

Total No. of Questions : 6]

SEAT No. :

P2148

[Total No. of Pages : 3

**[5804]-101**  
**First Year BBA**  
**INTERNATIONAL BUSINESS**  
**Principles of Management (101)**  
**(2019 Pattern) (CBCS) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q. No. 1 and Q. No. 6 are compulsory.*
- 2) *Solve any 3(three) questions from the remaining question numbers 2, 3, 4 and 5.*
- 3) *Figures to right side indicate full marks.*

**Q1) A) Fill in the blanks (Attempt any 5) : [5]**

- i) \_\_\_\_\_ is concerned with future events.
  - a) Directing
  - b) Decision-making
  - c) Forecasting
  - d) Organising
- ii) \_\_\_\_\_ is an inevitable factor for achieving economic growth.
  - a) TQM
  - b) Change
  - c) Stress
  - d) Disaster
- iii) \_\_\_\_\_ is closely inter-wined with behaviour.
  - a) Motivating
  - b) Staffing
  - c) Controlling
  - d) Directing
- iv) In a formal organisation, “Power” is associated with \_\_\_\_\_.
  - a) control
  - b) an individual
  - c) relationship
  - d) position
- v) Outsourcing is \_\_\_\_\_.
  - a) Importing
  - b) A firm having someone else do part of what it previously did itself
  - c) Exporting
  - d) Building a factory in another country to produce for that country’s market.

**P.T.O.**

vi) \_\_\_\_\_ is the deliberate effort to attain the expected outcome through a determined future course of action.

- a) Organising
- b) Directing
- c) Planning
- d) Staffing

B) Match the following : [5]

Group A

Group B

- i) Organisation
  - ii) Managerial Role
  - iii) Amul
  - iv) Autocratic Leadership
  - v) TQM
- a) Dr. Verghese Kurien
  - b) Theory X
  - c) Bench Marking
  - d) Division of work
  - e) Interpersonal, Informational and Decisional

**Q2)** Describe Management as an Art, Science and Profession. [15]

**Q3)** Explain peter Drucker's contribution to managerial Thoughts. [15]

OR

Explain the principles of scientific management.

**Q4)** What do you mean by motivation? Critically examine the Maslow's Hierarchy of needs theory of motivation. [15]

OR

What is forecasting? Describe various techniques of forecasting.

**Q5)** What is stress management? Explain causes and effects of stress management. [15]

OR

What is management of change? Explain causes of change in the organisation and describe principles of change management.

**Q6)** Write short notes (any 3) :

**[15]**

- a) Features of controlling.
- b) Contribution of IRD Tata.
- c) Role of manager.
- d) Crisis management.
- e) Principles of Direction.



Total No. of Questions : 4]

SEAT No. :

P2149

[Total No. of Pages : 2

[5804]-102

First Year B.B.A. (I.B.)

**BUSINESS COMMUNICATION SKILLS (102)**

**(2019 Pattern) (CBCS) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Fill in the blanks :**

**[5 × 1 = 5]**

- a) Communication \_\_\_\_\_ has changed the way the world conduct business.
- i) Technology                      ii) Trading
- iii) Telephone                      iv) Controlling
- b) Voice mail is a \_\_\_\_\_ based system.
- i) Computer                      ii) Communication
- iii) Customer                      iv) High speed
- c) An \_\_\_\_\_ report can be denied at any time.
- i) Written                      ii) Special
- iii) Informal                      iv) Oral
- d) Physical barriers to communication are
- i) Interpretation of words      ii) Denotations
- iii) Time and distance          iv) Connotations.
- e) The qualities of good business letter is collectively called as \_\_\_\_\_.
- i) P's of communication      ii) T's of communication
- iii) C's of communication      iv) W's of communication

**P.T.O.**

B) Match the following : [5]

- | Set A                                     | Set B            |
|---|------------------|
| i) Conciseness of Message                 | a) Dale          |
| ii) Chronemics                            | b) Brevity       |
| iii) Useful in letter for quick reference | c) Time          |
| iv) Feature of communication              | d) Informal      |
| v) Grapevine                              | e) Meaning based |

**Q2)** What are the Barriers in communication? [10]

OR

Explain different types of Business letters.

**Q3)** What are the causes for Breakdown of Oral Communication? [10]

OR

What are the advantages of Voicemail.

**Q4)** Write short notes on any four : [4 × 5 = 20]

- a) Need for effective communication
- b) 7 C's of communication
- c) Forms of written communication
- d) Sales letter
- e) E-mails
- f) Sign language



Total No. of Questions : 5]

SEAT No. :

**P2150**

[Total No. of Pages : 4

**[5804]-103**

**BBA (International Business)**  
**BUSINESS ACCOUNTING (103)**  
**(2019 CBCS Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) Use of calculator is allowed.*
- 2) Figures to the right indicate full marks.*

**Q1) a) Multiple Choice Questions. [5]**

- i) A person who buys goods on credit from the firm is known as \_\_\_\_\_.  
a) A debtor                                      b) A creditor  
c) A Businessman                              d) A manager
- ii) \_\_\_\_\_ concept states that accounts should be presented at fixed intervals only.  
a) Matching                                      b) Periodicity  
c) Conservation                                      d) Consistency
- iii) Which note is prepared when goods are returned to the suppliers.  
a) Credit Note                                      b) Debit Note  
c) Ledger Note                                      d) None of the above
- iv) Trial Balance is \_\_\_\_\_.  
a) An Account                                      b) A statement  
c) Ledger                                      d) None of the above
- v) Computer gives same results without any variation is \_\_\_\_\_ feature of computer system.  
a) Speed                                      b) Consistency  
c) Storage                                      d) Reliability

**P.T.O.**

- b) True or False. [5]
- i) Bank Loan given is an asset of the business.
  - ii) Patent & Trademarks are current assets.
  - iii) Real account records Incomes & Expenditure.
  - iv) Contra Entries are related to Cash & Bank both.
  - v) Wages are an example of Indirect Expenses.
- c) Classify the Accounts into Real, Personal & Nominal. [5]
- i) Wadia College A/c
  - ii) Land & Building A/c
  - iii) Salary A/c
  - iv) Mr. Arun A/c
  - v) Motor Car A/c
- d) Answer in one sentence. [5]
- i) What is cost concept?
  - ii) Name 4 books of subsidiary books.
  - iii) What is a Balance sheet?
  - iv) Define BRS
  - v) Give long form of ERP.

**Q2)** Journalise the following transactions in the books of M/s Sakshi Traders for the year 2022. [10]

1/6/2022 Started business with cash ₹ 40,000 & Machinery worth ₹ 20,000

2/6/2022 Deposited in Bank of Maharashtra ₹ 10,000

4/6/2022 Purchased goods from Kamal on credit ₹ 15,000

6/6/2022 Sold goods ₹ 10,000 @ 5% Cash Discount

7/6/2022 Cash Purchases ₹ 12,000

8/6/2022 Paid Salary ₹ 5,000 & insurance ₹ 2,000

10/6/2022 Withdrawn ₹ 3,000 for personal use from Bank

12/6/2022 Paid Anish ₹ 4,000 by Cheque

14/6/2022 Purchased goods from Jay on Credit ₹ 8,000 @ 10% Trade Discount.

15/6/2022 Purchased furniture from Kamal furniture Mart ₹ 10,000 and half the amount paid in Cash

**Q3)** Enter the following transactions in the proper subsidiary books of Ashish Traders, Pune for March, 2022. **[10]**

1. Sold goods to Aakash ₹ 1,500 @ 20% Trade Discount
  5. Bought goods ₹ 975 at a Trade discount of ₹ 75 from Amar
  9. Purchased goods from Anthony ₹ 630 subject to a Trade Discount of ₹ 30
  11. Damaged goods received from Aakash ₹ 150 gross
  12. Defective goods of ₹ 100 net returned to Amar
  18. Purchases made from Avinash ₹ 600 for Credit
  21. Furniture amounting to ₹ 3,000 was introduced as additional capital.
- Prepare purchase Book, sales Book, Purchase Return book & Journal Proper.

**Q4)** From the following Trial Balance of Bharat, Pune. Prepare Trading a/c, Profit & Loss a/c and Balance sheet as on 31<sup>st</sup> March, 2022 **[20]**

Particulars	₹	Particulars	₹
Land & Building	87,000	Capital	2,00,000
Plant & Machinery	17,500	Sales	94,000
Goodwill	20,000	R.D.D.	1,500
Drawings	22,600		
Cash in hand	1,795	Creditors	7,500
Stock on 1 <sup>st</sup> April 2021	27,000		
Wages	10,000		
Purchase	69,000		
Carriage Inward	600		
Travellers Commission	6,000		
Insurance	2,000		
Motor Car	3,000		
Carriage Outward	1,400		
Salaries	15,000		
Bank Charges	105		
Debtors	20,000		
	3,03,000		3,03,000



The following adjustments are to be considered.

- i) On 31<sup>st</sup> March, 22 Stock was valued at ₹ 46,000.
- ii) Insurance prepaid ₹ 800.
- iii) Outstanding Salary ₹ 1,000.
- iv) Depreciate plant & Machinery @ 10% p.a & motor Car @ 20% p.a
- v) Greate R.D.D @ 10% on Debtors

**Q5)** The Cashbook of Rajesh showed a Debit balance of ₹ 5,400 on 31/3/18 but bank Pass book showed altogether a different bal & on comparing C.B & P.B You find foil issues. **[10]**

- i) Cheques amounting to ₹ 3,200 issued but not presented for payment before 31/3/18.
- ii) Cheques paid into bank but not collected & credited before 31/3/18 ₹ 1,700.
- iii) Bank Charges debited ₹ 20 in Pass book, did not appear in Cash book till 31/3/18
- iv) Interest credited by Bank ₹ 350 did not appear in C.B. till 31/3/2018

You are requested to prepare a Bank Reconciliation statement so as to show bank balance as per P.B. as on 31/3/18.



Total No. of Questions : 6]

SEAT No. :

P2151

[Total No. of Pages : 2

[5804]-104

**F.Y. BBA(International Business)**  
**BUSINESS ECONOMICS - MICRO (104)**  
**(2019 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q. No. 1 to Q. No. 6 are compulsory.*
- 2) *Solve any 3(three) questions from the remaining question numbers 2, 3, 4 and 5.*

**Q1) a) Fill in blanks (Attempt any 5 out of 6) : [5]**

- i) \_\_\_\_\_ economics deals with individual consuming units.
- ii) The economy combining the components of both capitalistic and socialistic system is known as \_\_\_\_\_.
- iii) The geometric method measures price elasticity at different \_\_\_\_\_ on a demand curve.
- iv) The combination of AFC and AVC gives the firm its \_\_\_\_\_.
- v) Accounting cost is also known as \_\_\_\_\_ cost.
- vi) Product homogeneity is a characteristic of \_\_\_\_\_.

