

Total No. of Questions : 3]

SEAT No. :

P2094

[5802] - 501

[Total No. of Pages : 2

T.Y. B.B.A.

**RESEARCH METHODOLOGY (GC-501)
(2019 Pattern) (CBCS) (Semester-V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer all questions.*
- 2) Figures to the right side indicate full marks.*

Q1) A) Multiple choice questions. [5]

- i) Objectives of research are_____.
 - a) To explore about unknown
 - b) To describe the features
 - c) To influence Activities
 - d) All of the above
- ii) Sample is regarded as a subset of_____.
 - a) Data
 - b) Set
 - c) Distribution
 - d) Population
- iii) Absolute Zero exists in_____.
 - a) Interval scale
 - b) Nominal scale
 - c) Ordinal scale
 - d) Ratio scale
- iv) Bibliography is_____.
 - a) At the end of the study arranged in alphabetical order
 - b) Any where in the Study
 - c) Beginning of the study
 - d) Not necessary to be included
- v) A statement made about a population for testing purpose is called_____.
 - a) Statistics
 - b) Hypothesis
 - c) Level of significance
 - d) Test - statistics

B) Match the paires. [5]

- | | |
|-------------------------|---------------------------------|
| 1) Descriptive Research | a) On the basis of objectives |
| 2) Applied Research | b) Quantitative Data |
| 3) Focus Group | c) On the basis of Applications |
| 4) Survey | d) Testing Hypothesis |
| 5) Null Hypothesis | e) Qualitative Data |

P.T.O.



- C) Answer in one sentence. [5]
- i) What is Research?
 - ii) What is census survey?
 - iii) Define Secondary Data?
 - iv) Define Scaling?
 - v) What is Report Writing?

- D) Fill in the blanks. [5]
- i) A_____in statistics is simply a quantitative statement about a population
 - ii) _____is defined as a master plan specifying the methods and Procedures for collection and analysing the needed information.
 - iii) A_____is a list of questions arranged in a specified manner in order to enquire regarding a particular subject.
 - iv) Analysis of variance is developed by_____.
 - v) The process of _____includes drawing - out conclusions from data - Analysis.

Q2) Long Answers Questions (Solve any 3 out of 5) [30]

- a) Explain Qualitative and Quantitative approach of research approaches
- b) Discuss the steps in sample design. Mention the advantages and disadvantages of sampling.
- c) Elaborate the types of scaling in detail.
- d) Elaborate the ethics in report writing and research paper writing
- e) Illustrate the steps of writing report mention the significance of report writing

Q3) Short Answers (Attempt any 4 out of 6). [20]

- a) Describe the objectives of Research
- b) Define Research Design
- c) Give the assumptions of ANOVA
- d) Describe the layout of Research Report
- e) Explain the types of Questionnaire method
- f) Describe the sources of collecting secondary data



Total No. of Questions : 3]

SEAT No. :

P2095

[5802] - 502

[Total No. of Pages : 2

Third year B.B.A

**502 : DATABASE ADMINISTRATION AND DATA MINING
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer all questions.*
- 2) Figures to the right indicates full marks.*

Q1) A) Solve any 5 out of 6. Select the correct option. [5]

- i) _____ level is the lowest level of abstraction.
 - a) Logical
 - b) File
 - c) Concept
 - d) Physical
- ii) I in ACID properties of database stands for_____.
 - a) Integrity
 - b) Independent
 - c) Isolation
 - d) Interdependent
- iii) Recovery is the responsibility of _____function.
 - a) Database
 - b) Durability
 - c) Compiler
 - d) File
- iv) When a transaction completes its final statement it enters in_____state.
 - a) Terminated
 - b) Active
 - c) Partially committed state
 - d) Committed state
- v) A transaction always starts with a _____state.
 - a) Start
 - b) Active
 - c) Begin
 - d) None of the above
- vi) The _____step is responsible for removing noise and inconsistent data.
 - a) Data mining
 - b) Data transformation
 - c) Data selection
 - d) Data cleaning

P.T.O.



B) Match the parts. [4]

- | | |
|----------------|---|
| a) Atomicity | 1) Enables transactions to operate independently of and transparent to each other |
| b) Consistency | 2) Ensures that the database properly changes states up on a successfully committed trasaction. |
| c) Isolation | 3) Ensures that the resolt or effect of a committed transaction persists in case of a system failure. |
| d) Durability | 4) Ensures that all operations with in the work unit are completed successfully |

C) True or False. [5]

- i) Single lager architecture is a basic structure of data warehouse.
- ii) "All or None" Property is referred as atomicity
- iii) "Compensated" is a state of transaction.
- iv) Logical level of data abstraction describes how the data is actually stored.
- v) Physical level is the highest level of abstraction.

Q2) Short Answers. (Attempt any 3 out of 4). [24]

- a) What is cloud computing?
- b) Explain OLAP
- c) Explain Read and Write operation with 2 examples each.
- d) Explain Data Security.

