy a new television. She considers factors like the brand's reputation, durability, after-sales service, and the cultural aspects of viewing preferences in India. Her decision-making process is influenced by her cultural background and socio-economic status. Questions: 1. How does culture influence Neha's consumer behavior when purchasing a television in the Indian context? 2. Discuss how social norms and family preferences play a role in Neha's decision-making process.		CO3,4

END SEMESTER EXAMINATION, DECEMBER - 2024**B. B. A. Semester - V****Course Name: Industrial Relations & Labour Laws****Course Code: BBA511****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 qualifies as an occupational disease under the Employees' Compensation Act, 1948? CO1
- b. State the maximum gratuity payable as per the relevant laws. CO1
- c. How would you define temporary disablement under the Employees' Compensation Act? CO1
- d. Explain what is meant by the 'negotiating union' in trade unions.
- e. What wage limit makes an employee eligible for the Payment of Wages Act, 1936? CO1
- f. What is meant by 'disablement' under the Employees' Compensation Act, 1948? CO1
- g. Can employers delay or withhold wages according to the Payment of Wages Act, 1936? CO3
- h. What is the eligibility criteria under the Employees' State Insurance (ESI) Act? CO1
- i. What is the eligibility for ESI Act? CO1
- j. What is the maximum percentage of bonus allowed under the Bonus Act of 1965? CO1

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.**(5X4 = 20 Marks)**

- a. Ram took a loan of ₹25,000 from his company but passed away before repayment. Can the company recover this amount from his Provident Fund? Explain why or why not. CO3
 - b. A worker had an accident while operating machinery at the plant and died instantly. Is the company liable to compensate his dependents? Justify your answer. CO3 Explain any 3 deductions that can be made under payment of wages act, 1936? CO2
 - c. Discuss three deductions permissible under the Payment of Wages Act, 1936. CO2
 - d. Under what circumstances can we withdraw total amount from Provident fund as per PF Act, 1952? CO3
 - e. A worker joined an establishment in September 2019 with a salary of ₹9,000/month and got insured under the ESI Act. He fell ill in October 2019. Can he claim sickness benefits, and what other benefits can he avail? CO4
 - f. Explain the difference between the 'set-on' and 'set-off' provisions of the Bonus Act, 1965. CO1
 - g. A worker fell ill shortly after joining an establishment and claimed free medical benefits under the ESI. Is this worker eligible? Provide reasons. CO3
- P.T.O./-

Q.3 STRUCTURED QUESTIONS – Attempt any Three.**(3X10 = 30 M)**

- a. What provisions does the ESI Act, 1947, make for medical sickness, disablement, and maternity benefits? CO2
- b. Ajay retired on 1st January 2015 after 30 years of continuous service. Using the salary slip provided, calculate the gratuity

Employee Id	: 2	Name	:
Department	: IT	Designation	:
Date Of Joining	: 05-05-2005	PF Account Number	:
Days worked	: 20	ESI Account Number	:
Bank Acct/Cheque Number	: 02154875641	Father's/Husband's Name	:
Earned Leave	: 0.5 (Op: 17 Cl: 16.5)	Casual Leave	:
Earnings		Deductions	Amount
Basic Pay	15,238.65	Employee State Insurance	0.00
Dearness Allowance	7,619.33	Provident Fund	780.00
Medical Allowance	2,285.80	Professional Tax	200.00
Overtime	1,364.17		
House Rent Allowance	6,095.46		
Conveyance Allowance	3,809.66		
Total Earnings	36,413.07	Total Deductions	980.00

- c. Analyze the decline in trade union effectiveness and suggest potential solutions for revitalizing union activities in India. CO4
- d. Ajay's employee's monthly salary is as under:
Basic : 34000
DA : 18000
HRA : 8000
TA : 2000
Medical: 2000
Calculate the monthly contribution of employer and employee to the provident fund. CO5,6

Q.4 Case Analysis/ Situation Based QUESTIONS – Marks)**(02 x 15 = 30)**

Read the case given below and answer the questions given at the end.