**b) Match the following : [5]**

- | A                                      | B                                       |
|--|---|
| i) Scope of Business Economics         | a) Direct and Indirect demand           |
| ii) Types of Demand                    | b) Price and quantity of commodity sold |
| iii) Total Revenue                     | c) Decision - making                    |
| iv) Large number of buyers and sellers | d) Macro economics                      |
| v) Aggregate Economy                   | e) Monopolistic competition             |

**P.T.O.**

**Q2)** Explain the role of market forces in solving Economic problems. [15]

**Q3)** Explain in detail the law of Demand. [15]

**Q4)** Explain the concept of cost and describe the importance of cost analysis. [15]

**Q5)** Explain the price and output determination in the short-run under monopoly. [15]

**Q6)** Compulsory (Attempt any 3 short notes out of 5) : [15]

- a) Forms of Economy
- b) Elasticity of supply
- c) Income Elasticity
- d) Concepts of AR, MR & TR
- e) Characteristics of monopolistic competition



Total No. of Questions : 5]

SEAT No. :

P2152

[Total No. of Pages : 3

**[5804]-105**  
**F.Y. B.B.A. (I.B.)**  
**105 : BUSINESS MATHEMATICS**  
**(2019 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of statistical tables and calculator is allowed.*
- 4) *Symbols have their usual meanings.*

**Q1) A) Fill in the blanks :**

**[5 × 2 = 10]**

- a) If  $x : y = 6 : 8$  and  $x = 42$ , then  $y =$  \_\_\_\_\_.
- |         |          |
|---------|----------|
| i) 40   | ii) 48   |
| iii) 56 | iv) None |
- b) Fourth proportional to 4, 6, 8 is \_\_\_\_\_.
- |         |          |
|---------|----------|
| i) 10   | ii) 12   |
| iii) 14 | iv) None |
- c) A man sold 12 pens for the cost price of 15 pens then profit is \_\_\_\_\_%.
- |         |          |
|---------|----------|
| i) 25   | ii) 50   |
| iii) 40 | iv) None |
- d) 12% of 800 = \_\_\_\_\_.
- |         |          |
|---------|----------|
| i) 90   | ii) 80   |
| iii) 95 | iv) None |
- e)  ${}^{15}C_4 =$  \_\_\_\_\_ .
- |           |          |
|-----------|----------|
| i) 1360   | ii) 1365 |
| iii) 1400 | iv) None |

**P.T.O.**

B) State whether the following statements are true or false : [3 × 2 = 6]

a)  $1 + 2 + 3 + \dots + n = \frac{n(n-1)}{2}$ .

b) If number of rows of matrix A is not equal to number of columns of matrix B then we can find the product of two matrices A and B.

c) Objective function may be either maximize or minimize.

Q2) Attempt any four of the following : [4 × 4 = 16]

a) Find  $n$  if  ${}^n P_4 = 18[{}^{(n-1)} P_2]$ .

b) Evaluate the following determinant  $\begin{vmatrix} 4 & -3 & 2 \\ 1 & 2 & 1 \\ 3 & 1 & -2 \end{vmatrix}$ .

c) Find the simple interest on Rs. 2,000 at 6% p.a. for 5 months.

d) The population of a city according to 1971 census was 84,500 and it rose to 1,10,000 in 1981. Find the percentage increase in the population.

e) A commission agent gets 12% commission upto a sale of Rs. 30,000/- and 15% on the sales exceeding Rs. 30,000/-. In a month, his sales are Rs. 67,000/- find his commission.

f) Find the values of  $x$ ,  $y$  and  $z$  if  $\begin{vmatrix} 2x-1 & 3 \\ 4 & 2 \\ 3z-1 & 5 \end{vmatrix} + \begin{vmatrix} 7 & 2 \\ 1 & y+3 \\ z & -4 \end{vmatrix} = \begin{vmatrix} 10 & 5 \\ 5 & 9 \\ 11 & 1 \end{vmatrix}$ .

Q3) Attempt any four of the following : [4 × 4 = 16]

a) Define the following terms :

i) Decision variables

ii) Optimum solution

b) The following data relates to the marks of a group of students :

Marks	Below 10	Below 20	Below 30	Below 40	Below 50
No. of Students	15	38	65	84	100

How many students got marks more than 30?

- c) Ratio of two numbers is 3 : 5 and the sum of the numbers is 232, find the bigger number.
- d) Find the compound interest on Rs. 5,000 at 4% p.a. for 5 years.
- e) Find the adjoint of the matrix  $A = \begin{bmatrix} 4 & 3 \\ 7 & 5 \end{bmatrix}$ .
- f) The price of a mobile hand set is Rs. 20,000. An agent charges commission at 4%. If he earns Rs. 40,000. Find the number of mobile sets sold by him.

**Q4)** Attempt any four of the following :

**[4 × 4 = 16]**

- a) If  ${}^nC_8 = {}^nC_6$ , find  ${}^nC_3$ .
- b) If 8, y and 50 are in continued proportion, find y.
- c) Define the following terms :
- i) Diagonal matrix
  - ii) Upper Triangular matrix
- d) Solve the following LPP by graphical method

$$\text{Maximize } Z = 3x_1 + 2x_2$$

$$\text{Subject to } 2x_1 + x_2 \leq 2$$

$$3x_1 + 4x_2 \geq 12$$

$$x_1 \geq 0, x_2 \geq 0$$

e) Find the value of x if  $\begin{vmatrix} 5 & 5 & x \\ x & 5 & 5 \\ 5 & 5 & 4 \end{vmatrix} = 0$ .

- f) What is the difference between simple interest and compound interest at 10% p.a. on Rs. 1,500 for 2 years.

**Q5)** Attempt any one of the following :

**[1 × 6 = 6]**

a) If  $A = \begin{bmatrix} 2 & 3 \\ -1 & 4 \end{bmatrix}$ ,  $B = \begin{bmatrix} 1 & 0 \\ -1 & 2 \end{bmatrix}$  verify that  $|AB| = |A||B|$ .

- b) If x varies directly as y and inversely as z and x = 12 when y = 9 and z = 16, find y when x = 9 and z = 24.



Total No. of Questions : 4]

SEAT No. :

P6848

[Total No. of Pages : 2

**[5804]-106A**  
**F.Y. BBA-(IB)**  
**106 : BUSINESS DEMOGRAPHY**  
**(2019 Pattern) (CBCS) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Multiple choice questions :**

**[5]**

- i) The study of demography is important for \_\_\_\_\_
  - a) Health Planning
  - b) Planning related to migration
  - c) Only a)
  - d) Both a) & b)
- ii) Measuring number of people who die is \_\_\_\_\_
  - a) Infant rate
  - b) Mortality rate
  - c) Migration rate
  - d) Fertility rate
- iii) Which of the following factor affects population density?
  - a) Climate
  - b) Immigration
  - c) Transportation
  - d) All of above
- iv) Which of the following factor affects Sex Ratio?
  - a) Unequal rights & opportunities
  - b) Female infanticide
  - c) Early marriage
  - d) All of above
- v) Age & Sex Pyramid is also known as \_\_\_\_\_
  - a) Population Pyramid
  - b) Population Chart
  - c) Growth Pyramid
  - d) Sex Ratio

**P.T.O.**

B) Match the pairs : [5]

Set A

Set B

- |                          |  |
|--------------------------|--|
| i) Fertility             | a) Number of deaths in a given period.   |
| ii) Mortality            | b) Relationship between total population & total cultivated area.                  |
| iii) Nutritional density | c) Relationship between total agricultural population & cultivated area of region. |
| iv) Agricultural density | d) Ratio between total population of urban area & area of urban land.              |
| v) Urban density         | e) Number of live births during a period of time                                   |

**Q2)** Long Answer Questions (Any 1) : [15]

- a) What do you mean by demography? Illustrate the need of demographic studies for business.
- b) Explain the concept of age & sex pyramid with the help of suitable diagram.

**Q3)** Long Answer Questions (Any 1) : [15]

- a) Define population distribution. Discuss the factors influencing distribution of population.
- b) Explain the concept of urbanization. Discuss the various concepts/aspects of Urbanization.

**Q4)** Write Short Notes (Any 2) : [10]

- a) Scope of demography.
- b) Migration.
- c) Factors affecting population density.
- d) Factors affecting literacy Ratio.
- e) Dependent & working population.





Total No. of Questions : 6]

SEAT No. :

**P2154**

[Total No. of Pages : 3

**[5804]-201**

**F.Y. B.B.A.**

**INTERNATIONAL BUSINESS**

**201 : Basics of Cost Accounting**

**(2019 Pattern) (CBCS) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Use of calculator is allowed.*

**Q1) a) Fill in the blanks : [5]**

- i) Need for cost Accounting arises because of limitations of \_\_\_\_\_ accounting.
- ii) \_\_\_\_\_ is the price paid for something.
- iii) \_\_\_\_\_ is a statement which provides for the assembly of the detailed cost of a cost centre or a cost unit.
- iv) Carriage on purchases is the part of direct \_\_\_\_\_ cost.
- v) \_\_\_\_\_ means the allotment of whole items of cost to cost centre or cost units.

**b) Write True or False : [5]**

- i) A cost centre is a location, person or item of equipment, for which costs may be ascertained and used for the purposes of control.
- ii) All overheads are costs, but all costs may not be overheads.
- iii) Operating costing deals with costing of services.
- iv) Variable overheads vary with the volume of output.
- v) Allocation of cost is always direct.

**Q2) Explain the cost concepts, 'Cost,' 'Costing', 'Cost Accounting' and 'Cost Accountancy'. Also explain the objectives of cost Accounting. [15]**

**OR**

Define the term 'Element of Cost'. State the various elements of cost with suitable examples.

**P.T.O.**

**Q3)** Write short notes on any two :

**[10]**

- a) Cost centre
- b) Allocation of overheads
- c) Cost plus contract
- d) Difference between job costing and contract costing

**Q4)** The following information has been obtained from Srujan Ltd. Solapur for a quarter ending 31<sup>st</sup> March, 2019.

**[15]**

	₹
Stock of Raw Materials on 01-01-2019	1,00,000
Stock of Raw Materials on 31-03-2019	74,000
Purchases of Raw Material	6,00,000
Travelling Expenses	5,000
Carriage Inward	10,000
Carriage outward	15,000
Depreciation on plant	18,000
Factory Rent	12,000
Office Rent	10,000
Bad debts	7,000
Productive wages	20,000
Traveller's salary and commission	4,000
Expenses regarding purchases of material	4,000
Gas, fuel and water	8,000
Manager's salaries (He devotes 2/3 of his time to factory)	9,000
Sales	10,48,000

Prepare a cost sheet showing :

- a) Cost of Material consumed
- b) Prime cost
- c) Works cost
- d) Cost of production
- e) Total cost
- f) Profit

**Q5)** The following information relates to Aditya Builders, Akola for the year ended 31-03-2019. **[10]**

	₹
Contract Price	6,00,000
Plant & Machinery as on 1-4-2018	30,000
Materials	1,70,600
Labour charges	1,48,750
Engineer's fees	6,330
Outstanding wages	5,380
Uncertified work	12,000
Overhead Expenses	8,240
Material Returned to stores	1,600
Material on hand at site	3,700
Plant & machinery on hand at site on 31-03-2019	22,000
Value of work certified	3,90,000
Cash Received	3,51,000

Prepare contract Account for the year ended on 31-3-2019 showing separately the amount of profit that may be taken to the credit of profit and loss Account.

**Q6)** A product of Infocia Ltd. Delhi passes through two distinct processes 'A' and 'B'. From the following information you are required to prepare process 'A' Account, Process 'B' Account, Abnormal loss A/c and Abnormal Gain A/c. **[10]**

Particulars	Process 'A' ₹	Process 'B' ₹
Materials (Introduced 20,000 Units in Process 'A')	30,000	3,000
Labour	10,000	12,000
Overheads	7,000	9,850
Normal loss	10%	4%
Scrap value of Normal loss	1/-per unit	2/-per unit
Output	17,500 units	17,000 units

There is no stock or work in progress in any processes.



Total No. of Questions : 3]

SEAT No. :

P2156

[Total No. of Pages : 2

[5804]-203

F.Y. B.B.A.

INTERNATIONAL BUSINESS

203 : Commercial Geography

(2019 Pattern) (Semester - II) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions

[5]

- i) \_\_\_\_\_ industry needs wood as a raw material.
  - a) Furniture
  - b) Paper
  - c) Boxmaking
  - d) All of these
- ii) \_\_\_\_\_ is the costliest medium of transport.
  - a) Airways
  - b) Roadways
  - c) Railways
  - d) Waterways
- iii) \_\_\_\_\_ sector activities are based on agriculture.
  - a) Tertiary
  - b) Secondary
  - c) Primary
  - d) None of these
- iv) Kashmir is known for
  - a) Tourism
  - b) Apples
  - c) Kesar
  - d) All of these
- v) \_\_\_\_\_ is a form of cloth design.
  - a) Kolapuri
  - b) Bandhari
  - c) Willow
  - d) Meenakari

B) Match the following :

[5]

- |                           |                      |
|---------------------------|----------------------|
| i) Solar energy           | a) Maharashtra       |
| ii) GI                    | b) Solar cell        |
| iii) Golden quadrilateral | c) Seaport           |
| iv) Cochi                 | d) Alphanso mango    |
| v) Sugar industry         | e) Connected highway |

P.T.O.

- C) One sentence [5]
- i) What is meant by silk routes?
  - ii) Define commercial geography.
  - iii) Mention 2 advantages of trade.
  - iv) Write 2 applications of solar energy.
  - v) Mention 2 sources of electricity.

- D) Fill in the blanks [5]
- i) GI Stands for \_\_\_\_\_.
  - ii) \_\_\_\_\_ energy plant is located at Tarapur.
  - iii) \_\_\_\_\_ forests are found in west bengal.
  - iv) \_\_\_\_\_ transport means is used to carry heavy loads over long distances.
  - v) CPCC stands for \_\_\_\_\_.

**Q2)** Any 3 out of 5 long answer questions to be attempted. [30]

- a) Explain in detail the various commercial sectors of the economy with suitable examples.
- b) Write a detailed note about the different types of forests & their significance.
- c) Explain the various factors affecting the choice of industry location.
- d) Explain the importance of transportation in business.
- e) Explain scope of commercial geography.

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

- a) Solar energy
- b) Local Localisation process
- c) Road transportation
- d) Importance of rural industry.
- e) Scope of commercial geography.



Total No. of Questions : 3]

SEAT No. :

P2157

[Total No. of Pages : 3

[5804]-204

F.Y. B.B.A. (IB)

**204 : PRINCIPLES OF MARKETING  
(2019 Pattern) (CBCS) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) Objective Type Questions :**

A) Multiple choice questions : **[5]**

- i) \_\_\_\_\_ are human needs as shaped by individual and personality and culture.
  - a) Needs
  - b) Demands
  - c) Values
  - d) Exchanges
- ii) A \_\_\_\_\_ is the set of actual and potential buyers of a product.
  - a) market
  - b) audience
  - c) group
  - d) segments
- iii) Marketing is \_\_\_\_\_.
  - a) System
  - b) Process
  - c) Is an Science and Art
  - d) All the above
- iv) Product, Price, Place and \_\_\_\_\_.
  - a) promotion
  - b) performance
  - c) placement
  - d) practice
- v) \_\_\_\_\_ is an activity of selling and purchasing of goods or services.
  - a) Manufacturing
  - b) Purchasing
  - c) Marketing
  - d) Production

**P.T.O.**

- B) Define the term : [5]
- i) Marketing Environment
  - ii) Product mix
  - iii) Functions of marketing
  - iv) Role of marketing manager
  - v) Market segmentation

- C) Match the pairs : [10]

- | A   | B   |
|---|---|
| i) Product development                    | a) Employee   |
| ii) Price                                 | b) Political factor   |
| iii) Place                                | c) Location of sales  |
| iv) Promotion                             | d) Developing new products for sales  |
| v) Internal marketing environment factor  | e) Advertising  |
| vi) External marketing environment factor | f) Packaging  |
| vii) Physical Evidences                   | g) Directly/Indirectly involved in business process                         |
| viii) People mix                          | h) Combination of Traditional & digital marketing                           |
| ix) Digital marketing                     | i) Promotion of brands to connect with potential customers through internet |
| x) Hybrid marketing                       | j) Products that are presumed to be environmentally safe                    |
| xi) Green marketing                       |   |

- Q2) Long answer questions (any 3) : [10 marks each]**

- a) What is marketing? Explain the objectives of marketing with reference to marketing in developing economy.
- b) Explain the various factors that affects the marketing environment.
- c) What is market segmentation? Explain the importance of market segmentation in day today business activities.
- d) Explain the Rural marketing with reference to its contribution in Indian economy.
- e) What is marketing mix? Explain the different elements of marketing mixes.

**Q3) Short notes (Any 4) :**

**[5 marks each]**

- a) Green marketing
- b) Product life cycle
- c) Elements of market segmentation
- d) Marketing Environment
- e) Challenges of marketing manager





Total No. of Questions : 5]

SEAT No. :

P2158

[Total No. of Pages : 4

**[5804]-205**  
**First Year B.B.A. (IB)**  
**205- BUSINESS STATISTICS**  
**(2019 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Answer all questions.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume suitable data if necessary.*

**Q1) a) Fill in the blanks :**

**[5 × 2 = 10]**

i) Data obtained by observing values of quantitative variables are referred to as \_\_\_\_\_.

(Discrete data, continuous data, Quantitative data)

ii) The process of arranging data into rows and columns is called \_\_\_\_\_.

(Classification of data, tabulation of data)

iii) The empirical relation between Mean, Median and Mode is \_\_\_\_\_.

(Mode = 3Median – 2 Mean), (Mode = 2 Median – 3Mean)

(Mode = Median + Mean)

iv) Standard deviation is always \_\_\_\_\_.

(Positive, Negative, Zero)

v) The highest range of the correlation ( $r$ ) is \_\_\_\_\_.

(0 and 1), (-1 and 0), (-1 and +1)

**P.T.O.**

- b) State whether the following statements are true or false. (3 out of 5) **[3 × 2 = 6]**
- i) The frequency distribution indicates how many times each value in a data set occurs.
  - ii) The histogram is a measure of central tendency.
  - iii) The 'mean', the 'median' and the 'mode' are all measures of central tendency.
  - iv) The mean of a set of scores is the sum of all the scores in the set and divided by the number of scores.
  - v) The 'variance' and the 'standard deviation' are two different terms indicating same concept.

**Q2)** Attempt any four of the following : (4 out of 6) **[4 × 4 = 16]**

- a) Represent the data given below by histogram :

Income (in Rs.)	Frequency
0 – 50	10
50 – 100	30
100 – 150	80
150 – 200	90
200 – 250	40
250 – 300	20

- b) Find the Median of the following distribution :

X	1	2	3	4	5	6
f	8	12	16	19	20	25

- c) Calculate Range and the coefficient of range from the following data :

X	10–20	20–30	30–40	40–50	50–60	60–70	70–80	80–90	90–100
f	6	4	15	24	11	3	10	16	20

- d) What is coefficient of correlation?
- e) Explain functions of statistics?
- f) Distinguish between classification and tabulation?

**Q3)** Attempt any four of the following : (4 out of 6)

**[4 × 4 = 16]**

- a) Draw a pie diagram for the following data of production of sugar in quintals of various countries.

Country	Production of sugar (quintals)
Cuba	62
Australia	47
India	35
Japan	16
Egypt	6

- b) Calculate the Median when Mean and Mode of Distribution are 38.6 and 32.6 respectively.
- c) Draw a scatter diagram for the following and indicate whether the correlation is positive or negative.

X	10	20	30	40	50
Y	20	40	60	80	100

- d) What are the applications of Regression Analysis?
- e) What is Primary and secondary data?
- f) Define the term Range with example?

**Q4)** Attempt any four of the following : (4 out of 6)

**[4 × 4 = 16]**

- a) Draw a multiple bar diagram for the following data :

Year	Profit before tax (in Rs) (in Lac)	Profit after tax (in Rs) (in Lac)
2010	195	80
2011	200	87
2012	165	45
2013	140	32

- b) The weekly wage of 5 workers is as given below :  
1350, 1400, 1450, 1370 and 1480 compute the arithmetic mean.
- c) Find standard deviation of (₹) 8, 10, 15, 24, 28.

d) Calculate Range and its Coefficient from the following data.

53, 46, 18, 16, 75, 84, 28

e) What do you mean by regression lines and regression equations?

f) What is standard deviation? Write the properties of standard deviation?

**Q5)** Attempt any one out of two :

**[1 × 6 = 6]**

a) If the two lines of regression are :

$$4x - 5y + 30 = 0 \text{ and}$$

$$20x - 9y - 107 = 0$$

Which of these is the line of regression of  $x$  on  $y$  and  $y$  on  $x$  ? Find  $r_{xy}$  and  $\sigma_y$  when  $\sigma_x = 3$ .

OR

b) Calculate coefficient of variations of the following data?

S. No	1	2	3	4	5	6	7	8	9	10
Weight (in Kg.)	52	56	44	32	51	48	39	58	46	54



Total No. of Questions : 5]

SEAT No. :

**P2159**

[Total No. of Pages : 2

**[5804] - 206**

**F.Y. B.B.A. (IB)**

**206 : FUNDAMENTALS OF COMPUTERS**

**(2019 Pattern) (CBCS) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1) A) Fill in the blanks : [5]**

- i)  $(7204)_8$  is \_\_\_\_\_ number.
- ii) OCR is \_\_\_\_\_.
- iii) Scanner is \_\_\_\_\_ device.
- iv) Minicomputer is \_\_\_\_\_ than mainframe computer.
- v) GUI is \_\_\_\_\_.

**B) True or False : [5]**

- i) Computer understand only binary language.
- ii) Microcomputer is a standard desktop at home.
- iii) Assembly language & binary language is same.
- iv) The integration of star & Bus topology is Tree topology.
- v) MAN is Mega area network.

**Q2) Answer the following (Any One) : [10]**

- a) Give any three Arithmetic operators of excel.
- b) What is Networking? Explain its types.

*P.T.O.*

**Q3) Answer the following (Any One) : [10]**

- a) Explain the types of printers in detail.
- b) Explain the types of scanners in detail.

**Q4) Answer the following : [10]**

What is Internet, explain its advantage, disadvantage & uses.

**Q5) Write short note (Any Two) : [10]**

- a) Search Engine.
- b) CPU
- c) RAM & ROM



Total No. of Questions : 3]

SEAT No. :

P2160

[Total No. of Pages : 3

[5804]-301

S.Y. BBA

INTERNATIONAL BUSINESS

301 : Elements of Human Resource Management

(CBCS 2019 Pattern) (Semester - III)

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]

- i) The first step in performance Appraisal process is \_\_\_\_\_
  - a) Training session
  - b) Establish performance standards
  - c) Feedback session
  - d) Interview session
- ii) \_\_\_\_\_ is on the job training method.
  - a) Job Rotation
  - b) Understudy
  - c) Role Play
  - d) Both a) & b)
- iii) \_\_\_\_\_ is managerial function of HRM.
  - a) Directing
  - b) Employment
  - c) Compensation
  - d) Motivation
- iv) \_\_\_\_\_ refers to the development of work practices that challenge & motivate the employees to perform better.
  - a) Job Rotation
  - b) Job Enlargement
  - c) Job Enrichment
  - d) None of above
- v) Which of the following is one of the steps in the process of Human Resource planning?
  - a) Employee branding
  - b) Fore casting
  - c) Both a) & b)
  - d) None of above

P.T.O.

B) Match the pairs : [5]

	Set A		Set B
i.	It is concerned with pre Planning of activities to be done in future	a.	Promotion
ii.	Role Play	b.	On the Job Training method
iii.	Job Instruction Training	c.	Planning
iv.	Lateral movement of an individual from one position to another	d.	Off the job training method
v.	Shift in the Position in which responsibilities and rank is increased	e.	Transfer

C) Answer in one sentence : [5]

- i) State any two principle of HRM.
- ii) State any two bases for Promotion.
- iii) Define job Description.
- iv) Write any two operative functions of HRM.
- v) State any two off the job training methods.

D) Fill in the blanks : [5]

- i) The act of improving knowledge of skill of an employee for doing a particular job is known as \_\_\_\_\_.
- ii) TQM stand for \_\_\_\_\_.
- iii) A statement that defines roles, tasks, duties, & responsibilities expected to be performed in a particular job is known as \_\_\_\_\_.
- iv) MBO is one of the method of \_\_\_\_\_.
- v) \_\_\_\_\_ result in increase in pay, prestige, designation and responsibilities.



**Q2)** Attempt any 3 questions :

**[30]**

- a) Define the term HRM. Explain various functions of HRM.
- b) Explain in detail the process of Human Resource Planning.
- c) What do you mean by performance Appraisal? Discuss the error/problems in performance Appraisal.
- d) Elaborate the different method of training.
- e) State & Explain various challenges of HRM.

**Q3)** Write short notes (Any 4) :

**[20]**

- a) Benefit of training.
- b) Role of HR manager.
- c) Types of Promotion.
- d) Job Rotation.
- e) Sources of Recruitment.
- f) Out sourcing.



Total No. of Questions : 3]

SEAT No. :

P2161

[Total No. of Pages : 3

[5804]-302

S.Y. B.B.A. (I.B.)

**302 : GLOBAL COMPETENCIES & PERSONALITY  
DEVELOPMENT**

**(2019 Pattern) (CBCS) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Draw neat diagrams wherever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1) Objective type questions :**

**[20]**

A) Multiple choice questions :

**[5]**

- i) The foremost skill required for learning a language is \_\_\_\_\_.
  - a) Writing skills
  - b) Reading skills
  - c) Speaking skills
  - d) Listening skills
- ii) Communication helps officials to \_\_\_\_\_ the employees.
  - a) Eliminate
  - b) Motivate
  - c) Threaten
  - d) Appraise
- iii) The document that is used to do negative communication within the organisation is called \_\_\_\_\_.
  - a) Letter
  - b) Memo
  - c) E-mail
  - d) Telax
- iv) Traits could be organised into three levels.
  - a) Primary, secondary, tertiary
  - b) Cognitive, emotional, physiological
  - c) id, ego, superego
  - d) Cardinal, central, secondary

**P.T.O.**

v) A good command over a \_\_\_\_\_ is need of speech.

- a) Practice
- b) Language
- c) Gestures
- d) Activity

B) Match the pairs : [5]

Group A

Group B

- i) Empathy
- ii) Ethics
- iii) Self-assessment
- iv) Self-esteem
- v) Body language
- a) Gathering information about oneself
- b) Personal worth
- c) Non-verbal communication
- d) Ability to emotionally understand others
- e) Set of rules that governs the behaviour of a person

C) Answer in one sentence : [5]

- i) What is verbal communication?
- ii) What are the interpersonal skills?
- iii) What do you mean by self-image?
- iv) State any two obstacles to positive thinking.
- v) Define stress.

D) Fill in the blanks : [5]

- i) Few \_\_\_\_\_ traits cannot change.
- ii) Thinking oneself very different is \_\_\_\_\_.
- iii) The word 'Personality' has been derived from the Latin word \_\_\_\_\_.
- iv) \_\_\_\_\_ also refers to the degree of emotional instability.
- v) Your \_\_\_\_\_ is your pattern of thinking, feeling & behaviour that determines who you really are as an individual.

**Q2) Long answer questions : (Solve any 3 out of 5) [3 × 10 = 30]**

- i) Define Personality. What are the factors that shape one's personality?
- ii) Explain the Johari window in detail.

- iii) What is self-Image? How to develop positive self-Image?
- iv) What do you mean by social Etiquettes? Provide guidelines for social Etiquettes.
- v) Explain the People's skills in detail.

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

**[4 × 5 = 20]**

- i) Ethics & values
- ii) SWOT Analysis
- iii) Self confidence
- iv) Importance of Time Management
- v) Body Language
- vi) Self-motivation.



Total No. of Questions : 5]

SEAT No. :

**P2162**

[Total No. of Pages : 2

**[5804]-303**

**S.Y. B.B.A. (I.B.)**

**303 : INTERNATIONAL ECONOMICS  
(2019 Pattern) (Semester - III) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All question is compulsory.*
- 2) *Draw neat labelled diagrams wherever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Fill in the blanks

**[5]**

- a) According to \_\_\_\_\_, economics is a study of mankind in the ordinary business of life.
- b) According to \_\_\_\_\_ international trade bestows on certain Indirect and dynamic gains.
- c) The \_\_\_\_\_ model is related to trade between two countries and two commodities.
- d) The concept of terms of trade was introduced by \_\_\_\_\_.
- e) \_\_\_\_\_ means increase in social welfare as a result of maximized national output.

(Select Answer - a) F.W. Taussig b) Ricardian c) Static Gains d) Prof. Mill e) Prof. Marshall)

**Q2)** True or False (Attempt any 4)

**[4]**

- a) According to Classical Economist there are two methods to measure the gains from trade.
- b) International trade increases national income which helps us to get low priced imports.
- c) Gains are measure in terms of trade.
- d) The classical economists were in favour of the free trade policy.
- e) The exchange rate is the rate which is exchanged against gold standard.

**P.T.O.**

**Q3) Match the following**

**[5]**

- |                             |                                 |
|-----------------------------|---------------------------------|
| i) WTO                      | a) Wealth of nations            |
| ii) Purchasing Power Parity | b) Special Drawing Rights       |
| iii) IMF                    | c) Floating Currency            |
| iv) Euro                    | d) Exchange Rate                |
| v) Adam Smith               | e) Preferential Trade Agreement |

**Q4) Write Short Notes (Attempt any 3)**

**[24]**

- a) Write the importance of International Economics.
- b) Write a brief note on International trade flows.
- c) Explain the limitations of absolute cost advantage theory.
- d) Write a brief note on Income terms of trade.

**Q5) Write long answer on (Attempt any 2)**

**[32]**

- a) What is International Monetary standard? Write in detail.
- b) Discuss the factors influencing the terms of trade of a country.
- c) Explain the objectives and functions of the World Bank.



Total No. of Questions : 3]

SEAT No. :

P2163

[Total No. of Pages : 3

[5804]-304

S.Y. B.B.A. - (I.B.)

**304 : PRODUCTION & OPERATION MANAGEMENT**  
**(2019 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All question is compulsory.*
- 2) *Draw neat diagrams whenever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1) A) Multiple choice questions.**

**[5 × 1 = 5]**

- i) Advantage of Preventive Maintenance is :
  - a) Reduce downtime
  - b) Continuous Production
  - c) Increase life of Machines
  - d) All of above
- ii) Material management is also called \_\_\_\_\_.
  - a) Distribution Planning
  - b) Control and logistic management
  - c) Both of above
  - d) None
- iii) Which of the following is Not an activity of physical distribution?
  - a) Transportation
  - b) Factory inventory
  - c) Warehousing
  - d) Material handling
- iv) Verification is \_\_\_\_\_.
  - a) Product based
  - b) Process Based
  - c) Quality Based
  - d) Quantity Based
- v) Centralized and De-centralized are types of \_\_\_\_\_.
  - a) Routing
  - b) Scheduling
  - c) Follow - up
  - d) Dis patching

**P.T.O.**

- B) Match the pair [5 × 1 = 5]
- | Group A                     | Group B         |
|-----------------------------|-----------------|
| i) Solid waste              | a) oil & Greese |
| ii) 3's R                   | b) Plant Design |
| iii) Preventive Maintenance | c) Plastic      |
| iv) Plant layout            | d) Scheduling   |
| v) Planning function        | e) Reduce       |
- C) Answer in 1 sentence [5 × 1 = 5]
- i) What is Bill of Material?
  - ii) What is Preventive Maintenance?
  - iii) What is Automation?
  - iv) What is full abbreviation of V.E.D?
  - v) Give any 3 Example of Material Handling System.
- D) Fill in the blanks : [5 × 1 = 5]
- i) \_\_\_\_\_ of the transformation step is a product, i.e, it is either commodity or service.
  - ii) The \_\_\_\_\_ is to manufacturing Process is raw material, along with fuel, labour.
  - iii) The unused materials are returned to stores with a material \_\_\_\_\_ note.
  - iv) \_\_\_\_\_ is a master requisition that lists all material required for job.
  - v) The flow of production is not continuous. It is \_\_\_\_\_.
- Q2) Attempt any 3 out of 5. [3 × 10 = 30]**
- i) What is Material Handling? Discuss it's various types.
  - ii) Explain the objective of Production & operation management.
  - iii) Explain about Plant layout.
  - iv) Explain about Automation control system.
  - v) Explain types of inventory analysis.



**Q3)** Write short notes (Any 4 out of 6)

**[4 × 5 = 20]**

- i) Codification
- ii) Process layout
- iii) Flexible manufacturing system.
- iv) Dispatching
- v) Production Planning & control.
- vi) Inventory management.



Total No. of Questions : 6]

SEAT No. :

P2164

[Total No. of Pages : 4

[5804]-305

S.Y. B.B.A. (I.B.)

(A305) FRENCH - I

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

**Q.1. Complétez le dialogue suivant (un au choix)**

[10]

A. M. Laperre téléphone au standard de la société 'JAPON'. Elle veut rencontrer M. Pilat, le directeur. M. Pilat n'est pas là. Elle parle à la standardiste. Complétez le dialogue.

- M. Laperre : Bonjour monsieur. Je voudrais parler à M. Pilat, s'il vous plaît.  
Le réceptionniste : \_\_\_\_\_ ?  
M. Laperre : M. Laperre.  
Le réceptionniste : \_\_\_\_\_ ?  
M. Laperre : Eh bien, c'est pour notre dossier, « Tourévasion ».  
Le réceptionniste : \_\_\_\_\_ ?  
M. Laperre : Ok. Voici mon numéro de téléphone. J'attends son appel. C'est urgent.  
Le réceptionniste : \_\_\_\_\_ .  
M. Laperre : Merci bien.  
Le réceptionniste : \_\_\_\_\_ . Au revoir.

**B. Dans l'avion Berlin et Paris.**

- M. Dumarty : Excusez-moi, vous êtes brésilienne?  
Mme Lachaise: \_\_\_\_\_ . Et vous?  
M. Dumarty : Je suis français, mais j'habite en Allemagne.  
Mme Lachaise: \_\_\_\_\_ .  
M. Dumarty : Je travaille dans l'aéronautique. Et vous?  
Mme Lachaise : \_\_\_\_\_ .  
M. Dumarty : Vous êtes marié ?  
Mme Lachaise : \_\_\_\_\_ .  
M. Dumarty: Oui, je suis marié et j'ai deux fils. Et vous ?  
Mme Lachaise : \_\_\_\_\_ .

P.T.O.

## Q.2. Grammar [10]

A. Choisissez la bonne réponse (2 au choix) (2)

1. Où (habitez/.habiter)-vous ?
2. Le poste ne (répondre) pas.
3. Je (devoir) contacter le directeur.

B. Donnez le féminin des mots soulignés (choisissez la bonne réponse): (2 au choix)(2)

1. Le directeur arrive en retard. (le directrice/la directrice)
2. M. Lebrun est suisse. (Mme Lebrun/Mme Lebrune)
3. Le directeur envoie un mél. (La client/le client)

C. Quelle heure est-il ?(Choisissez la bonne réponse) (2 au choix) (2)

1. 8 h 30 – (il est huit heures trente/il est dix-huit heures)
2. 16 h 20 – (il est seize heures/il est seize heures vingt)
3. 19 h – (il est dix-neuf heures/il est neuf heures)

D. Complétez avec de, du, de la, des (2 au choix) (2)

1. Je contacte le directeur \_\_\_\_\_ société Socatex.
2. Quel est votre numéro \_\_\_\_\_ téléphone ?
3. On pose \_\_\_\_\_ questions sur la famille.

E. Choisissez la bonne réponse (au, à la , aux )(2 au choix) (2)

1. Je voyage \_\_\_\_\_ Japon.
2. Je travaille \_\_\_\_\_ GDF – Suez.
3. La température \_\_\_\_\_ sol est de 19°.

## Q.3. Vocabulaire [10]

A. Répondez au questions (3 au choix ) (3)

1. Quelle est votre profession ?
2. Comment s'appelle un habitant du Brésil ?
3. Aimez-vous voyager en avion ?
4. Dans quel secteur, GDF-Suez travaille-t-il ?

**B. Reliez les deux colonnes**

(4)

**A.**

1. Un habitant du Japon
2. Carrefour
3. Louis Dreyfus
4. Un habitant de la Chine

**B.**

- a. Négoce et service.
- b. Chinois
- c. Grande distribution
- d. Japonais

**C. Donnez le contraire (3 au choix)**

(6)

1. Je déteste les voyages.
2. Je voyage rarement.
3. On commence tard.
4. Nous pouvons sortir.

**Q.4. Compréhension**

**Mathieu** : Non ! Je déteste l'avion. En avion, j'ai peur et j'ai toujours froid. Je déteste les longs trajets. Je n'aime pas les plateaux-repas. Pendant le voyage, je préfère dormir et je ne regarde jamais les films.

**A. Dites vrai ou faux :**

(3)

1. Mathieu aime l'avion.
2. Il préfère lire dans le vol.
3. Il regarde toujours les films.

**B. Cherchez le contraire dans le texte : chaud, aimer**

(2)

**Q.5. A. Traduisez en anglais**

(4)

Nous devons organiser une réunion avec les délégués. Est-ce que vous êtes libre mardi ?  
Autre chose : je dois contacter Mme Langlois, la responsable des ventes de la société Socatex, est-ce que vous avez ses coordonnées ?

B. Traduisez en français (3 au choix)

(6)

1. We are visiting the city.
2. You have a meeting with M. Perez.
3. Don't hang up, please.
4. I'm calling you because I am in Paris.

**Q. 6. Écrivez un paragraphe**

(5)

Nom : Bozon  
Prénom: Catherine  
Nationalité: Italienne  
Pays de résidence: La France.  
Situation de famille: Mariée  
Nombre d'enfants: 2 filles

**OU**

Nom : Isabelle  
Prénom: DeCruz  
Nationalité: Espagnole  
Pays de résidence: La Belgique.  
Situation de famille: Célibataire  
Secteur d'activité professionnelle: Chef des ressources humaines



Total No. of Questions : 6]

SEAT No. :

**P6849**

[Total No. of Pages : 4

**[5804]-306**

**S.Y. B.B.A. (I.B.)**

**B 305 : GERMAN - I**

**(2019 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Frage 1: Beantworten Sie die folgenden Fragen! (Any 3)**

**[03]**

1. Nennen Sie zwei Länder in Europa!
2. Um wie viel Uhr beginnt Ihr Deutschkurs?
3. Wie alt sind Sie?
4. Wo wohnen Sie?
5. Wie heißt Ihr Vater?

**Frage 2: Übersetzen Sie ins Englisch!**

**[03]**

Das ist Michael Wächter. Er ist Professor und kommt aus der Schweiz. Jetzt wohnt er in Berlin. Seine Wohnung hat ein Wohnzimmer, ein Schlafzimmer, eine Küche, ein Bad und einen Balkon. Das Schlafzimmer und die Küche sind sehr klein. Aber das Wohnzimmer und Schlafzimmer sind groß und hell.

**Frage 3: Wortschatz**

**[12]**

**A: Schreiben Sie die Zahlen in Wörtern! (Any 3)**

**(03)**

1. 18
2. 500
3. 46
4. 33

**B: Ergänzen Sie die Vokale! (Any 3)**

**(03)**

1. F \_\_\_ R N S \_\_\_ H E R
2. S P \_\_\_ N I \_\_\_ N
3. S \_\_\_ S S \_\_\_ L
4. R \_\_\_ D I E R G \_\_\_ M M I

**P.T.O.**

**C: Ergänzen Sie das richtige Wort! (Any 3)**

(03)

1. Müller: Familienname / Klara: \_\_\_\_\_
2. Musik : \_\_\_\_\_ / Fußball: \_\_\_\_\_
3. Französisch: \_\_\_\_\_ / Frankreich: \_\_\_\_\_
4. Berlin: Hauptstadt / München: \_\_\_\_\_

**D: Welches Wort passt nicht? (Any 3)**

(03)

1. Kuli, Bleistift, Lineal, Flur
2. Frankfurt, München, Österreich, Stuttgart
3. Japanisch, Spanisch, Italien, Türkisch
4. Schreibtisch, Lampe, Tasche, Stuhl

**Frage 4: Grammatik :**

[18]

**A: Ergänzen Sie die Verben in richtigen Formen! (Any 3)**

(03)

1. Annika \_\_\_\_\_ gut Englisch. (sprechen)
2. Ich \_\_\_\_\_ die Wohnung sehr gut. (finden)
3. Herr und Frau Müller, \_\_\_\_\_ Sie heute Zeit? (haben)
4. Max und Milli, \_\_\_\_\_ ihr aus Deutschland? (kommen)

**B: Ergänzen Sie die Personalpronomen! (Any 3)**

(03)

1. Das ist Herr Schneider. \_\_\_\_\_ wohnt in Indien.
2. Manuel und Sam sind Freunde. \_\_\_\_\_ spielen zusammen Gitarre.
3. Wo arbeiten \_\_\_\_\_, Frau Schwarzmeier?
4. Tamina kommt aus Italien. Jetzt wohnt \_\_\_\_\_ in Deutschland.

**C: Ergänzen Sie den Artikel (bestimmt/unbestimmt/nominativ/akkusativ) (Any 3) (03)**

1. Hast du \_\_\_\_\_ Bleistift?
2. Das ist \_\_\_\_\_ Sofa.
3. Ich möchte gern \_\_\_\_\_ Kaffee, bitte!
4. Hier sind \_\_\_\_\_ Fotos.

**D: Ergänzen Sie die Possessivartikel! (Any 3) (03)**

1. Wir wohnen in Deutschland. Das ist \_\_\_\_\_ Haus.
2. Das ist Frau Schneider und das ist \_\_\_\_\_ Auto.
3. Markus, ist das \_\_\_\_\_ Bleistift?
4. Ich komme aus Indien. Das ist \_\_\_\_\_ Schule.

**E: Ergänzen Sie die Verben ‚sein‘ oder ‚haben‘ im Präteritum! (Any 3) (03)**

1. Sabine, \_\_\_\_\_ du schon mal in Indien?
2. Ich \_\_\_\_\_ am Freitag keine Zeit.
3. Ich \_\_\_\_\_ gestern in Mumbai.
4. Sarah und Max \_\_\_\_\_ eine große Wohnung.

**F: Bilden Sie die Fragen! (Any 3) (03)**

1. sprechen, Welche, Sie, Sprachen ?
2. Mittagspause, du, Wann, machst ?
3. du, Japanisch, Lernst ?
4. ihr, Kommt, Indien, aus ?

**Frage 5: Lesen Sie den Text und beantworten Sie die Fragen! [10]**

**Maria und ihre Familie**

Mein Name ist Maria. Ich bin 30 Jahre alt. Zu meiner Familie gehören außer mir noch drei weitere Personen. Mein Mann Markus ist 31 Jahre alt. Wir haben zwei Kinder. Unser Sohn Heinrich ist drei Jahre alt. Unsere Tochter Valerie ist ein Jahr alt. Wir haben auch einen Hund und zwei Katzen. Der Hund heißt Maya und die Katzen Lana und Micki.



Wir wohnen in einem Dorf. Die Stadt ist nicht weit von uns entfernt. Unser Haus ist klein und hat einen Garten. Dort spielen die Kinder gerne.

Heinrich geht in den Kindergarten, und Valerie ist bei mir zu Hause. Meine Eltern leben im Ausland, aber die Eltern meines Mannes leben in der Nähe. Ich gehe sie mit den Kindern besuchen. Oft passen sie auch auf die Kinder auf. Ich bin Journalistin und arbeite meistens von zu Hause aus. Mein Mann ist Koch und arbeitet oft am Wochenende oder abends.

**A: Beantworten Sie die Fragen in einem ganzen Satz:** (05)

1. Wie viele Kinder hat Maria mit Markus?
2. Wer ist Heinrich?
3. Wo lebt Maria mit ihrer Familie?
4. Wo leben Marias Eltern?
5. Welche Berufe haben Maria und Markus?

**B: Schreiben Sie richtig oder falsch.** (05)

1. Zu Marias Familie gehören vier Personen.
2. Maria hat keine Haustiere.
3. Maria wohnt in der Stadt.
4. Die Schwiegereltern von Maria leben in der Nähe.
5. Der Mann von Maria arbeitet oft am Wochenende oder abends.

**Frage 6: Schreiben Sie 6-8 sätze über das Thema! (Any 1 Topic)** [04]

Meine Familie

OR

Meine Wohnung



Total No. of Questions : 4]

SEAT No. :

P2165

[Total No. of Pages : 2

[5804]-307

S.Y. B.B.A. (I.B.)

(A 306) : SUPPLY CHAIN MANAGEMENT - I  
(2019 Pattern) (Semester - III)

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]

- i) Supply Chain Management includes, \_\_\_\_\_.
  - a) Transportation
  - b) Material Handling
  - c) Storage
  - d) All of these
- ii) Transportation services also called as \_\_\_\_\_.
  - a) Financial
  - b) Marketing
  - c) Logistics
  - d) Sales
- iii) Information technology is helpful in improving right \_\_\_\_\_.
  - a) Information
  - b) Westage
  - c) Over production
  - d) Product Packaging
- iv) For Service Industry like SCM bonding with \_\_\_\_\_ is important.
  - a) Manufacturers
  - b) Customers
  - c) Land owners
  - d) Sellers
- v) Proficient Supply Chain Management variance should be \_\_\_\_\_.
  - a) High
  - b) Low
  - c) Medium
  - d) Not good

P.T.O.

- b) Match the pairs : [5]
- | Coloumn - A   | Coloumn - B                                |
|---|--|
| i) Zero defects in Manufacturing  | a) Continuous improvement                  |
| ii) “Kaizen” is a Japanese term meaning                                 | b) is the goal of total Quality Management |
| iii) A sequence of business and information links is called a           | c) Procurement                             |
| iv) “Green Manufacturing” & “green distribution” terms refers to        | d) Supply Chain                            |
| v) Selecting suppliers for raw material and purchasing items are called | e) Green Supply Chain Management           |

**Q2) Long Answer (Solve any 1 out of 2) :** [10]

- a) State the objectives and functions of Supply Chain Management. What is meant by Supply Chain strategy?
- b) State the objectives and functions of Scheduling. What are the factors affecting scheduling?

**Q3) Long Answer (Solve any 1 out of 2) :** [10]

- a) What are the various current trends (IT trends) in SCM? What are the steps involved in process of implementing an IT - enabled SCM system?
- b) How Supply Chain management is different from Customer Relationship Management? Also give their applications?

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

- a) What is supply chain network design?
- b) Integrated logistics management?
- c) What is Block chain?
- d) What is mean by storekeeping?
- e) Material Handling.
- f) Bullwhip Effect.



Total No. of Questions : 4]

SEAT No. :

P2166

[Total No. of Pages : 2

[5804]-308

S.Y. B.B.A. (I.B.)

**B 306 : LOGISTICS MANAGEMENT - I**  
**(2019 Pattern) (Semester - III)**

*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]**

- i) \_\_\_\_\_ is the task of buying goods of right quality, in right quantity at right time and right price.
  - a) Supplying
  - b) Purchasing
  - c) Scrutinizing
  - d) None of the above
- ii) \_\_\_\_\_ is not a part of the supply chain management system.
  - a) Supplier
  - b) Manufacturer
  - c) Information flow
  - d) Competitor
- iii) \_\_\_\_\_ is the provision of service to customers before, during and after purchase.
  - a) Customer service
  - b) Product management
  - c) Purchase management
  - d) None of the above
- iv) Buying according to requirements is called \_\_\_\_\_.
  - a) Seasonal buying
  - b) Hand to mouth buying
  - c) Tender buying
  - d) Speculative buying
- v) JIT (Just in time) is a practice followed by \_\_\_\_\_.
  - a) Japan
  - b) America
  - c) Britain
  - d) China

**P.T.O.**

- B) Match the following : [5]
- |                         |                               |
|-------------------------|-------------------------------|
| i) VLCC                 | a) Continuous improvement     |
| ii) Kaizen              | b) Fastest mode of transport  |
| iii) Inbound logistics  | c) Network of highways        |
| iv) Air transport       | d) Procurement logistics      |
| v) Golden Quadrilateral | e) Very large crude container |

**Q2)** Solve any 1 out of 2 long answer questions. [10]

- a) Explain in detail the objectives of logistics management.
- b) What are the various factors affecting the choice of a mode of transportation?

**Q3)** Solve any 1 out of 2 long answer questions. [10]

- a) Explain in detail various inventory management techniques.
- b) Explain the role and advantages of information technology in supply chain management.

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

- a) 3PL
- b) Milk run
- c) Role of inventory management in logistics.
- d) Advantages of warehouse automation.
- e) Reverse auctions
- f) JIT (Just in time)



Total No. of Questions : 3]

SEAT No. :

P2167

[Total No. of Pages : 2

[5804]-401

S.Y. B.B.A. (I.B.)

**401 : IMPORT EXPORT PROCEDURE**  
**(2019 CBCS Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) a) Fill in the blanks (Attempt Any 5 out of 6) [5]**

- i) \_\_\_\_\_ is based on the UN layout key.
- ii) Mate's Reciept is prepared before \_\_\_\_\_.
- iii) \_\_\_\_\_ is an arrangement in which are manufacturer or service firm distributes a second firms product or service.
- iv) The estabilishment of an \_\_\_\_\_ represents a cross between exporting and overseas manufacturing.
- v) A bonded warehouse may store deposited goods up to a period of \_\_\_\_\_.
- vi) Import duty may be paid in designated banks or through \_\_\_\_\_ challans.

**b) Match the following : [5]**

- | Group A                                 | Group B                                |
|---|--|
| i) ANF - 1                              | a) Printed on green paper              |
| ii) Bill of entry for ex-bond clearance | b) 1962                                |
| iii) Agent                              | c) Physical export                     |
| iv) Direct export                       | d) Respectable business representation |
| v) Customs act                          | e) Profile of importer or exporter     |

**P.T.O.**

- c) True or False [4]
- i) Bill of entry for home consumption is also known as Red bill of entry.
  - ii) White shipping bill in triplicate is used for export of duty free goods.
  - iii) DFRC Scheme was first announce in EXIM Policy 1990 - 1991.
  - iv) The market development assistance (MDA) scheme was launched in the year 1963.
  - v) Marking appear in certain order.

**Q2) Short answers (Attempt any 3 out of 4) [24]**

- a) Write a note on
  - i) Duty draw back schemes
  - ii) Advance license
- b) Explain the various Import documents.
- c) Discuss the below :
  - i) Commercial Invoice
  - ii) Role of overseas agent.
- d) Elaborate any four advantages of Mergers and Acquisitions.

**Q3) Long Answers (Attempt any 2 out of 4) [32]**

- a) What are the legal dimensions of the import procedure? Explain.
- b) Explain the various documents used for the transportation of goods.
- c) Elaborate on the process of shipment of goods.
- d) Explain the customs clearance procedure of imported goods.



Total No. of Questions : 3]

SEAT No. :

P2168

[Total No. of Pages : 2

[5804]-402

S.Y. B.B.A. (I.B.)

**402 : RESEARCH METHODOLOGY**  
**(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Fill in the blanks (Any 5)**

**[5]**

- i) Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering \_\_\_\_\_ information.
  - a) Descriptive
  - b) Analytical
  - c) Empirical
  - d) Applied
- ii) Research design is a blue print, outline and a \_\_\_\_\_.
  - a) Proposal
  - b) Strategy
  - c) Plan
  - d) Printout
- iii) The questions in your questionnaire which have no options are called as \_\_\_\_\_ questions.
  - a) Multiple choice questions
  - b) Closed ended questions
  - c) Open ended questions
  - d) Structured questions
- iv) The last page of research report is \_\_\_\_\_.
  - a) Title Page
  - b) Findings
  - c) Appendix
  - d) Bibliography
- v) The observation method collects \_\_\_\_\_ data.
  - a) Pure and Implied
  - b) Verbal and Non-Verbal
  - c) Basic and Applied
  - d) Implied and Analytical

**P.T.O.**



- vi) An abstract is a \_\_\_\_\_.
- a) Synopsis
  - b) Finding
  - c) Recommendation
  - d) Review

B) Match the following : [5]

- i) Applied research
- ii) Quota sampling
- iii) Questionnaire
- iv) Newspapers
- v) Thesis is also known as
- a) Secondary Data
- b) Dissertation
- c) On the basis of Objectives
- d) Type of sampling
- e) Primary Data

C) True or False (any 4) [4]

- i) Research corrects perceptions as well as expands them.
- ii) Simple random sampling is also known as probability sampling.
- iii) Secondary Data is easy to collect, as it is already available.
- iv) Research report is nothing but a part of research itself.
- v) Basic research related to some abstract idea or theory.

**Q2) Short Answer (any 3) [24]**

- a) Describe the Objectives of Research.
- b) Explain the types of Random Sampling.
- c) What do you mean by Contents of Research Report.
- d) Explain the “*Internal*” Sources of Secondary Data.

**Q3) Long Answer (any 2) [32]**

- a) Explain the research process in detail.
- b) Discuss the Merits and Demerits of a good questionnaire.
- c) What is a Research Design? Explain its need and importance.
- d) Explain in detail the characteristics of Research Report.



Total No. of Questions : 3]

SEAT No. :

[Total No. of Pages : 3

**P2169**

**[5804]-403**

**B.B.A. - (I.B.)**

**403 : BUSINESS ETHICS  
(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions:**

**[5×1=5]**

- a) Primary stakeholders are
  - i) Customer
  - ii) Shareholder
  - iii) Supplier
  - iv) Creditor
- b) Corporate social responsibility relate to:
  - i) Ethical conduct
  - ii) Environmental practice
  - iii) Community investment
  - iv) All of above
- c) Ethics is a
  - i) Pure science
  - ii) Normative science
  - iii) In exact science
  - iv) Exact science

***P.T.O.***

- d) Committee established Food Corporate Governance is:
- i) Cadbury Committee
  - ii) Tata Committee
  - iii) Narayan Committee
  - iv) K.M. Birla Committee
- e) Adverse social impacts could be in form of
- i) Loss of Land
  - ii) Loss of structure
  - iii) Loss of Life
  - iv) All of above

B) Match the pair:

[5×1=5]

Group A

Group B

- |                                |                              |
|--------------------------------|------------------------------|
| a) Solar power                 | i) Environmental legislation |
| b) Environmental Act - 1986    | ii) 1948                     |
| c) National Green Tribunal Act | iii) Moral philosophy        |
| d) Factories Act               | iv) Green Energy             |
| e) Normative Ethics            | v) 2010                      |

C) Answer in 1 sentence:

- a) What is Ethics?
- b) “Ethics deal with right action of individual”. Who said it?
- c) Name any 3 unfair trade practice.
- d) Name any 3 types of customer.
- e) Forest degradation due to which gas in environment?

D) Fill in blanks:

- a) \_\_\_\_\_ reflects Pearson's sense of right & wrong.
- b) Ethics is branch of \_\_\_\_\_.
- c) 3 c's of business Ethics, compliance, contribution and \_\_\_\_\_.
- d) Good Ethical Behaviour increases \_\_\_\_\_ of business & business man.
- e) CSR stands for \_\_\_\_\_.

**Q2)** Answer any 3 out of 5:

**[3×10=30]**

- a) What do you mean by value? Explain it's feature.
- b) Explain Business ethics with scope.
- c) What is Whistle Blower Act? Explain Employee right : Privacy & Safety.
- d) Enlist types of responsibilities.
- e) Explain Government Policy for promoting Economic development.

**Q3)** Short note (any 4 out of 6):

- a) Relationship management structure.
- b) Causes of Environmental problem.
- c) Environmental ethics.
- d) Ethics of employer.
- e) Environmental Legislation.
- f) Steps in Ethical Decision making.



Total No. of Questions : 3]

SEAT No. :

**P2170**

[Total No. of Pages : 3

[5804]-404

**Second Year B.B.A. - IB**

**404 : MANAGEMENT INFORMATION SYSTEM**

**(2019 CBCS Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*

**Q1) A) Multiple Choice Questions:**

**[5]**

- a) \_\_\_\_\_ is an important factor of a Management Information System (MIS).
  - i) Information
  - ii) System
  - iii) Planning
  - iv) Personnel
- b) \_\_\_\_\_ is a type of antivirus program.
  - i) Quick Hill
  - ii) McAfee
  - iii) Kapersky
  - iv) All of above
- c) A first computer virus is \_\_\_\_\_.
  - i) I Love you
  - ii) Blaster
  - iii) Sasser
  - iv) Creeper

***P.T.O.***

- d) G.D.SS stands for \_\_\_\_\_.
- i) Group Discussion Support System
  - ii) Group Decision Service System
  - iii) Group Decision Support System
  - iv) Goal Decision Support System
- e) You can protect sensitive data from prying eyes using \_\_\_\_\_.
- i) File permissions
  - ii) File locks
  - iii) Passwords
  - iv) Encryption

B) Match the pairs: [5]

- |                            |   |                                     |
|----------------------------|---|-------------------------------------|
| a) Decision making process | — | Information                         |
| b) Prototyping model       | — | Decision making activities          |
| c) MIS                     | — | Copyrights & related right          |
| d) IPR                     | — | Prototype                           |
| e) DSS                     | — | Identify the problem or opportunity |

C) Answer in one sentence: [5]

- a) What is Logical system design?
- b) What is information?
- c) What is open system?
- d) What do you mean by upper Case Tool?
- e) What is EIS?

- D) Fill in the blanks: [5]
- a) \_\_\_\_\_ is the type of MIS.
  - b) RAD is form of \_\_\_\_\_.
  - c) EIS are flexible tools which offer a wide and through access to \_\_\_\_\_.
  - d) The \_\_\_\_\_ represents facts and rates.
  - e) \_\_\_\_\_ is the backbone of any organization.

**Q2)** Solve any (3) Three out of (5) Five. Answer the following long answer questions: [3×10=30]

- a) What is the use of information for competitive advantages?
- b) What is system? Explain system design in detail.
- c) What is Executive Information System? Explain along with it's application.
- d) Define the term 'Intellectual Property Rights' related to it's service?
- e) Explain the various system building approaches?

**Q3)** Attempt any (3) Three of Six (6). Write a short note: [4×5=20]

- a) Decision making tools.
- b) Simulation.
- c) Planning.
- d) D.S.S. (Decision Support System).
- e) Feedback control.
- f) Advantages of MIS.



Total No. of Questions : 6]

SEAT No. :

**P2171**

[Total No. of Pages : 3

[5804]-405

**S.Y.B.B.A. - (I.B.)**

**A 405 : FRENCH-II**

**(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q.1. Complétez le dialogue suivant (un au choix)**

**[10]**

A. M. Lalande va dans une agence de publicité pour faire la publicité de son agence de voyages. Il discute avec le webmestre.

M. Lalande : Bonjour. Nous devons faire la de la publicité pour nos voyages. \_\_\_\_\_ ?

Le webmestre : Un e-mail commercial?

M. Lalande: C'est une bonne idée. \_\_\_\_\_ .

Le webmestre: Je vois une page avec des photos des destinations en promotion .

M. Lalande: \_\_\_\_\_ ?

Le webmestre: Oui, le nom du pays et le prix du voyage.

M. Lalande: C'est super. \_\_\_\_\_ ?

Le webmestre: Oui, on peut mettre des rubriques spécifiques, comme "l'hôtel", "vol"...

M. Lalande: Parfait! \_\_\_\_\_ ?

Le webmestre: En haut de la page.

B.

Mme Pinot et Mme Marmont vont au restaurant, "Magix". Elles ont un réservation. Elles commandent le Menu Trio avec la salade 'César' comme entrée, steak tartare avec des frites comme plat principal et une tarte aux pommes comme dessert. Elles prennent le vin rouge et une bouteille d'eau.

Mme Pinot: Bonjour monsieur, nous avons une table réservée au nom de Pinot.

Le serveur : Oui, mesdames, c'est par là.

(...)

Le serveur: Vous avez choisi?

Mme Pinot: Nous prendrons \_\_\_\_\_ .

Le serveur: Et comme plat principal?

Mme Marmont: \_\_\_\_\_ .

Le serveur: Et comme garniture?

Mme Pinot: \_\_\_\_\_ .

Le serveur: Et pour le dessert?

Mme Pinot: \_\_\_\_\_ .

Le serveur: Et pour boire?

Mme Marmont: \_\_\_\_\_ .

**Le serveur: C'est noté.**

**Q.2. Grammar [10]**

A. Choisissez la bonne réponse

(2)

1. Les passagers ont pris/a pris le vol.

2. L'ingénieur fera/feront leur travail.

***P.T.O.***



3. Nous devons/doit envoyer un mél.

B. Choisissez la bonne réponse (2 au choix) (2)

1. Je déjeune (avec/dans) les collaborateurs.

2. Les Français arrivent au bureau entre/en 8 h et 9 h 30.

3. Vous êtes invités de/chez des Français.

C. Choisissez la bonne réponse (2 au choix) (2)

1. Nous venons avec nos/notre photos.

2. Vous voyez votre/vos message ?

3. Les clients envoient leurs/leur mél.

D. Choisissez la bonne réponse (2 au choix) (2)

1. Cette/ce vol arrive de Lyon.

2. J'ai vérifié mon boîte mail ce/ces matin.

3. Le directeur sort avec ces/cette cliente.

E. Choisissez la bonne réponse (accord des adj) (2 au choix) (2)

1. Le client brésilien/brésiliens habite au Portugal.

2. J'étudie les nouveaux/nouvelles circuits.

3. Un Français peut travailler pleine/plein temps

### Q.3. Vocabulaire [10]

A. Répondez au questions (2 au choix ) (4)

1. Quel plat conseillez-vous à des Français dans votre pays ?

2. A quelle heure arrivez-vous au college ?

3. Quel âge avez-vous ?

B. Reliez les deux colonnes (4) (4)

A.

1. Chocolats

2. Sac

3. Un dessert

4. Un gîte

B.

a. Maison meublée à louer

b. Chez le chocolatier

c. En cuir

d. Salade de fruits

C. Donnez le contraire (2 au choix) (2)

1. Les appartements sont souvent au centre-ville.
2. Les hôtes arrivent le premier.
3. Il fait très chaud.

**Q.4. Compréhension** (5)

La semaine dernière ma mère a commandé un sac et une ceinture le 15/02 mais je n'ai pas reçu ma commande. J'ai envoyé un mail au service après-vente mais ils n'ont pas répondu. N'achetez pas sur ce site.

**A. Dites vrai ou faux :**

1. Ma mère a commandé une robe.
2. J'ai envoyé un mail au service après-vente.
3. Le service-après-vent a répondu.

**B. Donnez le contraire : dernière**

**C. Donnez l'infinif : répondu.**

**Q.5. A. Traduisez en anglais** (4)

En France, le style de vêtements portés au travail dépend du secteur d'activité, de la fonction ou du statut des personnes et de la culture de l'entreprise.

Les personnes portent des tenues plus décontractés et « branchés » dans la publicité, la mode et les métiers artistiques. Les vêtements sont plus classiques (costume avec ou sans cravate pour hommes. robe ou tailleur jupe ou pantalon pour femme) dans les secteurs de la finance, des assurances, du conseil etc.

**B. Traduisez en français (3 au choix)** (6)

1. We bought shoes.
2. This is a good idea.
3. You climb to the 4<sup>th</sup> floor.
4. I play tennis.

**Q.6. Écrivez un paragraphe** (5)

- A. Décrivez les repas en France.
- B. Décrivez votre emploi du temps.



Total No. of Questions : 6]

SEAT No. :

**P6850**

[Total No. of Pages : 4

**[5804]-406**  
**S.Y. B.B.A (IB)**  
**B405 : GERMAN - II**  
**(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

**Frage 1: Beantworten Sie die folgenden Fragen! (Any 3)**

**[03]**

1. Wo kann man Brot kaufen?
2. Wohin reisen Sie gern? Warum?
3. Was essen Sie zum Abendessen?
4. Nennen Sie 2 Musiker in Indien!
5. Wie alt ist dein Vater?

**Frage 2: Übersetzen Sie ins Englisch!**

**[05]**

**Tante Klara**

Pauls Tante Klara wohnt nicht in Madrid. Sie lebt in Deutschland! Sie ist Friseurin in Berlin. Ihre Wohnung ist über dem Friseursalon. Jeden Tag steht sie um sieben Uhr auf. Dann frühstückt sie mit ihrer Tochter Susan Eier und Orangensaft. Um acht Uhr geht sie nach unten und öffnet den Laden. Ihre Tochter nimmt den Bus zur Schule. Sie essen zusammen zu Mittag um zwei Uhr am Nachmittag. Um sechs Uhr am Abend beendet Tante Klara ihre Arbeit. Sie schaut immer die Nachrichten im Fernsehen, bevor sie ins Bett geht.

**Frage 3: Wortschatz**

**[11]**

**A: Ergänzen Sie das richtige Wort! (Any 3)**

**(03)**

1. Der W\_\_\_\_\_ klingelt um 6 Uhr. ich muss aufstehen.
2. Anja hat eine P \_\_\_\_\_ am Abend. Sie kauft Getränke, Pizzas und lädt Freunde ein.
3. Sie spricht Marathi zu Hause. Das ist ihre M\_\_\_\_\_.
4. Ich lese Bücher, spiele Karten und schwimme in meiner F\_\_\_\_\_.

**P.T.O.**

**B: Welches Verb passt am besten? (Any 3)**

**(03)**

1. Am Telefon oder Handy \_\_\_\_\_.
2. Hausaufgaben \_\_\_\_\_.
3. Mein Kopf \_\_\_\_\_ weh.
4. Ein Buch: \_\_\_\_\_.

**C: Bilden Sie die Sätze! (Any 3)**

**(03)**

1. Paul- Nachts- arbeiten- müssen- .
2. Leer- der- Kühlschrank- ist - .
3. tragen- du- oder- ein Kleid- Jeans - ?
4. Vater- Sozialarbeiter- mein- Beruf- ist - .

**D: Welches Wort passt nicht? (Any 2)**

**(02)**

1. Apfel - Banane - Spinat - Birne
2. Tür - Treppe - Salat - Wand.
3. der Zug – der Bus – das Fahrrad – das Taxi

**Frage 4: Grammatik :**

**[18]**

**A: Ergänzen Sie das Perfekt! (Any 4)**

**(04)**

1. Als Studentin \_\_\_\_\_ Conny an der Freien Uni Chemie \_\_\_\_\_. (studieren)
2. Nach dem Studium \_\_\_\_\_ sie nach München \_\_\_\_\_. (fahren)
3. Sie \_\_\_\_\_ mit Paul \_\_\_\_\_. (telefonieren)
4. Er \_\_\_\_\_ einen Brief \_\_\_\_\_. (schreiben)
5. Der Zug \_\_\_\_\_ \_\_\_\_\_. (abfahren)

**B: Ergänzen Sie die Präposition! (Any 4)**

**(04)**

**(in - auf - am - um - für - an)**

1. Meine Mutter hat ein Kleid \_\_\_ mich gekauft.
2. Es gibt viele Geräte \_\_\_ dem Büro.
3. Die Bücher sind \_\_\_ dem Tisch.
4. Das Paket ist \_\_\_ Montag angekommen.
5. Der Zug kommt pünktlich \_\_\_ 9 Uhr.

**C: Ergänzen Sie die Adjektivendungen! (Any 4)**

**(04)**

1. Nach dem langweilig \_\_\_ Unterricht möchte ich eine Pizza essen.
2. Meine alt \_\_\_ Freundin hat mir geholfen.
3. Peter trägt einen schwarz \_\_\_ Mantel.
4. Liechtenstein ist ein klein \_\_\_ Land.
5. Lia kauft ein schön \_\_\_ Regal .

**D: Konjugieren Sie und ergänzen Sie die Modalverben! (Any 3)**

**(03)**

1. “\_\_\_\_\_ du mir bei Hausaufgaben helfen?” (können)
2. Im Krankenhaus \_\_\_\_\_ man nicht laut sprechen. (dürfen).
3. Ich \_\_\_\_\_ im Dezember nach Paris fahren.” (wollen)
4. Du \_\_\_\_\_ mir jetzt das Geld zurückgeben. (sollen)

**E: Schreiben Sie die Sätze im Imperativ! (Any 3)**

**(03)**

1. Kleider- deine- waschen. (du)
2. Supermarkt-in- gehen- den. (Sie)
3. Jeden Tag - Yoga - machen. (ihr)
4. bald- mir- schreiben. (du)

**Frage 5: Lies den Text und beantworte die Fragen !**

**[08]**

Der Alexanderplatz heißt kurz "Alex". Der Platz ist im Berliner Stadtteil Mitte. Er liegt sehr zentral. Viele Touristen besuchen den Alexanderplatz. Täglich kommen mehr als 360.000 Menschen. Er ist eine wichtige Sehenswürdigkeit der Stadt Berlin. Der Name kommt von Alexander I von Russland.

Am Alexanderplatz gibt es einen Bahnhof. Der Bahnhof ist groß. Viele Züge, S-Bahnen, U-Bahnen, Straßenbahnen und Busse fahren hier. Auch der Bus Linie 100 fährt zum Alexanderplatz.

Auf dem Alexanderplatz gibt es viele Geschäfte und Einkaufszentren. Man kann hier gut bummeln. Es gibt auch Hotels am Alexanderplatz. Ein Hotel heißt Park Inn. Auf dem Platz steht auch die Weltuhr. Sie ist zehn Meter hoch. Auf der Uhr kann man die Namen und Uhrzeiten von 148 Städten sehen. Und: Auf dem Alex steht der Fernsehturm. Er ist 365 Meter hoch. Kein Gebäude in Deutschland ist so groß.

**A: Beantworten Sie die Fragen in einem ganzen Satz:**

**(03)**

1. Wo liegt der Alexanderplatz in Berlin?
2. Wie viele Besucher besuchen jeden Tag den Alexanderplatz?
3. Welcher Bus fährt zum Alexanderplatz?

**B: Schreiben Sie richtig oder falsch.**

**(05)**

1. "Alex" liegt im Süden von Berlin.
2. Alexanderplatz ist eine wichtige Sehenswürdigkeit in Berlin.
3. Auf dem Alexanderplatz kann man einkaufen und bummeln.
4. Die Weltzeituhr zeigt Uhrzeiten von mehr als 100 Städten.
5. Alle Häuser in Deutschland sind so groß wie der Fernsehturm auf dem Alex.

**Frage 6: Schreiben Sie 6-8 sätze über das Thema! (Any 1 Topic)**

**[05]**

- **Mein Traumberuf**
- **Mein Land 'Indien'**



Total No. of Questions : 4]

SEAT No. :

**P2172**

[Total No. of Pages : 2

[5804]-407

**S.Y. B.B.A. (International Business)**

**A406 : INTERNATIONAL WAREHOUSE & SUPPLY CHAIN**

**MANAGEMENT - II**

**(CBCS 2019 Pattern) (Semester - IV)**

*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) \_\_\_\_\_ plays an important role in supply chain management.
  - i) Finance
  - ii) Marketing
  - iii) Information system
  - iv) Strategy
- b) The selection of international locations of warehouses is often decided on the basis of \_\_\_\_\_.
  - i) Land
  - ii) Tax incentives
  - iii) Forms
  - iv) Rules
- c) SCM includes \_\_\_\_\_.
  - i) Transportation
  - ii) Material handling
  - iii) Storage
  - iv) All of the above
- d) \_\_\_\_\_ are mostly used to transport liquid and gases.
  - i) Rods
  - ii) Tubes
  - iii) Pipelines
  - iv) Lighter
- e) Keeping stock updated in the warehouse is the function of \_\_\_\_\_.
  - i) