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END SEMESTER EXAMINATION, JUNE- 2025

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.***		**(2x10 = 20 Marks)**
	Define the following terms:		
	a.	PSU	CO-1
	b.	KYC	
	c.	ATM	
	d.	CRR	
	e.	SLR	
	f.	NEFT	
	g.	IFSC	
	h.	NPA	
	i.	IRR	
	j.	RTGS	
Q.2	**SHORT ANSWER QUESTIONS** – ***Attempt any Five.***		**(4x5 = 20 Marks)**
	a.	Describe Commercial Banks. What are the different types of Commercial Banks?	CO-2
	b.	Explain the basic principles of insurance	CO-3
	c.	Interpret the importance of "Communication Skills" in Insurance industry	CO-3
	d.	Discuss the role of Regional Rural Bank (RRB) in development of rural Indian economy	CO-2
	e.	Examine any Four examples of Negotiable Instrument.	CO-4
	f.	Prepare a Note on evolution and history of Insurance in India.	CO-5
	g.	Define Development Banks. Distinguish between different types of Development Banks.	CO-4
Q.3	**STRUCTURED QUESTIONS** – ***Attempt any Three.***		**(3x10 = 30 Marks)**
	a.	Write a report on Marine Insurance.	CO-2
	b.	Interpret the term "Bank Lending". Explain the principles of Lending.	CO-3
	c.	Prepare a note on "Treasury Operations" under RBI.	CO-5
	d.	Define "Insurance". Explain different types of Insurance.	CO-1
Q.4	**Case Analysis/ Situation Based QUESTIONS** – ***Attempt any Two.***		**(2x15 = 30 Marks)**
	a.	Analyze the Risks known as General Exclusions under Fire Insurance.	CO-4
	b.	What is the role of Banking System in India, prepare a flowchart of the structure of Indian banking system.	CO-5
	c.	Explain various types of non-life insurance policies.	CO-1

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END SEMESTER EXAMINATION, JUNE- 2025

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 **(2x10 = 20 Marks)**

Attempt All. Answer each in not more than 50 words

a. Explain the concept of SMART goals. [CO-1]
b. List any two future trends in video content creation and consumption on YouTube. [CO-1]
c. List any two reasons behind TikTok's rapid rise in popularity. [CO-1]
d. Why is it important to tailor content strategy to fit the target audience? [CO-1]
e. What is the importance of paid advertising on social media? [CO-1]
f. How do audience insights influence content creation and engagement strategies? [CO-2]
g. Can you provide examples of tools used for competitor analysis on social media? [CO-2]
h. Define key performance indicators (KPIs) in the context of social media ROI measurement. [CO-2]
i. What techniques are used for conducting competitor analysis on social media? [CO-2]
j. Define social media platform selection. [CO-2]

Q.2 SHORT ANSWER QUESTIONS **(4x5 = 20 Marks)**

Attempt any Five. Answer each in about 100 words

a. Imagine you are a content creator. Propose a video series idea for YouTube that capitalizes on an emerging trend in video content creation and consumption. [CO-3]
b. Discuss the importance of actively monitoring feedback on social media platforms for online reputation management. [CO-3]
c. How do audience demographics, features, and engagement patterns influence the suitability of social media platforms for different positioning strategies? [CO-3]
d. How do brands apply their positioning strategies in social media marketing? [CO-3]
e. Analyze the role of brand positioning in influencing purchase decisions. [CO-4]
f. How can brands differentiate themselves from competitors based on the insights gained from competitor analysis? [CO-4]
g. Explain the significance of interpreting reach, impressions, and conversions in social media analytics. [CO-4]

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

Attempt any Three. Answer each in about 200 words

a. Discuss the benefits of community building and how it contributes to increased brand advocacy and word-of-mouth marketing. [CO-4]
b. Analyze the role of customer research and competitor analysis in the process of defining a UVP, citing examples of successful strategies. [CO-4]
c. Evaluate the techniques used for crafting compelling brand narratives, discussing how they contribute to brand differentiation and positioning. [CO-5]
d. Evaluate the impact of properly aligned KPIs on social media ROI using examples from case studies. [CO-5]

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

Attempt any Two. Answer each in about 300 words

a. Evaluate the online reputation management strategy of a multinational corporation facing a reputation crisis. Identify potential weaknesses in their approach and propose recommendations for proactive reputation management. [CO-5
b. Propose strategies for choosing appropriate metrics that directly impact business outcomes and drive social media ROI. [CO-(
c. Create a plan for launching a loyalty program on Twitter to convert engaged followers into loyal customers for an online boutique. Include details on program incentives, promotion strategies, and tracking methods. [CO-

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END SEMESTER EXAMINATION, JUNE- 2025

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.***	**(2x10 = 20 Marks)**
a.	Explain the concept of a "protein career."	CO1
b.	Why is it important for individuals to have a clear understanding of their career path?	CO1
c.	How does effective career planning contribute to long-term career success?	CO1
d.	What are KSAOs?	CO1
e.	Explain the term RIASEC as per Holland's theory of career development.	CO1
f.	What are competency gaps, and how do they impact career growth?	CO2
g.	Define employee engagement.	CO2
h.	What is the effect of competency mapping on HRD systems like selection?	CO2
i.	Describe the purpose of assessment centers in career development.	CO2
j.	How is succession planning different from replacement planning?	CO2

Q.2	**SHORT ANSWER QUESTIONS** – ***Attempt any Five.***	**(4x5 = 20 Marks)**
a.	Outline three specific steps an employer can take to support a diverse pool of employees.	CO3
b.	Enumerate the various career paths available to employees within an organization.	CO3
c.	Describe the roles of employees, employers, and managers in facilitating the career development of employees within an organization.	CO3
d.	As an HR manager, if you need to develop your employees, what different tools will you suggest your organization for career development of employees?	CO3
e.	Define moonlighting and discuss strategies an organization can employ to address it effectively.	CO4
f.	Define what a career plateau is and its implications for employees.	CO4
g.	Differentiate between a protean career and traditional career.	CO4

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Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3X10 = 30 Marks)
a.	Enumerate the various steps involved in competency mapping.	CO4
b.	How do we make sure in an organization that we have acceptable emergency candidates who could serve as CEO on an interim basis, if the present CEO resigns? What steps are being taken to test and develop the top internal candidates?	CO4
c.	"One of the most important factors in determining your happiness and success in a job is understanding your personality, also referred to as characteristics or attitudes". Do you agree with this statement? Give reasons. Also highlight the Holland's Theory of career development in this perspective and identify your personality section in the hexagon.	CO5
d.	"How does Donald Super's Developmental Theory of Career Development propose that individuals' self-concept evolves over their lifespan, impacting their career choices and trajectories?"	CO5

Q.4	Case Analysis/ Situation Based QUESTIONS. *Attempt any Two.*	(2*15 = 30 Marks)
	When Apple announced on December 16 that Philip Schiller, the company's senior vice President of worldwide product marketing, would deliver the keynote speech at this week's Macworld conference instead of CEO Steve Jobs, speculation swirled again about the future of the company — and Jobs' health. Jobs disclosed in August 2004 that he had a cancerous tumor removed from his pancreas. Responding to questions about his health, Jobs said in a January 5 open letter that he was suffering from a hormone imbalance and is receiving treatment and will remain CEO of Apple. "I have given more than my all to Apple for the past 11 years now. I will be the first one to step up and tell our board of directors if I can no longer continue to fulfill my duties as Apple's CEO," stated the letter. Meanwhile, the looming question of who would replace Jobs if he had to leave Apple remains unresolved for shareholders, analysts and customers. While the company maintains it has a succession plan, it has offered no details. Observers are left to question what Apple might look like without Jobs. Apple has a strong bench of executives who could succeed Steve Jobs, but major stakeholders, such as investors, customers and partners, don't know much about them. Everyone was wondering that who would be looking after Apple as CEO, as if Steve job leaves his position because of his health issues. Will the company hire a person from outside or will have a successor from within…is the question?	CO5/6
a.	Do you find any succession planning in this organization? What are the problems that an organization can face due to lack of succession plan if any?	
b.	Should the company hire a person from outside or should develop people from within as successors when a strong bench of executives is available with the company?	
c.	What steps should be followed by the organization to incorporate succession planning process?	