- a. A worker in a manufacturing plant earning ₹15,000 per month suffered a permanent partial disability while operating a machine. The accident occurred on June 10, 2021, and the worker lost 50% of the vision in one eye. His date of birth is March 2, 1985. Calculate the compensation payable to the worker under the Employees' Compensation Act, 1923. CO6
- b. A construction worker fell from a height while working on a project, leading to permanent total disablement. The worker's monthly wage was ₹18,000, and the accident occurred on April 15, 2020. He was born on January 8, 1980. What compensation is the employer liable to pay under the Employees' Compensation Act, 1923? CO5
- c. An employee earning ₹20,000 per month met with an accident while driving a company vehicle during work hours and suffered temporary total disablement. The accident occurred on October 5, 2022, and the worker was unable to work for six months. Calculate the compensation for the period of disability as per the Employees' Compensation Act, 1923. CO5

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - V

Course Name: Sales Management

Course Code: BBA504

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All. (2x10 = 20 Marks)		CO
a.	What do you mean by Sales-analysis?	CO-1
b.	Explain the objectives of Relationship selling.	
c.	Explain the concept of SPIN process	
d.	Distinguish between sales and marketing management.	
e.	Differentiate between Centralization vs. Decentralization in sales organization	
f.	How does territory planning help a salesman in performing his duties optimally?	
g.	What is territory planning?	
h.	Define sales forecasting?	
i.	Methods of Sales Budgeting	
j.	Distinguish between salesmanship and Personal Selling.	
Q.2 SHORT ANSWER QUESTIONS – Attempt any Five. (4x5 = 20 Marks)		
a.	What are the objectives of a sales audit and sales analysis?	CO-2
b.	“Companies give more importance for training of Sales Force”. Elaborate the statement.	CO-4
c.	How does one set sales objectives?	CO-3
d.	Describe the personal selling process.	CO-1
e.	“The elements of a transactional selling are difficult to determine.” Comment.	CO-4
f.	What are the skills required by a sales manager in an organization?	CO-3
g.	Explain the limitations of sales forecasting methods.	CO-2
Q.3 STRUCTURED QUESTIONS – Attempt any Three. (3x10 = 30 Marks)		
a.	How will you evaluate the performance of sales personnel? What standards will you use for this purpose?	CO-4
b.	How the sales analysis techniques have become so important in success of firm?	CO-3
c.	What is Sales forecasting and what are various methods of Sales forecasting?	CO-2
d.	What is the need and significance of sales force supervision?	CO-4
Q.4 Attempt any Two. (2x15 = 30 Marks)		
a.	“Quantitative measures of the performance of sales representatives are more likely to mislead than guide evaluation.” Do you agree with this statement? Give reasons in support of your viewpoint.	CO-4
b.	Can companies rescue product foundering in the maturity phase of their life cycle and return them to the growth phase? Suggest strategies that marketers may use to force consumers mental shift.	CO-3
c.	Do you think the increasing use of computers in sales management will change the sales force performance measurement and evaluation process? If so, how?	CO-2

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - V

Course Name: Management Information System

Course Code: BBA503

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.	Define MIS.	(CO1)
b.	Explain the role of MIS in decision-making?	(CO1)
c.	Define DFD.	(CO2)
d.	List important components of MIS.	(CO1)
e.	What is ERP?	(CO3)
f.	Describe the role of system analyst.	(CO4)
g.	What is prototype model?	(CO1)
h.	Define "feasibility study" in the context of systems analysis.	(CO2)
i.	What role does data play in decision-making?	(CO2)
j.	What is descriptive information?	(CO1)
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.	Construct 1 st level DFD and ERD for banking information system.	(CO2)
b.	Determine the important characteristics of information.	(CO1)
c.	Explain the roles and responsibilities of system administrator	(CO1)
d.	Define decision making. Give example.	(CO1)
e.	Illuminate system maintenance. Evaluate the various system maintenance techniques.	(CO1)
f.	Differentiate between TPS and DSS.	(CO3)
g.	Determine the ethical responsibilities of business professionals.	(CO4)
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Create a suitable waterfall model for system development. Support your answer with the help of an appropriate diagram.	(CO1)
b.	Analyze simon's model of decision making. How does Simon's model help in the decision-making process?	(CO1)
c.	Apply the USA approach for ERP implementation.	(CO3)
d.	Information system deployment\installation is one of the most pivot activity. Determine the various techniques of system deployment\installation. Which technique of system deployment you will recommend for critical setups and why?	(CO3)

