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END SEMESTER EXAMINATION, DECEMBER - 2023

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. CO5

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

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END SEMESTER EXAMINATION, DECEMBER - 2023

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 VERY SHORT ANSWER QUESTIONS – *Attempt All.* **(2x10 = 20 Marks)**

- **a.** What is financial statement analysis? CO1
- **b.** Explain the significance of a Director's Report in an annual report. CO1
- **c.** Define Short- term and Long-term analysis. CO1
- **d.** How are financial analysts involved in the interpretation of annual reports? CO1
- **e.** Describe the purpose of reformulating the balance sheet for analysis. CO1
- **f.** Describe the purpose of ratio analysis. CO2
- **g.** Explain the use of common size analysis in financial statement analysis. CO2
- **h.** Discuss the term "Cash flow" and its significance in financial performance evaluation. CO2
- **i.** Explain the components of an income statement and their role in financial analysis. CO2
- **j.** How is an income statement reformulated to account for tax allocation? CO2

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

- **a.** Apply the Du Pont Control Chart to evaluate a company's financial performance. CO3
- **b.** Solve a problem related to the role of "Notes to Account" in financial reporting. CO3
- **c.** Apply financial ratios to assess a company's profitability and efficiency. CO3
- **d.** Solve a case and compute Debt- Equity ratio from the following information: CO3

particulars	**Amount (Rs.)**
1000 equity shares @100 each	1,00,000
General reserve	50,000
Statement of P& L	25,000
Debentures	1,00,000
Trade payables	30,000
Outstanding expenses	10,000

- **e.** Analyze a case study involving trend analysis and common size analysis in comparative financial statement analysis. CO4
- **f.** Examine the working capital ratio from the following information: CO4

particulars	**Amount (Rs.)**
Cash	30,000
Trade receivables	15,000
Inventories	10,000
Prepaid expenses	5,000
Creditors	15,000
Bills payables	3,000
Sales	50,000
purchases	36,000
purchase returns	6,000

- **g.** Analyze the differences between long-term solvency and short term solvency or liquidity with the help of ratios to analyze these types. CO4

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

a. Analyze a Du Pont Control Chart to assess the return on assets and provide insights into potential areas for improvement and performance enhancement. CO4

b. Examine the Average rate of return from the following information and select best project for investment: CO4

	Project X	Project Y
Initial investment	Rs. 20,000	Rs. 30,000
Estimated life	4 Years	5 Years
Scrap value	NIL	NIL
Profit before depreciation & taxes are as follows:		
Year 1	Rs. 2,000	Rs. 3,000
Year 2	Rs. 1,500	Rs. 3,000
Year 3	Rs. 1,500	Rs. 2,000
Year 4	Rs. 1,000	Rs. 1,000
Year 5	----------	Rs. 1,000

If the required rate of return is 12%, which project should be undertaken?

c. Evaluate the following income statement and calculate cash flow from operating activities: CO5

Dr. **Cr.**

	Rs.		Rs.
To material purchase	50,000	By sales	1,05,000
To wages paid	16,000	By commission due	8,000
To wages O/S	2,000	By commission received	7,000
To salaries	15,000		
To salaries O/S	5,000		
To loss on sale of plant	3,000		
To net profit (balancing figure)	29,000		
	1,20,000		1,20,000

d. Critique the different techniques of analyzing financial statements with their importance and limitations. CO5

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

a. Evaluate the following information and prepare a comparative balance sheet of ABC ltd. : CO5

Particulars	31-03-2022 (Rs.)	31-03-2023 (Rs.)
Equity share capital	25,00,000	25,00,000
Non-current assets	30,00,000	36,00,000
Reserve & surplus	5,00,000	6,00,000
Non-current investment	5,00,000	5,00,000
Long-term loan	15,00,000	15,00,000
Current assets	15,00,000	10,50,000
Current liabilities	5,00,000	5,50,000

b. Develop a process to find the best alternative of investment by the pay-back period method on the basis of the following information: CO6

	Project A	Project B	Project C
Investment	Rs. 1,00,000	Rs. 1,00,000	Rs. 1,00,000
	Cash inflows		
1 year	Rs. 30,000	Rs. 30,000	Rs. 10,000
2 year	Rs. 30,000	Rs. 40,000	Rs. 20,000
3 year	Rs. 30,000	Rs. 20,000	Rs. 30,000
4 year	Rs. 30,000	Rs. 10,000	Rs. 40,000
5 year	Rs. 30,000	Rs. 5,000	---------

c. Write a report on the concept of ratio analysis, its utility and limitations with an explanation of the different types of ratios used by a company to analyze its financial statements. CO6