Q3) Long answers. (Attempt any 2 out of 4) [32]

- a) Explain abstraction levels of DBMS
- b) Explain the role and responsibilities of DBA
- c) Explain ETL Process of data warehouse
- d) Write advantages and disadvantages of cloud computing



Total No. of Questions : 3]

SEAT No. :

P2096

[5802] - 503

[Total No. of Pages : 2

Third Year B.B.A
GC503 : BUSINESS ETHICS
(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Q1) A) Multiple choice questions. [5]

- i) CSR stands for_____.
 - a) Corporate social responsibility
 - b) Company social regularity
 - c) Company society responsibility
 - d) Collegial society responsibility
- ii) Companies reinforce business ethics through
 - a) Vision
 - b) Mission
 - c) Code of conduct
 - d) All the above
- iii) Business ethics desires participation from the following
 - a) employers
 - b) employees
 - c) customers
 - d) all the above
- iv) _____are those individuals who raise ethical concerns to others inside or outside the organisation.
 - a) entrepreneur
 - b) whistle blower
 - c) Intrapreneur
 - d) homepreneur
- v) Anthropology is the study of_____.
 - a) Mankind
 - b) History
 - c) Society
 - d) Rules & regulations

B) Match the following. [5]

- i) Helmets & gloves - voilation of animal rights
- ii) Animals in advertisements - employee safety
- iii) Green packaging Practices - 1986
- iv) Corruption - Sustainable development
- v) Consumer Protecion act - Red tapism

P.T.O.



C) Answer in one sentence. [5]

- i) Define business ethics
- ii) Mention 2 measures of green marketing
- iii) What is meant by collective bargaining
- iv) What is meant by corporate citizenship
- v) What are 2 types of pollution

D) Fill in the blanks. [5]

- i) Conveying true and factual information in ads is a part of _____ ethics.
- ii) _____ pollution is due to release of pollutants in air.
- iii) Child labour is a violation of human _____.
- iv) _____ can be imparted to employees to avoid accidents.
- v) CSR is responsibility of business towards _____.

Q2) Answer the following long answer questions (any 3 out of 5). [30]

- a) Explain the importance of business ethics in detail.
- b) Explain ethical practices in relation to protection of 'employee rights'.
- c) Explain the importance of CSR in detail.
- d) What is meant by sustainable development? Explain its obstacles & impact in detail.
- e) Explain reasons why ethical problems occur in business.

Q3) Short notes (any 4 out of 6) [20]

- a) Environment ethics
- b) Measures to avoid accidents
- c) Ethical practices in media
- d) Customer & consumerism- differentiate
- e) Leadership ethics
- f) Protection of consumer privacy online



Total No. of Questions : 3]

SEAT No. :

P2097

[5802] - 504

[Total No. of Pages :3

T.Y. B.B.A

**504 : MANAGEMENT OF CORPORATE SOCIAL
RESPONSIBILITY**

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to right indicate full marks.*

Q1) A) Multiple choice questions. [5]

- a) As per Carroll model, the four level of corporate social responsibility are:-
 - i) Physical, economic, social and legal
 - ii) Physical, economic, legal and ethical
 - iii) Philanthropic, economic, legal and ethical
 - iv) Philanthropic, economic, social and ethical
- b) Which of the following is a disadvantage of social responsibility?
 - i) Possession of resources
 - ii) Ethical obligation
 - iii) Public image
 - iv) Violation of profit maximization.
- c) The primary stakeholders are:-
 - i) Customers
 - ii) Suppliers
 - iii) Shareholders
 - iv) Creditors
- d) PSE's are organisations owned by:-
 - i) Joint Hindu family
 - ii) Government
 - iii) Foreign companies
 - iv) Private entrepreneurs
- e) Every company should have atleast one director who has stayed in India for a total period of not less than _____ days in the previous calendar year.
 - i) 180
 - ii) 181
 - iii) 182
 - iv) None of the above

P.T.O.



B) Match the Pairs :-

[5]

- | | |
|---|-------------------------|
| 1) A director other than a management director or a whole time director or a nominee director | a) MDG2 |
| 2) It promote CR are non regulatory interventions | b) Philanthropy |
| 3) It is much more long term, more strategic focused on rebuilding | c) Independent Director |
| 4) Corporate Social Responsibility | d) Soft Law |
| 5) Achieve Universal Primary Education | e) Affirmative concept |

C) Answer in one sentence:-

[5]

- a) What do you mean by corporate Governance?
- b) Explain the term sustainability.
- c) Explain settlement of Industrial Dispute.
- d) Who is Independent Director?
- e) Explain the concept of Strategic CSR?

D) Fill in the blanks

[5]

- a) _____ instruments lie at the heart of the CR Public Policy agenda.
- b) Philanthropic model is also known as _____ model of CSR.
- c) _____ devising corporate strategies and building a business with the society's needs in mind.
- d) _____ expects companies to perform according to the "triple bottom line" approach.
- e) Minimum paid up share capital in case of a private company is _____.

Q2) Long answer questions (Any 3 out of 5). [30]

- a) Explain corporate sustainability. State the importance of sustainability.
- b) Explain CSR Practices in India. Throw lights on current trends in CSR.
- c) What are the roles played by the public sector in implementing CSR?
- d) What are the 9 principles of CSR?
- e) What do you mean by CSR Policy?

Q3) Short Answer (Any 4 out of 6) [20]

- a) CSR Committee
- b) Types of Corporate Philanthropy.
- c) Importance of charity in society.
- d) Stakeholder model of CSR.
- e) International Framework of CSR.
- f) CSR in Central Public Sector Enterprises.



Total No. of Questions : 4]

SEAT No. :

P2098

[5802] - 505

[Total No. of Pages : 2

T.Y. B.B.A.

**505 - A : MARKETING ENVIRONMENT ANALYSIS
AND STRATEGIES**

(2019 CBCS Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Q1) Fill in the Blanks.