Q.4		Case Analysis/ Situation Based QUESTIONS – <i>Attempt any Two.</i>	(2x15 = 30 Marks)
	a.	Explain the concept of system. Determine the important components of system. Give detailed classification of systems.	(CO1)
	b.	Discuss the various levels of management in an Organization. Explain the information needs in each level.	(CO3)
	c.	A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen. Questions: i). In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions? ii). What would make the system a more complete MIS rather than just doing transaction processing? ii). Explain the probable effects that making the system more formal would have on the customers and the management.	(CO3)

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - V

Course Name: Financial Institutions & Markets

Course Code: BBA502

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.

(2x10 = 20 Marks)

- What are Financial system? CO1
- Explain Primary Market? CO1
- What are the indicators of Financial development? CO2
- Explain the concepts of Risk? CO2
- What do you understand by the Non-banking financial institutions? CO2
- What is Secondary market? CO1
- Define money market. CO1
- What are the importance of financial services? CO2
- Explain the term Pension funds. CO1
- What is expected return? CO2

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.

(4x5 = 20 Marks)

- What are the roles of National securities depository limited? CO2
- Explain funds and non-fund based financial services. CO3
- What is Bill Discounting? CO3
- Explain the term Mutual fund services. CO3
- What are the credit rating institutions? CO2
- Explain the term Venture capital financing. CO3
- What do you understand by the term House finance. CO2

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- Explain the role and functions of SIDBI in the development of small industries and promoting employment in rural sectors. CO3
- Illustrate the role of Micro –finance institution in the development of Indian economy. CO3
- Illustrate in light of the increasing importance of digital and fintech innovations, how has the RBI adapted its regulatory framework to address emerging challenges in the financial sector? CO4
- Explain the role and functions of SEBI as the primary regulatory authority for the Indian securities market. Describe how SEBI regulates various segments of the market, including equity, debt, and derivatives, and its efforts to maintain market integrity and transparency. CO4

P.T.O./-

Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two. (2x15 = 30 Marks)

a. Case Study Question 1: The Role of Regional Rural Banks (RRBs) in Financial Inclusion

Scenario:

Regional Rural Banks (RRBs) play a vital role in extending banking and financial services to rural and underprivileged populations in India. In a specific region, let's say a remote village in Jharkhand, RRBs have been instrumental in promoting financial inclusion. A case study is conducted to analyse their impact.

Question

Based on the case study of RRBs in Jharkhand, discuss how these banks have contributed to improving financial inclusion among rural communities. What specific services and initiatives have they introduced to achieve this goal?

Please provide an in-depth analysis of RRBs' role in enhancing financial inclusion in the given region and the strategies they employed to achieve it.CO5

b. "Digital Transformation in a Financial Institution: Navigating Opportunities and Challenges"

Case Background: A traditional financial institution, established in the early 20th century, is facing a pivotal moment in the rapidly evolving landscape of financial services. The institution has a well-established network of physical branches and a loyal customer base, but it is increasingly feeling the pressure to embrace digital transformation to stay competitive in the market.

Case Study Question:

1. Analyze the strategic considerations and risks associated with the financial institution's decision to embark on a digital transformation journey. How can the institution balance the preservation of its traditional customer base while tapping into the opportunities presented by digital services?CO4

c. Optimizing Pension Fund Investments for Long-Term Sustainability: A Case Study on XYZ Pension Fund

Background: XYZ Pension Fund, a prominent player in the pension industry, has been navigating the complex landscape of investment management to ensure the long-term sustainability of its pension portfolio. This case study delves into the strategies employed by XYZ Pension Fund and their impact on fund performance and member retirement benefits.