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END SEMESTER EXAMINATION, DECEMBER - 2023

B. B. A. Semester - V

Course Name: Understanding Digital Marketing **Course Code: BBA523**

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 history of digital marketing ?		**CO1**
b.	Define search engine optimisation?		**CO1**
c.	What are organic and paid advertisement ?		**CO1**
d.	How do you see email advertising ?		**CO1**
e.	What are phishing in cyber world ?		**CO1**
f.	Explain POE media.		CO2
g.	Give a note on PPC .		CO2
h.	What is the click and impression ratio .		CO2
i.	What is affiliate marketing ?		CO2
j.	What is CHATBOT .		CO2

Q.2	**SHORT ANSWER QUESTIONS** – *Attempt any Five.*	**(4x5 = 20 Marks)**	
a.	Explore the advantages and challenges of utilizing video networks in digital marketing. How can businesses leverage video content to enhance brand visibility, and what metrics are crucial for measuring the success of video ad campaigns?		CO3
b.	What is the role of ad serving in digital advertising, and how does it contribute to the efficient delivery of ads to target audiences?		CO3
c.	Explain SEO ,How can businesses effectively conduct keyword research, and what role does content play in SEO strategies.		CO3
d.	Describe the fundamental principles of affiliate marketing. How can businesses build and maintain successful relationships with affiliates, and what strategies can be employed to track and measure the performance of affiliate campaigns?		CO3
e.	What factors should be considered when selecting the most suitable media channels for a digital advertising campaign?		CO4
f.	Explain the key elements that make a banner ad effective. How can businesses optimize banner ads for different devices and platforms to enhance their reach and engagement?		CO4
g.	Evaluate the digital marketing .Also tell various types of digital marketing methods popular now a days .		CO4

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

a. Develop a comprehensive website strategy for a small business that sells handmade crafts online. Consider the user experience, navigation, and content organization. How would you optimize the website for search engines, and what role does mobile responsiveness play in enhancing the overall user experience? Discuss the importance of clear calls-to-action and how they contribute to the success of the website. CO4

b. Explain the POE framework in digital marketing and provide examples for each component (Paid, Owned, Earned). How can a small business effectively leverage each element of the framework to create a cohesive and integrated marketing strategy? Discuss the advantages and potential challenges associated with each category, emphasizing the importance of a balanced approach in achieving marketing objectives. CO4

c. Compare and contrast behavioral and contextual targeting in digital advertising. How do these targeting methods work, and what are the key differences between them? Provide examples of situations where each targeting method would be most effective. Discuss the ethical considerations associated with behavioral targeting and how businesses can maintain a balance between personalized advertising and user privacy. CO5

d. A startup is keen to understand the performance of its digital marketing efforts. Outline the key digital marketing analytics metrics that the business should track and analyze. How can these metrics provide insights into the effectiveness of various online campaigns, social media activities, and website performance? Discuss the tools and platforms that beginners can use to gather and interpret digital marketing analytics data, emphasizing the importance of data-driven decision-making. CO5

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

a. You've been hired to develop a digital marketing strategy for a local bakery that wants to increase its online presence and boost in-store foot traffic. The bakery specializes in artisanal bread and pastries. Outline the key elements of your digital marketing plan, including specific platforms, content strategies, and engagement tactics tailored to the bakery's target audience. CO5

b. Your company is facing a negative social media campaign initiated by a dissatisfied customer. The complaints are gaining traction, and the brand's reputation is at risk. Develop a crisis management plan for handling the situation, including strategies for addressing the customer's concerns, mitigating reputational damage, and turning the narrative into a positive one. CO6

c. Your company is about to launch a new tech gadget, targeting a younger demographic. The marketing team is considering leveraging social media influencers to promote the product. Develop a plan outlining how you would identify, approach, and collaborate with influencers. Include considerations for measuring the campaign's success and ensuring authenticity in influencer partnerships. CO6

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END SEMESTER EXAMINATION, DECEMBER - 2023

B. B. A. Semester - V

Course Name: Compensation Management **Course Code: BBA513**

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

Note: Read all the instructions carefully.

			CO
Q.1	**VERY SHORT ANSWER QUESTIONS** *Attempt All.*	**(2x10 = 20 Marks)**	**CO**
a.	Define Compensation.		1
b.	What is Overtime?		1
c.	What is Minimum Wage?		1
d.	Define wage policy.		1
e.	What is a pay band?		1
f.	Explain the concept of Fair Wage.		2
g.	What are Wage Boards and their purpose?		2
h.	What does 'cost to company' include?		2
i.	Explain what basic pay means in salary structure.		2
j.	Define grade pay and its role in employee salaries.		2
Q.2	**SHORT ANSWER QUESTIONS** – *Attempt any Five.*	**(4x5 = 20 Marks)**	**CO**
a.	How various factors impact the determination of pay scales?		3
b.	How can a company use compensation philosophy to design its salary structure?		3
c.	How the concept of skill-based compensation is applied in different job roles.		3
d.	How do competence and skills impact compensation in various industries?		3
e.	Analyze the concept of pay-for-knowledge in compensation management and its impact on employee motivation.		4
f.	Examine how employee benefits contribute to job satisfaction in different organizational structures.		4
g.	Analyze the compensation challenges during mergers and acquisitions and their effects on employee morale.		4
Q.3	**STRUCTURED QUESTIONS** – *Attempt any Three.*	**(3x10 = 30 Marks)**	**CO**
a.	Critically examine the significance of Job Evaluation in shaping a company's compensation strategy.		4
b.	Define pay for performance and examine its relationship with compensation management and employee performance.		4
c.	Explain how market trends influence the structuring of pay scales within organizations.		5
d.	Define competency-based pay and assess its role in employee motivation and retention.		5
Q.4	**CASE ANALYSIS/ SITUATION BASED** – *Attempt any Two.*	**(2x15 = 30 Marks)**	**CO**
a.	In the context of increasing automation, how should a company adjust its compensation strategy for employees whose roles are evolving?		5
b.	Imagine a scenario where an organization is challenged by an Industrial Tribunal over its wage determination process. What steps should the organization take to address this issue?		6
c.	For a company transitioning to a remote work model, what compensation-related adjustments might be necessary to accommodate this new working arrangement?		6

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END SEMESTER EXAMINATION, DECEMBER - 2023

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.	What is prototyping?	(CO1)
	c.	Explain the role of system analyst.	(CO1)
	d.	Explain ITES.	(CO1)
	e.	Define system testing.	(CO1)
	f.	Describe economic feasibility.	(CO1)
	g.	List four ERP application software.	(CO3)
	h.	Define CRM.	(CO3)
	i.	What is data diddling?	(CO4)
	j.	What is prescriptive information?	(CO1)

Q.2		**SHORT ANSWER QUESTIONS –** ***Attempt any Five.***	**(4x5 = 20 Marks)**
	a.	Explain the different kinds of information systems.	(CO1)
	b.	Design context level, first level DFDS and ERD for hospital emergency department.	(CO2)
	c.	Explain the roles and responsibilities of system administrator	(CO1)
	d.	Explain the evolution process of management information systems in an organization.	(CO1)
	e.	Information system deployment\installation is one of the most pivot activities. Determine the various techniques of system deployment\installation. Which technique of system deployment you will recommend for critical setups and why?	(CO2)
	f.	Mention the different phases of decision-making process.	(CO3)
	g.	Define system maintenance. Evaluate the various system maintenance techniques.	(CO1)

Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3x10 = 30 Marks)
a.	The deliverables in each of the steps of a traditional Systems Development Life Cycle (SDLC) are related. Justify the statement with respect to the phases of SDLC.	(CO1)
b.	"In the end, the information system is recognized only as a foundation for human judgment, insight and inventiveness." Discuss.	(CO4)
c.	"If a firm does not want to use its own internal resources to build and operate information system, it can hire an external organization that specializes in providing these services to do the work." Explain the statement. Also, explain the advantages and disadvantages of outsourcing.	(CO3)
d.	Explain the types of information. Give example of each information type.	(CO1)