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Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3X10 = 30 Marks)
a.	Enumerate the various steps involved in competency mapping.	CO4
b.	How do we make sure in an organization that we have acceptable emergency candidates who could serve as CEO on an interim basis, if the present CEO resigns? What steps are being taken to test and develop the top internal candidates?	CO4
c.	"One of the most important factors in determining your happiness and success in a job is understanding your personality, also referred to as characteristics or attitudes". Do you agree with this statement? Give reasons. Also highlight the Holland's Theory of career development in this perspective and identify your personality section in the hexagon.	CO5
d.	"How does Donald Super's Developmental Theory of Career Development propose that individuals' self-concept evolves over their lifespan, impacting their career choices and trajectories?"	CO5

Q.4	**Case Analysis/ Situation Based QUESTIONS.** *Attempt any Two.*	**(2*15 = 30 Marks)**
	When Apple announced on December 16 that Philip Schiller, the company's senior vice President of worldwide product marketing, would deliver the keynote speech at this week's Macworld conference instead of CEO Steve Jobs, speculation swirled again about the future of the company — and Jobs' health. Jobs disclosed in August 2004 that he had a cancerous tumor removed from his pancreas. Responding to questions about his health, Jobs said in a January 5 open letter that he was suffering from a hormone imbalance and is receiving treatment and will remain CEO of Apple. "I have given more than my all to Apple for the past 11 years now. I will be the first one to step up and tell our board of directors if I can no longer continue to fulfill my duties as Apple's CEO," stated the letter. Meanwhile, the looming question of who would replace Jobs if he had to leave Apple remains unresolved for shareholders, analysts and customers. While the company maintains it has a succession plan, it has offered no details. Observers are left to question what Apple might look like without Jobs. Apple has a strong bench of executives who could succeed Steve Jobs, but major stakeholders, such as investors, customers and partners, don't know much about them. Everyone was wondering that who would be looking after Apple as CEO, as if Steve job leaves his position because of his health issues. Will the company hire a person from outside or will have a successor from within…is the question?	CO5/6 2
a.	Do you find any succession planning in this organization? What are the problems that an organization can face due to lack of succession plan if any?	
b.	Should the company hire a person from outside or should develop people from within as successors when a strong bench of executives is available with the company?	
c.	What steps should be followed by the organization to incorporate succession planning process?	

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END SEMESTER EXAMINATION, JUNE- 2025

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.*	(2x10 = 20 Marks)
a.	Sachin sees an ad for Levis jeans in the copy of India Today magazine he is reading. The ad would be considered a _____ while India Today magazine would be considered a _____. A. source; message B. channel; message C. message; receiver D. message; channel	CO1
b.	The _____ is an outside firm that specializes in the creation, production and/or placement of the communications message and that may provide other marketing and promotions related services. A. media organization B. sales promotion firm C. research organization D. advertising agency	CO1
c.	From the perspective of a promotional planner, the primary purpose of most media is to: A. entertain consumers B. inform consumers C. provide a way of reaching consumers with the company's marketing communications message D. help the company understand the marketplace	CO1
d.	Studies have shown that customers are more likely to be influenced by a salesperson who is: A. high in power B. very similar to them C. low in credibility D. low in expertise	CO1
e.	_____ are defined as external areas where there are favorable demand trends, where customer needs and wants are not being satisfied, and where a company thinks it can compete effectively. A. Market opportunities B. Market segments C. Competitive advantages D. Market strengths	CO1
f.	Consumer behavior is defined as: A. conspicuous consumption B. the process people engage in when searching for, selecting, and using products and services they need C. the act of physically purchasing a product D. the act of making a final decision as to which product to purchase	CO2
g.	Three reasons marketers are paying huge sums to have Virat Kohli as their celebrity spokesperson include: A. persuasiveness, primacy effect and reputational appeal B. creativity, source clutter and sleeper effect C. likeability, believability and popularity D. sincerity, simplicity and superhuman capabilities	CO2
h.	The role of the advertising department in a company using a decentralized product management system is to: A. plan and coordinate the advertising campaign B. provide advertising and promotion related support for the brand managers C. conduct marketing research D. develop sales programs	CO2
i.	When Coca-Cola only had one product in its line and was targeting everyone, the company was employing: A. concentrated marketing B. undifferentiated marketing C. market atomization D. niche marketing	CO2
j.	is something unique or special a firm possesses or does that gives it an edge over its competitors. A. Brand quality B. Brand equity C. A competitive advantage D. Brand power	CO2

P.T.O.

Q.2	SHORT ANSWER QUESTIONS – *Attempt any Five.*	**(4x5 = 20 Marks)**
a.	Comment on 'Pull Policy' for promotional strategy.	CO3
b.	Compare traditional marketing approach with contemporary IMC approach.	CO3
c.	Discuss the advantages of having a "De-centralized System" in Advertising department of a company.	CO3
d.	What are the pros and cons of 'DAGMAR' approach?	CO3
e.	Summarizes the various advantages and disadvantages of using Internet as an advertising medium in marketing communication.	CO4
f.	Throw some light on the elements of an effective 'Advertisement'.	CO4
g.	Compare 'Publicity' with Public Relation with example.	CO4

Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	**(3x10 = 30 Marks)**
a.	Choose and compare any TWO brands of Watch/Mobile/Car of Indian market and discuss how the companies has used Integrated Marketing Communications to build a strong brand image.	CO4
b.	Being a Brand Manager of a company which promotion tools you may use to communicate with Indian market consumers?	CO4
c.	In present scenario TV media has more advantages then disadvantages. Explain and justify with suitable examples.	CO5
d.	"Customer Relationship Management (CRM) is more important in B2B than B2C". Critically evaluate the statement and explain why people might feel this way. Are they right? Justify.	CO5

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	**(2x15 = 30 Marks)**
a.	Find an example of an Indian advertising TV campaign being used by a company and analyze this campaign in terms of the various elements of the communications process.	CO5
b.	"Marketing channel intermediaries are critical to the success of a company's marketing communication program". Critically evaluate the statement and explain the reasons	CO6
c.	"There have always been attempts to directly measure the effects of advertising on sales. At the same time, there are many who believe that this is rarely possible". Why is it so difficult to establish a relationship between advertising and sales? Illustrate and explain the same.	CO6

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END SEMESTER EXAMINATION, JUNE- 2025

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.***		**(2x10 = 20 Marks)**
	a.	What is BOT?	CO1
	b.	Write a short note on International Monetary System,	CO1
	c.	What is ADR?	CO1
	d.	Write a short note about the European Development Bank	CO1
	e.	What are the forms of FDI?	CO1
	f.	What is transaction exposure?	CO2
	g.	What is FII?	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.**		**(4x5 = 20 Marks)**
	a.	Explain in brief the problem and Challenges of Globalisation	CO3
	b.	Discuss the nature and scope of IFM	CO3
	c.	Explain the different types of letters of credit.	CO3
	d.	Define Euro Bond. Explain the different types of Euro Bond	CO3
	e.	Explain the objectives and functions of Asian Development Bank	CO4
	f.	Differentiate between BOP and BOT.	CO4
	g.	Distinguish between FDI and FII.	CO4
Q.3	**STRUCTURED QUESTIONS – Attempt any Three.**		**(3x10 = 30 Marks)**
	a.	Explain the financial techniques of managing transaction exposure.	CO4
	b.	What is current account? Discuss in detail the components of current account?	CO4
	c.	Explain the Implication of globalisation 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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END SEMESTER EXAMINATION, JUNE- 2025

B. B. A. Semester - VI

Course Name: Counselling Skills for Managers **Course Code: BBA612**

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

Note: Read all the instructions carefully.

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Q.1		**VERY SHORT ANSWER QUESTIONS** – *Attempt All.* **(2x10 = 20 Marks)**	**CO**
	a.	What is the primary goal of the initial counselling interview?	1
	b.	Name any two theoretical perspectives used to understand client behavior.	1
	c.	Define reference group in counselling.	1
	d.	State one feature of directive counselling.	1
	e.	What does SMART stand for in counselling goal setting?	1
	f.	Explain how cultural background influences client behavior.	2
	g.	Describe the concept of performance counselling.	2
	h.	What is the difference between directive and non-directive counselling?	2
	i.	How do SMART goals support problem-solving in counselling?	2
	j.	Explain the function of problem exploration in identifying client concerns.	2
Q.2		**SHORT ANSWER QUESTIONS** – *Attempt any Five.* **(4x5 = 20 Marks)**	**CO**
	a.	How can you apply steps from the counselling process to support a client, who is struggling to adapt to a new role at work?	3
	b.	Illustrate how reflecting emotions can support a client in distress.	3
	c.	Apply suitable steps to end a counselling relationship in a professional manner.	3
	d.	Show how body language can help identify a client's emotional state.	3
	e.	How does the use of open-ended questions differ from close-ended questions in a counselling session? Explain with examples.	4
	f.	Examine how ineffective questioning may hinder the progress of a counselling session.	4
	g.	Distinguish between counselling and performance feedback with reference to intent and method.	4
Q.3		**STRUCTURED QUESTIONS** – *Attempt any Three.* **(3x10 = 30 Marks)**	**CO**
	a.	How are the early and middle stages of a counselling relationship different? What does each stage focus on?	4
	b.	How do summarizing and paraphrasing help in counselling sessions? Why are they useful for clear communication?	4
	c.	Design a short counselling plan for a manager helping a new employee who feels left out. How will this plan support inclusion?	5
	d.	Plan a counselling session for an employee struggling with work pressure. How can you use counselling to reduce stress and improve focus?	5
Q.4		**CASE ANALYSIS/ SITUATION BASED** – *Attempt any Two.* **(2x15 = 30 Marks)**	**CO**
	a.	At *CoreGen Pvt. Ltd.*, a team member avoids eye contact, speaks very little, and often appears disengaged. How can you use verbal and non-verbal communication strategies during counselling to better understand and support this employee?	5
	b.	At *Zenith HR*, an employee repeats the same concerns in each session but shows no progress. How can better questioning and summarizing techniques as part of counselling skills help the conversation become more effective?	6
	c.	At *Nova Systems*, a senior employee shows little interest in team collaboration and dismisses input from younger colleagues. How would you use counsellor's attitudes and inclusive counselling techniques to improve team relationships and openness?	6

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END SEMESTER EXAMINATION, JUNE- 2025

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.***		**(2x10 = 20 Marks)**
	a.	What does the acronym SMART stand for?	(CO1)
	b.	Define Project.	(CO1)
	c.	What CPM	(CO1)
	d.	What does WBS stand for?	(CO1)
	e.	Define entrepreneur.	(CO1)
	f.	What are project constraints?	(CO2)
	g.	What are the main advantages of using a Gantt chart in project planning?	(CO2)
	h.	Define project risk.	(CO2)
	i.	Define operational cost.	(CO2)
	j.	Define angel investors.	(CO2)
Q.2	**SHORT ANSWER QUESTIONS** – ***Attempt any Five.***		**(4x5 = 20 Marks)**
	a.	Define project. Explain project scopes.	(CO3)
	b.	Differentiate between matrix and project organization.	(CO3)
	c.	.Briefly discuss the importance of pre-feasibility and feasibility studies in ensuring success in operation phase of the project.	(CO3)
	d.	Discuss project family tree. Give examples.	(CO3)
	e.	Explain project life cycle. Support your answer with appropriate diagram.	(CO4)
	f.	Enlist the main characteristics of Fabian and drone entrepreneurs.	(CO4)
	g.	Discuss the concept of SHGs. Explain role and function of SHGs. How these groups impacting society. Give your suggestion to make these groups more innovative and effective.	(CO4)
Q.3	**STRUCTURED QUESTIONS** – ***Attempt any Three.***		**(3x10 = 30 Marks)**
	a.	Explain women entrepreneurship. Determine the problems of women entrepreneurs. Highlight the special schemes for women entrepreneurs in India.	(CO4)
	b.	Determine the important causes of entrepreneurial failures. Suggest remedies to cope with these failures.	(CO4)
	c.	(a). Explain the project life cycle. Discuss its various stages in detail. (b). What is Social Cost Benefit Analysis (SCBA)? Explain the need of SCBA in appraising projects.	(CO5) (CO5)
	d.	Explore the potential avenues in Uttarakhand where new start-ups can be initiated.	(CO5)

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Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two sub parts.*	(2x15 = 30 Marks)
a.	Discuss the various methods of project selection. Support your answer with the help of appropriate examples.	(CO5)
b.	Describe venture capital financing. Elaborate the various stages of venture capital financing.	(CO6)
c.	Case : **"Reeta Singh: From Dairy Woman to Helicopter Owner"** Reeta Singh, 45 years old in January 2000, the founder of Mesco Company with an annual turnover of Rs.1,500 crore had to put hard labour to reach to the pinnacle of her success. When she was just 7 years old, her father retired from the post of lecturer. She got married with an Air Force Officer at the age of 19 years. When she felt boredom after marriage she planned to start a milk dairy. She started it with the three buffaloes at Hindon near Ghaziabad. She started earning profits from selling milk and thought to expand her dairy business. However, it was not accepted to the luck. Her husband was, meanwhile, transferred to Sarwana. Like most of the Indian wives, she joined her husband at Sarwana but certainly with her innate enterprising attitude. That place and situations do not deter one from marching ahead in accomplishing one's mission was certified by Reeta Singh by installing a Sugar Plant at Sarwana. She was so strong in her mission that she dared to do her own even the risky jobs like driving tractors packed with sugarcane. There came yet another trial for her. Her husband had to retire 20 years before his super annuation age as he fell prey to paralysis. Now, there was no other option for Reeta Singh but struggle and struggle. This struggle period sparked an altogether new business idea in her head. Reeta Singh started thinking of venturing into the export business that was least known to her. But she was firm on it and her ardent effort brought an order for the tune of 5,000 tons of Tepeo [a kind of cattle fodder] to supply to Germany and America. Reeta Singh somehow complied with the order without any sufficient capital at her disposal and toured Germany all alone. Though she did not earn any profit out of her business tour to Germany, she could well understand the complex procedure involved in export business. This came as a turning point in her life. Then, there was no looking back for Reeta Singh. The Hindi word 'Singh' means Lion. The name 'Reeta Singh' symbolises 'Lion'. She was so strong in strengths and serious in efforts as lion is. Today, the outcomes of Reeta Singh's tireless hard labour to achieve greater and greater things in life are the Mesco Pharmaceuticals, Steel plant, Leather Goods, Shoe Company, and Mesco Airlines. There is no denying of the fact that to erect such a gigantic business empire and to reach to her self-actualisation stage, Reeta Singh underwent through every trail of struggles she was put in. That is why her success founded on series of struggles has made Reeta Singh inclined to simple life and ordinary things. She does not like much to join the status symbol parties till late night. What she likes is to look after her business empire by travelling abroad in her own two Helicopters. She likes to pass her holidays in her holiday home in Mauritius. In fact, her likings are bundles of contradictions. While she likes to be adorned with diamond and pearl, she loves to remember her days of struggle by looking at people travelling on richshawas and in jampacked DTC and blue line buses while travelling in her costliest Rolls Royes on the heavily crowded roads in the national capital city of Delhi. This is not the end of her likings. Last time, she also contested from the Ghaziabad parliamentary constituency which she lost. She wants to live life with fulfilment for which she is always ready to take any risk. Reeta Singh believes: "Risk needs to be taken in life because it is impossible to climb the stairs of success without taking risks." **QUESTIONS:** **I.** In your opinion, which theory of motivation does apply to Reeta Singh? **II.** Discuss the major entrepreneurial competencies that you find in this case? **III.** Determine the challenges faced by Reeta Singh during her journey of entrepreneurship.	(CO6)

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END SEMESTER EXAMINATION, JUNE- 2025

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.***	**(2x10 = 20 Marks)**	
a.	What is an export permit?		CO1
b.	Explain the importance of proper packaging in export.		CO1
c.	What is the role of a freight forwarder?		CO1
d.	Define export controls.		CO1
e.	What does a certificate of insurance cover?		CO1
f.	Write the full form of IEC.		CO1
g.	What is the Harmonized System (HS) code used for?		CO2
h.	What is a proforma invoice?		CO2
i.	Explain the significance of accurate export documentation.		CO2
j.	Write the full form of DGFT.		CO2
Q.2	**SHORT ANSWER QUESTIONS – *Attempt any Five.***	**(4x5 = 20 Marks)**	
a.	Explain the significance of Incoterms in export documentation and procedures.		CO2
b.	Explain the role of EXIM banks in exports.		CO2
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.	What is the responsibility of the exporter in export documentation?		CO3
g.	Explain the term duty drawback.		CO3
Q.3	**STRUCTURED QUESTIONS – *Attempt any Three.***	**(3x10 = 30 Marks)**	
a.	Describe the function of a letter of credit in export transactions.		CO3
b.	Explain the role of Carry & Forward agents in export trade.		CO3
c.	What are the different modes of entering international markets?		CO4
d.	Explain various risk management strategies in exports.		CO4
Q.4	**Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.***	**(2x15 = 30 Marks)**	
a.	Analyze the challenges faced by small and medium-sized enterprises (SMEs) in accessing international markets. Discuss how government export promotion initiatives and support services can address these challenges and enhance SME participation in global trade.		CO5
b.	Explain the concept of export documentation and its importance in international trade transactions.		CO5
c.	What are various types of risk as per export credit guarantee corporation?		CO5

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END SEMESTER EXAMINATION, JUNE- 2025

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.	What role do values play in society?	CO1
	b.	Define empathy.	CO1
	c.	What is the significance of trust in business?	CO1
	d.	Explain the concept of virtue ethics.	CO1
	e.	Explain courage as a human value.	CO1
	f.	Why is honesty valued in business?	CO1
	g.	How do values influence ethical decision-making?	CO1
	h.	What is the difference between ethics and morality?	CO1
	i.	Define Humanity as a value.	CO1
	j.	Define Geographical Indicators.	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.	Identify the relevance of Human values for satisfaction in life.	CO1
	c.	Should companies prioritize profits over ethical considerations in protecting their intellectual property?	CO1
	d.	How can an understanding of ethics prevent corruption?	CO2
	e.	Enlist civic virtues giving suitable examples.	CO2
	f.	Discuss what is an ethical dilemma is.	CO2
	g.	Explain different organizational values.	CO2

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Q.3	**STRUCTURED QUESTIONS** – ***Attempt any Three.***	**(3x10 = 30 Marks)**	
	a.	Business ethics is of no practical importance to managers. Debates about right and wrong should be left to the classroom. Critically evaluate this statement.	CO3
	b.	Professionalism is a quality which can take you to greater heights in your career" Elaborate upon the statement mentioning the important components of professionalism	CO4
	c.	Indian Scriptures like Vedas, Upanishads, Gita, Ramayana and Mahabharata are full of wisdom about thoughts on management. Discuss how a manager can apply the Indian Ethos to manage people with a holistic approach.	CO3
	d.	Differentiate between teleological and deontological ethical theories giving suitable examples.	CO2

Q.4	**Case Analysis/ Situation Based QUESTIONS** – ***Attempt any Two.***	**(2x15 = 30 Marks)**	
	a.	A large retail chain with stores worldwide is facing allegations of unethical labor practices in its supply chain. Reports from investigative journalists and advocacy groups reveal instances of child labor, unsafe working conditions, and exploitation of workers in factories producing goods for the company. Despite these allegations, the retail chain has continued to maintain its relationships with suppliers in order to meet consumer demand and keep prices competitive. **Answer the following question in reference to the case: (15)** **What are the ethical responsibilities of the retail chain towards the workers in its supply chain, particularly in countries with weaker labor laws and enforcement mechanisms?**	CO4 & 5
	b.	You are a traffic constable and while on duty you see 3 people riding a motorcycle without a helmet and jumping the red signal. On stopping them, you came to know that one of them met with an accident due to potholes and is severely bleeding and due to non-arrival of ambulance they are taking him to the hospital. On further enquiry, you came to know that the driver does not have a driving license and works as day wager. While on his way to work, he found the man lying injured on the road and in a rush to take him to hospital, he left his helmet on the site of an accident. The driver expresses his financial inability to pay increased fines. Recently, due to the enforcement of new Motor Vehicles Act, you are under severe pressure from your seniors for strict enforcement. 1. **What are the ethical issues involved and the options available to you in such a situation? (10)** 2. **Also suggest a course of action you would like to follow. (05)**	CO5 &5
	c.	Discuss the importance of professional ethics and how it can be applied to the various functional areas of Marketing, Human Resource, Finance and IT. **(15)**	CO5

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