Question: Explore the challenges XYZ Pension Fund may have encountered in aligning its investment approach with the evolving economic landscape and changing market dynamics. Investigate any adjustments or innovations made by the fund in response to these challenges. Finally, provide recommendations for pension funds looking to optimize their investment strategies and adapt to the dynamic nature of financial markets while ensuring the financial security of their members during retirement.CO5

END SEMESTER EXAMINATION, DECEMBER - 2024**B. B. A. Semester - V****Course Name: Business Policy & Strategic Management****Course Code: BBA501****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.	What is a growth strategy?	CO1
b.	Define strategic planning.	CO1
c.	Define Core competence.	CO1
d.	Explain the difference between vision and mission.	CO1
e.	Define Globalization.	CO1
f.	What is a functional-level strategy?	CO1
g.	Define environmental scanning.	CO2
h.	What is first-mover advantage?	CO2
i.	What is Stability Strategy?	CO2
j.	Write any two benefits of strategic Planning.	CO2
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.	Differentiate between Tangible and Non-Tangible resources.	CO2
b.	Enlist the benefits of strategic planning.	CO2
c.	Differentiate between core competency and competitive advantage.	CO2
d.	Explain the advantages of a diversification strategy.	CO3
e.	Differentiate between vertical and horizontal growth strategy.	CO3
f.	Explain how does a firm identify its strengths and weaknesses.	CO3
g.	How does the economic environment affect strategic decision making?	CO3
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Differentiate between cost leadership, differentiation, focused cost leadership and focused differentiation giving suitable examples.	CO3
b.	Evaluate the importance of environmental scanning in strategic management, using real-life examples.	CO3
c.	Analyse how Porter's 5 forces model can be used to judge the attractiveness of an industry. Illustrate with a suitable example	CO4
d.	Discuss mission, vision, goals and objectives and elaborate upon their role in the strategic management process.	CO4

P.T.O./-

	Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
a	Tesla, Inc. – Vision and Mission Vision Statement "To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles." Mission Statement "To accelerate the world's transition to sustainable energy." 1) How do Tesla's mission and vision differentiate it from traditional car manufacturers? (5) 2) What specific actions could Tesla take to further align with its vision? How might Tesla adapt its mission and vision to address challenges like increased competition? (10)	CO5
b	Explain in details each of the following corporate level strategy with suitable examples (a) Stability (b) Growth (c) Retrenchment	CO5
c	Tata is India's oldest and largest private sector business entity. Founded in 1868, the group now consists of more than 100 companies, with a turnover of more than \$70bn. It has a wide range of interests, with companies trading in fields as diverse as steel, cars and trucks, chemicals, IT consultancy, retailing and hotels. The Tata group is highly decentralized, and member companies have great autonomy in terms of strategy and operations. The main instrument for unifying the group is the Tata corporate brand, which embodies values that are shared by all companies in the group. However, not all the companies use the corporate brand in the same way. Many, such as Tata Beverages and Tata Motors, use the name and logo explicitly. However, even in India some companies in the group, such as Trent and Taj Hotels, do not use the Tata name. Taj Hotels also has its own brand mark. This inconsistency is seen by the Tata group as less important than adherence to the group's values. It was originally founded for the purpose of creating and spreading wealth in order to strengthen the Indian nation and economy. The challenge. Before 1991 the Tata group had few interests in the world outside India. Its brand identity was very strongly Indian, rooted in India's culture and history. However, Ratan Tata, the group's leader, believed this had to change. He felt that Tata's future lay outside India, and that it should aspire to become a global company. But could a company with such a strong Indian identity succeed in establishing a global brand? And if so, what would be the disadvantages? There were – and still are – many in India who believed that the process of globalization would change Tata and damage its values, turning it into just another big company that would be concerned only with profit. Others outside India wondered – and some still do – if western consumers in particular would really accept the Tata brand. 1) Identify the main features of Tata's strategy and comment on its growth strategy. (10) 2) Analyze the competitive advantages of Tata. (05)	CO5