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt both parts.*	(2x15 = 30 Marks)
a.	Overhauling the Information Systems Environment Multibase Company Limited is a diversified business group with interests in fabric and yarn manufacturing, paper and pulp, and cement. Its manufacturing units are located across the country and number eight- one for fabric, two for yarn, two for paper and pulp, and three for cement. While the head of each unit has considerable operational autonomy, strategic decisions considering these units, such as capacity expansion, procurement of new technology involving substantial investment, etc., are made at the headquarter located in Delhi. The HQ monitors the performance of every unit though weekly and monthly reports are which are prepared by CBIS installed at each unit. Often considerable amount of time of the senior executives based at the headquarters is taken away in analyzing these reports and drawing inferences for planning and control. The result is that the senior executives Himadri Barman, Centre for Management Studies, Dibrugarh University, Dibrugarh 786 004, Assam, India Downloaded from http://himadri.cmsdu.org 7 have little time for strategic thinking which they feel is a must in the present competitive environment. The CEO of the company has thus proposed to develop suitable computer based systems which might be helpful in understanding the current status of various manufacturing units in terms of their overall performance, the type of environmental constraints that operate in the three business that exist for enhancing capacity in these business areas. **Questions :** I. What systems would you propose that would serve the company's needs? II. Considering that the company already has CBIS installed, will you contemplate complete overhaul of the systems or add functionalities of the existing systems? Justify your line of action. III. c. Justify the requirement of a Chief Information Officer (CIO) in the context of the given caselet.	(CO3)
b.	Google Docs is a free web based office suit through which documents, spreadsheets, presentations, forms, etc. can be created. Additionally, it also acts as a data storage service. By default, anything that is created is stored in Google servers. Google Docs serves as a collaborative tool for editing amongst users and non-users in real time as documents can be shared, opened and edited by multiple users at the same time. Its popularity among businesses is growing due to enhanced sharing features and accessibility. A mobile version of Google Docs also exists. **Questions:** (i). What advantages does a product like Google Docs provide to an organization for managing and disseminating information? (ii). Elucidate on the potential disadvantages of such a system. (iii). In your opinion, should an organization use something like Google Docs in place of office automation software like MS Office? Why or why not?	(CO3)

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END SEMESTER EXAMINATION, DECEMBER - 2023

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.	Explain the types of sales meeting and sales contests		CO-1
b.	What do you understand by sales territory?		
c.	What do you mean by Sales-meeting?		
d.	Discuss the purpose of sales quota		
e.	Define 'Sales Quota'		
f.	What are the objectives of a sales meeting and sales contests?		
g.	Name the different types of sales quota.		
h.	Discuss the types of sales territories highlighting their utility and importance.		
i.	Discuss the procedure of setting sales territories		
j.	Why the sales meetings have become so important in success of firm?		

Q.2	SHORT ANSWER QUESTIONS – *Attempt any Five.*	(4x5 = 20 Marks)	
a.	Briefly state the important stages of personal selling process.		CO-2
b.	Explain the role of sales meeting and sales contests to improve Sales-Force's Productivity and performance?		CO-4
c.	Explain the limitations of sales forecasting methods.		CO-3
d.	"The elements of a transactional selling are difficult to determine." Comment.		CO-4
e.	Describe the personal selling process.		CO-2
f.	How the sales analysis techniques have become so important in success of firm?		CO-2
g.	What are the determinants of sales forecasting?		CO-1

Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3x10 = 30 Marks)	
a.	How to improve Sales-Force's Productivity and performance? Explain.		CO-4
b.	Describe the quantitative methods of sales forecasting		CO-3
c.	What do you mean by Sales-analysis? Explain with suitable example.		CO-2
d.	What do you understand by relationship selling?		CO-1

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	(2x15 = 30 Marks)	
a.	Distinguish between salesmanship and Personal Selling.		CO-3
b.	Briefly state the important stages of personal selling process.		CO-4
c.	Define sales forecasting & explain all methods using an example.		CO-2

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Enrol. No. | S | R | H | U | | | | | | | | | Regn. No. | D | D | | | | | | | | | | |

END SEMESTER EXAMINATION, DECEMBER - 2023

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. **(2x10 = 20 Marks)**

a. Define occupational disease CO1

b. What are different types of Disablement CO1

c. What is the maximum Bonus CO1

d. What is set on of Bonus CO1

e. What is the eligibility for Payment of Wages act? CO1

f. What is the eligibility criterion to get ESI coverage? CO1

g. What is minimum bonus under the Bonus Act? CO1

h. What are the eligibility criteria for employees to receive gratuity? CO1

i. What is recognized Trade union as per the Trade unions act? CO1

j. What is the eligibility for payment of wages act 1936? CO1

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

a. An employee works with an organization for 20 yrs. His last month salary is as under:
Basic : 55000
DA : 27000
HRA : 15000
TA : 9000
Medical: 6000
Calculate the gratuity payable to the employee. CO5

b. It was clearly displayed in the manufacturing room of a factory that no worker should enter the room without wearing the safety eye glasses. A worker, Ram enters the room without wearing the safety glasses and starts working which leads to eye injury. The left eye of the employee got completely damaged leading to the case of partial disablement. The employee claims for the compensation but the management rejects the claim, due to the fact that it was negligence on the part of employee. Should the management pay the compensation in this case as per law? Give reasons. CO3,4

c. A group of 15 employees working with factory, absent themselves without due notice for three days. The management decides to deduct the wages of these 15 workers for six days. The workers filed a complaint against the management; appealing that the deduction for six days wages for two days absence was illegal and thus only two days wages should be deducted for two days absence. Who is right? Workers or Management. Give reasons. CO3,4

d. What are the various reasons and circumstances in which an employee can withdraw/take advance from his/her PF account while on job as per PF act 1952? CO1,CO3

e. A worker joins an organization on 1st August, 2022 and meets an accident leading to disablement on 2nd November, 2022. The worker is contributing in ESI fund. The worker demands disablement benefit from the organization. Is he liable to get disablement benefit under ESI? Give reasons. CO3,4

f. Under what circumstances the employer is not liable to pay compensation in case of disablement? CO3,4

g. Critically analyze the Trade Union movement in India and highlight any four reasons for its failure. CO3,4

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

a. What are the various reasons and circumstances in which an employee can withdraw/take advance from his/her PF account while on job as per PF act 1952? CO1,CO3

b. Explain the benefits that can be availed by the insured employee under ESI Act? CO1,2

c. Critically examine and discuss the permissible deductions from wages that can be made by the employer under Payment of Wages Act, 1936? CO3,4

d. An employee is drawing monthly wages of Rs 16,000. Calculate the monthly contribution of employer and employee to his/her ESI fund. What are the various benefits available to this employee, once he/she becomes an ESI card holder? CO3,5

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

a. A worker while working on machinery in plant met an accident and lost his one hand. The case accounted to permanent partial disablement. The worker was born on 16 April, 1978 and met an accident in 3rd January, 2022. His last drawn wages are Rs. 16000/month. Calculate the compensation for this case. Loss of one hand accounts to 50% loss. CO5,6

b. An employee's monthly salary is as under:

Basic : 30,000
DA : 11000
HRA : 3000
TA : 2000
Medical: 2000

Calculate the monthly contribution of employer and employee to the provident fund and pension fund of PF. CO5,6

c. An employee drawing a monthly wage of Rs. 24,000 meets with an accident while working on a machine and dies on 28th March, 2022. He was born on 11th May, 1980. Calculate the amount of compensation payable to him. CO5,6

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END SEMESTER EXAMINATION, DECEMBER - 2023

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)**

a. What are Financial system? CO1
b. Explain Primary Market? CO1
c. What are the indicators of Financial development? CO2
d. Explain the concepts of Risk? CO2
e. What do you understand by the Non-banking financial institutions? CO2
f. What is Secondary market? CO1
g. Define money market. CO1
h. What are the importance of financial services? CO2
i. Explain the term Pension funds. CO1
j. What is expected return? CO2

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

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

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

a. Explain the role and functions of SIDBI in the development of small industries and promoting employment in rural sectors. CO3

b. In the context of contemporary business practices, leasing has emerged as a crucial financial instrument with widespread applications across various industries. Provide a comprehensive exploration of the multifaceted landscape of leasing, delving into its fundamental principles, types, and the key considerations that businesses and individuals must take into account when opting for leasing arrangements? Furthermore, how does leasing compare to traditional forms of financing, such as loans and outright purchases, in terms of cost-effectiveness, flexibility, and risk mitigation. CO3

c. 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

d. 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

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?
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

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END SEMESTER EXAMINATION, DECEMBER - 2023

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 are some of the challenges in managing capacity in the services industry? **[CO-1]**
b. What is the purpose of service blueprinting? **[CO-1]**
c. What is the primary role of promotions in service marketing? **[CO-1]**
d. What is market segmentation? **[CO-1]**
e. What is positioning in the context of services marketing? **[CO-1]**
f. How can failing to meet customer expectations in terms of service timeliness impact a service business? **[CO-2]**
g. What is the role of process design in delivering consistent and efficient services? **[CO-2]**
h. How does aligning promotional strategies with the unique characteristics of services enhance their effectiveness? **[CO-2]**
i. How does aligning promotional strategies with the unique characteristics of services enhance their effectiveness? **[CO-2]**
j. How does differentiation set a service apart from its competitors? **[CO-2]**

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

a. Imagine you are launching a new fitness app in a highly competitive market. How would you position your app to stand out from existing fitness apps? **[CO-3]**
b. Imagine you are managing marketing for a luxury spa. Describe the market segments you would identify and explain how you would tailor services for each segment. **[CO-3]**
c. Using a real-life example, describe how a service has successfully differentiated itself from competitors. **[CO-3]**
d. As a marketing manager for a new restaurant, describe how you would utilize marketing communications to influence customer expectations positively. **[CO-3]**
e. Analyze the benefits of market segmentation for a multinational airline. **[CO-4]**
f. Compare and contrast the characteristics of transactional marketing and relationship marketing in the context of customer loyalty. **[CO-4]**
g. Analyze the role of a value proposition in attracting target customers. **[CO-4]**

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

a. Analyze the potential long-term benefits of the Service Recovery Paradox for a service business in terms of customer loyalty and word-of-mouth marketing. **[CO-4]**
b. Analyze how the "Process" element can be a source of competitive advantage for service businesses, citing examples. **[CO-4]**
c. Evaluate the role of intermediaries in enhancing service delivery. **[CO-5]**
d. Assess the impact of poor positioning on a service's market performance and customer acquisition. **[CO-5]**

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

a. Evaluate the impact of inconsistent messaging across different promotional channels. What are the potential consequences for a service brand? **[CO-5]**
b. Develop a service blueprint for a car rental company that includes customer interactions at various touchpoints, from online reservations to vehicle return. **[CO-6]**
c. Develop a comprehensive capacity management plan for a movie theater, considering demand forecasting, flexible scheduling, and technology integration. **[CO-6]**

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END SEMESTER EXAMINATION, DECEMBER - 2023

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.* **(2*10 = 20 Marks)**

a. Explain the difference between primary and secondary stakeholders. CO1
b. Explain the difference between PESTEL analysis and SWOT analysis. CO1
c. Explain the difference between differentiation and cost leadership strategies. CO1
d. Explain the difference between marketing strategy and operations strategy. CO1
e. Explain the concept of cultural diversity and its impact on international business strategies. CO1
f. Explain the importance of effective communication during change management. CO2
g. Explain the importance of due diligence in the context of mergers and acquisitions. CO2
h. Explain how organizational culture influences employee behavior and decision-making. CO2
i. Explain the difference between capabilities and competencies in strategic management. CO2
j. Explain the concept of leading and lagging indicators in the context of the Balanced Scorecard. CO2

Q.2 SHORT ANSWER QUESTIONS – *Attempt any Five.* **(4*5 = 20 Marks)**

a. Analyse how value chain activities contribute to cost advantage and differentiation strategies. How can companies leverage this analysis for strategic positioning? CO3
b. Analyse the role of strengths in a SWOT Analysis. How can organizations leverage their strengths to gain a competitive advantage? CO3
c. Analyse the potential advantages and disadvantages of diversification as a growth strategy. How can companies mitigate the risks associated with diversification? CO3
d. Examine the concept of a strategic alliance in the business context. Provide examples of successful strategic alliances and discuss the reasons companies choose this collaborative approach. Analyze the key benefits and potential challenges associated with forming strategic alliances, and highlight the role of such partnerships in achieving long-term strategic objectives." CO4
e. "What is the significance of core competence in a business context? Provide a concise definition and offer a small-scale example to illustrate how businesses can leverage core competencies to gain a competitive advantage in their respective industries." CO4
f. Tell the strategic management process and it's components with proper explanation. CO4
g. How competitive advantage can be said ad sustainable? Tell few examples of sustainable competitive advantage. CO4

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Q.3 STRUCTURED QUESTIONS – *Attempt any Three.* **(3*10 = 30 Marks)**

a. "How has Google's strategic management contributed to its remarkable success in the technology industry? Analyze key strategic decisions, such as product diversification, technological innovation, and global expansion, and discuss how these factors have shaped Google's competitive advantage. As a student aspiring to understand strategic management, what lessons can be drawn from Google's success in terms of adapting to market dynamics, fostering innovation, and sustaining a global brand?"

b. "Examine the relationship between corporate governance and social responsibilities within organizations. How does effective corporate governance contribute to the fulfillment of social responsibilities, and vice versa? Provide examples of companies that have successfully integrated corporate governance and social responsibility practices, and discuss the positive impacts on organizational performance and reputation. As a student exploring these concepts, what challenges do you anticipate companies might face in balancing corporate governance and social responsibilities, and how can these challenges be addressed?" CO5

c. "In the context of business, what does the term 'social responsibility' entail? Provide examples of how businesses can demonstrate social responsibility, both towards the community and the environment. Discuss the potential benefits that socially responsible practices can bring to a company's reputation and long-term sustainability. As a student, how would you evaluate the effectiveness of a business in fulfilling its social responsibility, and what key factors should companies consider when integrating social responsibility into their strategies?" C05

d. "Examine the importance of environmental analysis for businesses, focusing on both external and industry environmental factors. How does a comprehensive external environmental analysis contribute to strategic decision-making? In the context of industry environmental analysis, discuss the key elements that companies should consider to gain a competitive edge. Provide examples of how businesses have successfully adapted their strategies based on insights derived from external and industry environmental analyses. As a student, what methodologies or tools would you recommend for conducting an effective environmental analysis, and why?" CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.* **(2*15 = 30 Marks)**

CO5

a. **Case: XYZ Pharma Merger**

Background: XYZ Pharma, a mid-sized pharmaceutical company, is operating in a highly competitive market. In light of industry changes, increased research and development costs, and the need for a broader product portfolio, XYZ Pharma is considering a merger with ABC Biotech, a smaller but innovative biotechnology firm. Both companies specialize in oncology treatments.

Situation: XYZ Pharma has been evaluating various growth strategies, and a merger with ABC Biotech seems promising due to its potential to enhance research capabilities and expand the product pipeline. However, there are concerns about the integration process, cultural differences between the two companies, and potential challenges in aligning business strategies.

Questions:

1. Analyze the strategic rationale behind XYZ Pharma's decision to consider a merger with ABC Biotech. What potential synergies and benefits can arise from this merger in the pharmaceutical industry?
2. Examine the industry trends and competitive landscape that may have influenced XYZ Pharma's decision to pursue a merger as opposed to other growth strategies.

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b. **SWOT Analysis for XYZ Corporation** CO(

Background: XYZ Corporation is a well-established company operating in the consumer goods industry. The company has been facing challenges in recent years due to increased competition, changing consumer preferences, and disruptions in the supply chain. The leadership team is keen on re-evaluating the company's strategic position through a comprehensive SWOT analysis.

Situation: XYZ Corporation has identified the need to conduct a thorough SWOT analysis to gain insights into its internal strengths and weaknesses as well as external opportunities and threats. The goal is to inform strategic decision-making, identify areas for improvement, and leverage the company's strengths to gain a competitive advantage.

Questions:

1. **Conduct a SWOT analysis for XYZ Corporation, identifying at least three internal strengths and weaknesses, and three external opportunities and threats.**
2. **Examine how XYZ Corporation's strengths can be leveraged to capitalize on the identified opportunities in the market. Provide specific strategic recommendations.**

c. **Global Expansion at Tech Innovators Inc.** CO(

Background: Tech Innovators Inc., a successful technology company known for its cutting-edge products, has been thriving in its domestic market. However, with the increasing demand for its products worldwide and the desire to tap into emerging markets, the company is contemplating a global expansion strategy.

Situation: Tech Innovators Inc. is considering expanding its operations to several international markets, including Asia, Europe, and South America. The company aims to increase its market share, capitalize on new business opportunities, and diversify its revenue streams. The leadership team is aware of the challenges associated with global expansion, such as cultural differences, regulatory complexities, and competition from local players.

Questions:

1. Analyze the strategic reasons behind Tech Innovators Inc.'s decision to expand globally. What potential benefits and risks can arise from this expansion strategy in the technology industry?
2. Examine the market trends and competitive landscape in the international regions where Tech Innovators Inc. is considering expansion. How might these factors influence the company's entry strategy?