[5]

- a) _____ is something that surrounds an enterprise.
- b) According to _____ 'A company's marketing environment consists of the external factors and forces.
- c) _____ analysis is developed with a purpose to help organizations identify forces.
- d) _____ refers to collection of data that already exists within the company.
- e) _____ refers to the phase of product development which is placed in the hands of the customer for their evaluation.

Select Answers

- a) Test Marketing
- b) Internal data
- c) Porter five forces
- d) Philip kotler
- e) Environment

Q2) Match the following.

[5]

- | | |
|------------------------------|-----------------------|
| 1) Macro Environment | a) Product Life Cycle |
| 2) Task Specific Environment | b) Marketing Mix |
| 3) Internal Environment | c) Technological |
| 4) Decaying Maturity | d) Competitors |
| 5) Price | e) Work Ethos |

P.T.O.



Q3) Write Short Notes (Attempt any 4)

[20]

- a) Explain Marketing Environment and its factors affecting marketing environment
- b) Types of Business Cycles
- c) BCG Matrix
- d) Sampling in Marketing Research
- e) Product Planning

Q4) Write Long Answers (Attempt any 2)

[20]

- a) Explain the need and importance of Pricing.
- b) Describe the Marketing Research process in detail.
- c) Explain the various business analysis parameters.
- d) Explain the impact of marketing environment on marketing decisions.



Total No. of Questions : 4]

SEAT No. :

P2099

[5802] - 506

[Total No. of Pages :4

T.Y. B.B.A.

505 -B : ANALYSIS OF FINANCIAL STATEMENT

Financial Specialization

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of simple calculator is allowed.*

Q1) Fill in the blanks.

[5]

- a) Financial statement analysis is an information processing system designed to provide data for _____
- b) The analytical study of business trend over a period of time is termed as _____.
- c) Ratio is a _____ relationship between two items expressed in a quantitative form.
- d) Any Business transaction that increases the amount of _____ is a source of fund.
- e) Cash flow statement is generally based on _____.

Q2) Write short notes.

[5×3=15]

- a) Objectives of Ratio Analysis.
- b) Advantages of funds flow statement.
- c) Cash flow activities.
- d) Trend analysis.
- e) Profitability Ratio

OR

What is financial statement analysis? State the advantages and limitations of financial statement analysis.

[15]

P.T.O.

Q3) The following are the summarised profit and Loss account and Balance sheet of ABC Ltd. Pune. **[15]**

For the year ended 31st March 2021.

from the information, compute:

- a) Current Ratio
- b) Operating Ratio
- c) Gross Profit Ratio
- d) Return on Capital Employed.
- e) Operating Profit Ratio.
- f) Stock turnover Ration.
- g) Sales to fixed Assets.

Profit & Loss A/C for the year ended 31st March 2021

Dr.		Cr.	
Particulars	Amount	Particulars	Amount
To Opening stock	65,000	By Sales	6,02,000
To Purchases	5,40,000	By Closing Stock	2,60,500
To Carriage Inward	12,500		
To Gross Profit c/d	2,45,000		
	8,62,500		8,62,500
To Operating Expenses	95,000	By Gross Profit b/d	2,45,000
To Non-Operating Expenses	75,000	By Non-Operating income	75,000
To Net Profit c/d	1,50,000		
	3,20,000		3,20,000

Balance - Sheet as on 31st March 2021

Liabilities	Amount	Assets	Amount
Equity Share Capital	1,50,000	Plant & Machinery	70,000
General Reserve	25,000	Land & Building	1,20,000
Profit & Loss A/c	45,000	Marketable Securities	5,000
Sundry Creditors	40,000	Sundry Debtors	85,000
Bills Payable	35,000	Cash at Bank	12,500
Out Standing Expenses	5,000	Prepaid Expenses	7,500
	3,00,000		3,00,000

- Q4)** From the following Balance Sheets and adjoining information relating to Jindal Ltd. Jodhpur, Prepare a schedule of changes in working capital and funds flow statement for the year ended 31st March 2021. **[15]**

Particulars	2020 (₹)	2021 (₹)
Properties and Assets		
. Land and Buildings	12,00,000	19,90,000
. Plant and Machinery	20,00,000	18,00,000
. Furniture	1,50,000	2,00,000
. Loose Tools	50,000	50,000
. Investment in Shares of KSB Ltd.	1,00,000	50,000
. Stock	1,50,000	2,50,000
. Sundry Debtors	50,000	1,60,000
. Bills receivable	20,000	56,000
. Prepaid Expenses	5,000	4,000
. Cash at Bank	15,000	29,000
. Cash in Hand	5,000	10,000
	37,45,000	37,45,000
Capitals and Liabilities		
. Share Capital	20,00,000	30,00,000
. General Reserve	2,50,000	2,60,000
. Share Premium	2,00,000	2,00,000
. Profit & Loss Appropriation	1,50,000	1,75,000
. Loan	10,00,000	8,00,000
. Sundry Creditors	75,000	90,000
. Bills Payable	25,000	20,000
. Out Standing Expenses	5,000	4,000
. Tax Payable	40,000	50,000
	37,45,000	37,45,000

Additional information

- Depreciation charged on Land and Buildings amounted to (₹) 1,20,000.
- Depreciation on plant and machinery was (₹) 2,00,000.

- c) Furniture damaged and written off during the year were ₹ 10,000.
- d) Investment costing ₹ 25,000 was sold for ₹ 35,000 and some shares costing ₹ 25,000 were disposed off at cost value.
- e) Tax paid during the year amounted to ₹ 60,000

OR

The Balance Sheet of Anand Ltd. as on 31st March 2020 and 31st March 2021 were as follows. [15]

Liabilities	31/3/2020 Amount (₹)	31/3/2021 Amount (₹)	Assets	31/3/2020 Amount (₹)	31/3/2021 Amount (₹)
Share capital	5,00,000	7,00,000	Land & Building	80,000	1,20,000
Profit & Loss A/c	1,00,000	1,60,000	Plant & Machinery	5,00,000	8,00,000
General Reserve	50,000	70,000	Stock	1,00,000	75,000
Creditors	1,53,000	1,90,000	Debtors	1,50,000	1,60,000
Bills Payable	40,000	50,000	Cash	20,000	20,000
Expenses Outstanding	7,000	50,000			
Total	8,50,000	11,75,000	Total	8,50,000	11,75,000

Additional information.

- a) Depreciation of ₹50,000 have been provided during the year.
- b) A piece of machinery was sold for ₹ 8,000 during the year 2020-2021 The cost of the machinery was ₹12,000 and depreciation of ₹7,000 was provided on the same.
- c) Income tax paid during the year was ₹60,000.
- d) Dividend paid during the year was ₹50,000 prepare cash flow statement.



Total No. of Questions : 4]

SEAT No. :

P2100

[5802] - 507

[Total No. of Pages :2

T.Y. B.B.A.

**C 505 : CROSS CULTURAL HR & INDUSTRIAL RELATIONS
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) Compulsory Question.

A) Select the correct option.

[5]

- a) The following definitions accurately match their dimension of culture except:
 - i) People as members of a group, organization or society share culture
 - ii) Culture has structure and is integrated
 - iii) Culture is based on the human capacity to change or adapt
 - iv) Culture is cumulative, passed down from one generation to another
- b) According to section 51 of Factories Act, no adult worker shall be allowed to work in factory for more than _____ in a week.
 - i) 40 hours
 - ii) 52 hours
 - iii) 54 hours
 - iv) 48 hours
- c) Which Act provides for the appointment of conciliation officers and adjudication authorities?
 - i) The Factories Act
 - ii) The Industrial Dispute Act
 - iii) The Trade Union Act
 - iv) None of the above
- d) Peaceful Industrial relation helps to _____
 - i) Reduce Industrial disputes
 - ii) Improve morale
 - iii) Reduce wastage
 - iv) All of above
- e) Which are the different rewards across cultures?
 - i) Learning cultural aspects
 - ii) Cultural stereotypes
 - iii) Communication
 - iv) All of the above

P.T.O.

B) Match the following pairs [5]

- | | |
|--|-------------------------------|
| a) Lighting | i) Backbone of the society |
| b) Artificial Humidification | ii) 5 th year plan |
| c) Culture | iii) Section 17 |
| d) Generating opportunities
in Rural & Urban areas
of Nation | iv) 2017 |
| e) Maternity Benefit Act | v) Section 15 |

Q2) State and explain different factors affecting IR. [10]

OR

Explain Grievance Redressal machinery under Industrial Disputes Act, 1947. [10]

Q3) What is culture? Explain important socio-cultural factors impacting the operation of MNC. [10]

OR

Explain in detail Leadership and Decision making across culture. [10]

Q4) Write short notes on (Any 4) [20]

- a) High - context vs Low - context.
- b) Uncertainty Avoidance.
- c) Lockout
- d) Participants of IR.
- e) Elements of system Approach.
- f) Skills for a Global Manager.



Total No. of Questions : 4]

SEAT No. :

P2101

[5802] - 508

[Total No. of Pages :2

T.Y. B.B.A.

**505 - D : HEALTH CARE MANAGEMENT
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions.

[5]

- a) Healthcare management is also referred to as _____
 - i) efficient services
 - ii) healthcare administration
 - iii) logic development
 - iv) civic planning
- b) _____ is very important for good health
 - i) Stress
 - ii) Tension
 - iii) Cooling
 - iv) Fitness
- c) _____ is the process where health care providers effectively and efficiently administer everything
 - i) Hospital Management
 - ii) Yoga experts
 - iii) Planning
 - iv) Communication
- d) _____ advises and assists management in developing effective workplace policies
 - i) HR manager
 - ii) Sales manager
 - iii) Retail manager
 - iv) Stores keeper
- e) The HR manager is also tasked with the responsibility of developing a _____ and a better organised health care system
 - i) weak
 - ii) loose
 - iii) character
 - iv) strong

P.T.O.



B) Match the following. [5]

- | | | |
|-----------------------------|---|----------------------------|
| 1) Good Hospital Management | - | Emotional wellness |
| 2) HMS | - | Electronic Medical Record |
| 3) Home Health care | - | anytime accessibility |
| 4) Illness Prevention | - | Hospital Management System |
| 5) EMR | - | Home health aid services |

Q2) Write long answers (Any 1 out of 2). [10]

- a) What is health care management? Explain the importance and objective of health care management?
- b) Explain the importance of HR management in the health care sector.

Q3) Write long answers (Any 1 out of 2). [10]

- a) What is Information System? Explain IT applications in healthcare management.
- b) Explain in detail the opportunities and challenges faced in the health care management.

Q4) Short Notes (Any 4 out of 6) [20]

- a) Need of hospital administration.
- b) Wellness and fitness.
- c) Digital Marketing of healthcare services.
- d) Financial Management in healthcare.
- e) Changing scenario of the health industry.
- f) Structure of MIS specific to the hospital.



Total No. of Questions : 4]

SEAT No. :

P2102

[5802] - 509

[Total No. of Pages :2

T.Y. B.B.A.

**505 - E : WAREHOUSE MANAGEMENT
(2019 CBCS Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions. [5]

- a) _____ is the process of storing goods which are to be distributed later
- | | |
|----------------|-------------------|
| i) Warehousing | ii) Dock |
| iii) Building | iv) Consolidation |
- b) _____ is the handling of the entire production flow of goods or services
- | | |
|------------------------|-----------------------------|
| i) Development | ii) Supply Chain Management |
| iii) Retail management | iv) Logistics |
- c) A barcode reader is an optical scanner that can read printed _____
- | | |
|-------------|--------------|
| i) text | ii) pictures |
| iii) images | iv) barcodes |
- d) _____ management helps companies identify which and how much stock to order at what time
- | | |
|----------------|-----------------|
| i) Project | ii) Development |
| iii) Inventory | iv) Personality |
- e) Which of the following are functions of warehouse
- | |
|----------------------------------|
| i) Location of inventory storage |
| ii) Consolidation |
| iii) Product sorting center |
| iv) All of the above |

P.T.O.

B) Match the following. [5]

- | | | |
|---------------------|---|-----------------------------------|
| 1) Storage | - | Concept of continuous improvement |
| 2) Public warehouse | - | Primary function of a warehouse |
| 3) WMS | - | Total Quality Management |
| 4) LEAN management | - | Government Licensing |
| 5) TQM | - | Warehouse Management System |

Q2) Solve the following long answer (Any 1 out of 2). [10]

- a) Explain in detail the characteristics of an ideal warehouse.
- b) Explain in detail various types of warehouses.

Q3) Solve the following long answer (Any 1 out of 2). [10]

- a) Explain the concept of SCM? Explain in detail significance and functions of operations and SCM.
- b) Explain in detail the various technologies used in warehouse management.

Q4) Short notes (Any 4 out of 6) [20]

- a) Need for warehousing management.
- b) Supply Chain Management.
- c) Concept and importance of TQM.
- d) LEAN management.
- e) Warehouse safety management.
- f) Warehouse layout.



Total No. of Questions : 4]

SEAT No. :

P2103

[5802] - 510

[Total No. of Pages : 2

T.Y. B.B.A.

**A506 : LEGAL ASPECTS IN MARKETING MANAGEMENT
(CBCS 2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) Compulsory Questions.

[10]

A) Multiple Choice Questions.

[5]

- i) Doorstep selling involves:
 - a) Telesales
 - b) Order Cancellation
 - c) Pitching
 - d) Protect the Consumers
- ii) Advertising makes the _____ job easier.
 - a) Consumer's
 - b) Customer's
 - c) Salesman's
 - d) Viewer's
- iii) Under the _____ complaints against the advertisements can be made by any person who considers them to be false, misleading offensive or unfair
 - a) ASCI Code
 - b) Consumer Protection Act, 1986
 - c) Cable Television Network Rules 1994
 - d) CCPA
- iv) IT is not the type of 'Customer Relationship Management'.
 - a) Operational CRM
 - b) Organisational CRM
 - c) Analytical CRM
 - d) Collaborative CRM
- v) _____ is a social legislation intended to protect consumers from exploitation.
 - a) Drug (Price) Control Order 1995
 - b) Consumer Protection Act 1986
 - c) Competition Act 2002
 - d) The Essential Commodities Act 1955

P.T.O.



B) Match the following. [5]

- | | |
|------------------------------|---|
| a) Non Schedule drugs | i) Charges Payable by a distribution company |
| b) Late Payment Surcharge | ii) Restrict Data Access |
| c) Session Cookie | iii) CDSCO |
| d) Online Marketing Security | iv) Transient Cookie |
| e) Medical Devices | v) Priced freely subject to certain Restrictions. |

Q2) a) Explain the stages of Doorstep Selling. Also explain the obligations of Direct or Doorstep Selling. [10]

OR

b) Explain the objectives and importance of Advetising. [10]

Q3) a) Explain in detail the harms and offence in advertising related to - children and Medicine and Health. [10]

OR

b) What is online Marketing? How to protect the vital data of their clients while Online Marketing. [10]

Q4) Write Short Notes (any 4). [20]

- a) Customer Relationship Management.
- b) Types of Cookies.
- c) Claims for misleading Advertisement.
- d) Telesales.
- e) Legal Aspects of Marketing.
- f) Surcharge Payment Regulations.



Total No. of Questions : 4]

SEAT No. :

P2104

[5802] - 511

[Total No. of Pages : 2

T.Y.B.B.A.

**B 506 : LEGAL ASPECTS OF FINANCE & SECURITY LAWS
(CBCS 2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Select correct option and rewrite the sentence. [5]

i) _____body was set up with an aim to promote, regulate and develop the Pension sector in the country.

- | | |
|---------|----------|
| a) IRDA | b) PFRDA |
| c) SEBI | d) RBI |

ii) RBI, SEBI, IRDA, AMC are_____.

- | | |
|------------------------|----------------------|
| a) Regulatory bodies | b) Intermediaries |
| c) Non- intermediaries | d) Organised markets |

iii) IPO Stands for_____.

- a) Initial Preference Offering
- b) Initial Private Offering
- c) Initial Price Organisation
- d) Initial Public Offering

iv) In India, GST became effective from:

- | | |
|--------------------------------|----------------------------------|
| a) 1 st April, 2017 | b) 1 st January, 2017 |
| c) 1 st July, 2017 | d) 1 st March, 2017 |

v) What is known as charter of a company?

- a) Memorandum of Association
- b) Bye - laws
- c) Articles of Association
- d) Prospectus

P.T.O.



B) Match the pairs. [5]

Group (A)	Group (B)
a) Right Issues	i) Goods are sold within a state
b) Money Market	ii) Financial Position
c) Balance sheet	iii) Doctrine of Constrictive Notice
d) Article of Association	iv) Securities issued Privately to investors
e) SGST	v) RBI

Q2) Solve any one: [10]

- What is Indian Financial System? Discuss the structure of Indian financial system.
- Explain in detail "Procedure for Issue of various Types of shares and Debentures".

Q3) Solve any one: [10]

- Define a company. Explain in detail characteristics of a company.
- What is IEPF? Discuss the IEPF under SEBI regulations.

Q4) Write short Notes (any 4): [20]

- Functions of IRDA.
- Employee stock option scheme.
- Format of Income statement of a company.
- Procedure of GST Registration.
- Difference between Primary Market and Secondary Market.
- Types of Derivatives.



Total No. of Questions : 4]

SEAT No. :

P2105

[5802] - 512

[Total No. of Pages :6

T.Y. B.B.A.

**C-506 : CASES IN HUMAN RESOURCE MANAGEMENT
(2019 CBCS Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all questions.*
- 2) Figures to the right indicate full marks.*

Q1) Case: [15]

Sarita had been working in finance department of the Lakshmi Sporting Goods Manufacturing company for the four years since she graduated. From high school, she was bright, attractive and popular and had done well in the company as her recent promotion to the designation of senior accountant proved.

One of her new job responsibilities required Sarita to go to the warehouse once a week to check on and verify various inventory and shipment information. This meant that she often worked for three to four hours at a time in the shipping office. In order to reduce the noise from the operations around the office was completely walled in. On these trips to shipping, Sarita began to work closely with the shipping clerk, Aditya. Aditya, was an expert employee of 10 years with Lakshmi sporting, but was divorced. Aditya maintained all the shipping and inventory information as it was processed.

Since Sarita had never before worked in an actual manufacturing and warehouse operation, she was nervous at first. However, she was very relieved to find that Aditya was very nice and helpful. Sarita found Aditya easy to talk to because he seemed so interested in what Sarita was thinking and doing.

During her 4th visit to the warehouse, Sarita and Aditya were talking as usual about the weeks shipping activity. As they were talking, Aditya casually walked to Sarita's side of the desk and sat on the edge of the desk right next to Sarita.

Sarita tried not to feel uncomfortable with Aditya so close. At a break in the discussion, Aditya looked at Sarita very seriously and asked her "Do you like to go dancing?"

Sarita, a little surprised by the question, replied evenly: "Well, I like to, but I have a difficult time getting my boyfriend to go with me. Aditya interrupted: "I wasn't talking about your boyfriend. Would you like to go dancing with me?".

P.T.O.

Sarita, not sure what Aditya was getting at, so she -laughed and said “Well, sure, maybe some other time”. Her voice trailed off. She was trying to be polite but did not really want to commit herself. She quickly picked up a file and brought that discussion back to shipping information. She finished her work, then returned to her department. She was uneasy about Aditya’s behavior and invitation.

When she returned to her desk, her supervisor Ramesh noticed that she seemed to be distracted, and asked if everything was OK. Sarita explained what had just occurred and wondered if Aditya had some ulterior motive for asking her to go dancing. Ramesh, not sensing a problem, shrugged off what happened. I wouldn’t give it much thought you are probably misunderstanding Aditya’s comments. He might have just asked very casually. Don’t be concerned”, he advised Sarita.

Next week at her regular time Sarita returned to the warehouse. As she walked into the shipping office and close the door Aditya jumped up from his chair and walked briskly over to Sarita smiling. He was about to put his arms around Sarita, but she quickly moved back. He stared into Sarita’s eyes and told her “Sarita, I really missed you. I am glad you are back.”

Sarita was completely startled, shocked and afraid and began to cry. Dropping the file, she was carrying, she ran from the office back to her department. And decided to go to Ramesh office to describe what just happened.

Case questions:

- 1) Which problem is this a case indicating to?
- 2) Does the company have a responsibility and or liability?
- 3) What should the supervisor do now?

Q2) Case: **[15]**

Looking across the rows of men suits, Brijesh spots Peter working with one of his employees, a sales associate. They are trying to complete a sales transaction on the new WIZARD information system. Brijesh watches as Peter again fumbles his way through another transaction. Almost instinctively, he rolls his eyes and shakes his head.

Brijesh manages the men’s furnishing Group for the central mall store of the H&M store chain. As one of the younger group managers, Brijesh has charge of over 20 full time and part time sales and service representatives in four units: suits and outerwear, leisure clothes, shoes and accessories. Brijesh has been with central mall since joining their management associates development program after graduating from college. Peter is about 15 years older than Brijesh, with about that many more years experience in the retail trade. Peter began his career in a floor sales position and after years of hard work, was promoted to supervisor leisure clothes unit.

Beginning about six months ago, central store began a system migration in brackets as the data processing staff called it off replacing the somewhat old computer and information processing system with the one that was more streamlined. Under the new, integrated system all the retail functions like inventory, sales and customer tracking, returns and adjustments, accounting and profitability calculations etc would be joined together and operated out of the same database. Further, all stores would be linked together, giving headquarters better ongoing control of the company as a whole and of stores and departments in particular.

As a result of this migration, virtually every job in the company was changed in some way. The jobs of the sales associates changed most: virtually every product, customer or financial transaction was to be done differently. While the complexity of any task might be small, the combined weight of all the changes resulted in major learning stress on employees. They had to learn how to operate the system, access it, complete all transactions through it, and make any needed correction directly on the point-of-sale terminal - all while the customer waited across the counter.

As the kickoff date for the conversion to the new system near, all employees were brought in for a comprehensive 4 day training program. Managers and supervisors were trained first so that they would serve as aids and coaches to the other employees once the Wiz was operational. Brijesh and Peter attended one of the early programs together. Brijesh was impressed by how much the program covered. The trainers went through every conceivable transaction and procedure, demonstrating and explaining them. Each participant in the class was able to practice some of the procedure on the demo terminal. The notebook provided in the program was reasonably thorough, even if it was poorly organized. As was characteristic, Peter approached the training with gusto and enthusiasm. Peter had never worked much with computers before, and his anxiety about learning how to use the system was more than offset by a strong motivation to learn how to use the system. James was particularly pleased with this matter because he was concerned that Peter's strong people orientation might not have a corresponding technical aptitude.

It has now been more than a month since the new system started up. All the associates in the store completed the system training shortly before the conversion date and by now, most are operating fairly well with it.

Indeed, that's what is so troubling to Bob. British. Brijesh. In spite of the training and the time on the system, Peter just hasn't made satisfactory progress mastering it. Brijesh sees Peter's problem in various ways, like the instance he has just witnessed. There was Peter, working with one of his sales associates, trying to complete a distinct, but not that unusual, procedure. It was clear that the associate actually could complete the procedure better than Peter. Peter was following a trial-and-error process of running through different key combinations to see if any worked. The customer was growing annoyed. Brijesh thought about other instances. For example, Peter had asked Brijesh about how to complete the same procedure on four different occasions in the course of a 10 day. At times, Brijesh would watch Peter refer a customer to another sales station or have the customer wait while he asked another associate to process a complicated transaction. At one point, Brijesh asked Peter to check his manual, but Peter could only say it didn't help him that much and besides, he wasn't sure where he had left it.

On top of it all, Brijesh is now sensing that Peter is becoming more frustrated and stressed by the situation. He now thinks that Peter is trying to hide from Bob his discomfort with the system. In a way, this is Peter's method of signaling to Brijesh that Peter's knowledge of the new system cannot be discussed. Bob one Brijesh wonders how much longer he can go without taking action. Already, there are some grumblings from the other associates that Peter cannot be counted on to help them with their problems. Bob has noticed how Peter's unease with the process is putting some additional burden on the other employees, as well as the customers. Brijesh knows that Peter is smart enough to learn this material, but cannot understand why it is so difficult. Brijesh wants to help but also feels that Peter needs to show some progress and fairly soon or else Brijesh may be forced to take some actions he would rather not take.

Case questions:

- 1) Is there a training problem?
- 2) What can Brijesh do to assist Peter in completing the learning process?
- 3) What should Brijesh expect of Peter's performance in conducting and completing his own learning?
- 4) How should Brijesh respond to Peter in the next few weeks?

Q3) Case:

[10]

Ravi is VP manufacturing and operations of a medium size pharmaceutical company. Ravi has a Ph.D. in chemistry but has not been directly involved in Research and New product development for 20 years. Through experience and practice he runs the operations well. The company does not have a problem of turnover, but it is obvious to Ravi and their key management personnel that the temporary workers are not working anywhere near their full potential. Ravi is very upset with the situation because with rising costs the only way that the company can continue to prosper is to increase the productivity of its workers.

Ravi called the human resource manager, Rahul and wanted to know-

-What is wrong with our people?

-Our wage surveys show that we are among the best paymasters in the industry.

-The working conditions we provide are excellent.

-The fringe benefits are also good.

Yet these people are not motivated. What in the world do they want?

Rahul replied "I have told you and the president time after time that money, working conditions and benefits are not good enough. Employees also want other things to motivate them. Also, I have been conducting some random confidential interviews with some of our temporary workers, and they tell me that they are very discouraged because, no matter how hard they work they get the same pay and opportunities for advancement as their co-workers who are just scrapping by."

Ravi then replied "okay. you are the motivation expert; what do we do about this? We have to increase their performance."

Case questions:

- 1) Identify various issues in this case.
- 2) How would you respond to Ravi's last question and statement if you were the human resource manager in this company?

Q4) Case:

[10]

Good people- valuable employees- quit their jobs every day. Usually, they leave for better positions elsewhere. Take Kiran, an experienced Insurance manager in a renowned insurance company who wrote the following remarks on his exit interview questionnaire.

“This job isn’t right for me. I like to have more input on decisions that affect me- more of a chance to show what I can do. I don’t get enough feedback to tell if I’m doing a good job or not, and the company keeps people in the dark about where it’s headed. Basically, I feel like an interchangeable part most of the time.”

In answer to the question about whether the company could have done anything to keep him, Kiran replied simply, “probably not.”

Why do so many promising employees leave their jobs? Why do so many others stay on but perform at minimal levels for lack of better alternatives? One of the main reasons- ken’s reason- can be all but individual, because it’s so common in so many organizations: a system wide failure to keep good people.

Corporations should be concerned about employees like Kiran. By investing in human capital, they may actually help reduce turnover, protect training investments, increase productivity, improve quality, and reap the benefits of innovative thinking and teamwork.

Human resource professionals and managers can contribute to corporate success by encouraging employee’s empowerment, security, identity, connectedness and competence.

How? By recognising the essential components of keeping their best people and by understanding what enhances and diminishes those components.

Kiran doubts that his company will ever change, but other organizations are taking positive steps to focus on and enhance employee retention. As a result, they are reducing turnover, improving quality, increasing productivity and protecting their training investments.

Case questions:

- 1) Do you think that Kiran’s self-esteem had anything to do with his leaving the firm?
- 2) What do you think were Kiran’s satisfaction with and commitment to the job and firm he is leaving?
- 3) What lesson can this company learn from the case of Kiran? What can and should it now do?



Total No. of Questions : 3]

SEAT No. :

P2106

[5802] - 513

[Total No. of Pages :2

T.Y. B.B.A.

**506 - D : PERMISSION & LEGAL ASPECTS IN SERVICES
(2019 Pattern) (Semester - V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

Q1) A) Multiple Choice Question. [5]

- a) When there is little or no personal contract between customer & service provider. This is classified as _____
 - i) Low - contract service
 - ii) Medium - contract service
 - iii) High - contract service
 - iv) Intense - contract service
- b) The services a customer expects are called the _____ service package.
 - i) Augmented
 - ii) Primary
 - iii) Secondary
 - iv) Perceived
- c) Among many services, the demand for medical services tends to be _____
 - i) Inelastic
 - ii) Elastic
 - iii) Substitute demand
 - iv) Price cross elastic demand
- d) Customers ultimately determine the services by _____
 - i) The type of competitors
 - ii) The levels of marketing effectiveness
 - iii) The cycle of fluctuation
 - iv) The Price of the competitors
- e) _____ involves identifying the benefits & attributes that customers expect in a service.
 - i) Future expectations
 - ii) Requirements
 - iii) Lost customer
 - iv) Process checkpoint evaluation

P.T.O.

B) Match the following :-

[5]

Group A

Group B

- | | |
|----------------------------|--|
| 1) Service agreement | a) Made under Article 309 of constitution of India |
| 2) Service Rules | b) Defines terms & conditions between contractor & the clients |
| 3) Consumer Protection Act | c) Constitutes Hotel, tourism agencies etc. |
| 4) Contract of Agency | d) Protects rights of consumers |
| 5) Hospitality industry | e) Indian Contract Act. |

Q2) Long answer questions (Solve any 2 out of 4).

[20]

- a) Define services. Explain its characteristics.
- b) Explain the effect of Breach of services agreement.
- c) Explain the Consumer Protection Act with reference to the service industry.
- d) Discuss the legal responsibilities of Travel & Tourism.

Q3) Write short notes on: (Solve any 4 out of 6).

[20]

- a) Overview of service laws.
- b) Contract of Agency.
- c) Precautions while delivering service.
- d) Safety & security issues in the Hospitality Industries.
- e) Service Prospects.
- f) Service agreements.



Total No. of Questions : 4]

SEAT No. :

P2107

[5802] - 514

[Total No. of Pages : 2

T.Y. B.B.A.

**E 506 : PERMISSIONS & LEGALASPECTS IN AGRICULTURE
(CBCS 2019 Pattern) (Semester-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right side indicate full marks.*

Q1) A) Multiple choice questions: [5]

i) Which of the following methods of origation need less water?

- | | |
|-------------------|------------------|
| a) Drip | b) Sprinkle |
| c) Both (a) & (b) | d) None of these |

ii) _____ is produced in Kharif season.

- | | |
|-----------|-----------------|
| a) Rice | b) Jute |
| c) Rubber | d) All of these |

iii) _____is famous from Kerela.

- | | |
|-----------|------------------|
| a) Spices | b) Wheat |
| c) Fruits | d) None of these |

iv) Farming of flowers is known as _____

- | | |
|-----------------|----------------|
| a) Apiculture | b) Sericulture |
| c) Floriculture | d) Monoculture |

V) Turmeric is a _____.

- | | |
|-----------|----------|
| a) Fruit | b) Spice |
| c) Flower | d) Seed |

P.T.O.

B) Match the following. [5]

- | | |
|--|-----------|
| a) New farms act | i) 1985 |
| b) NABARD Act | ii) 1966 |
| c) Seeds Act | iii) 1937 |
| d) Aglicultural Produce
(Grading & marketing act) | iv) 1981 |
| e) Fertilizer control order | v) 2020 |

Q2) Solve any one out of 2 long answer questions. [10]

- a) Explain the legal & political system with regards to agriculture.
- b) What is meant by secured transactions. Explain provisions for real estate sales & finance

Q3) Some any one out of 2 long answer questions. [10]

- a) Explain in detail feature of Fertililzes control order.
- b) What are the different environmental liabilities owing to agriculture.

Q4) Short notes (any 4 out of 6) [20]

- a) Agricultural Labour.
- b) Salient features of farmer produce Trade & Commerce (promotion & facilitation) Act.
- c) Grading of agricultural produce.
- d) NABARD
- e) Climate change & agriculture.

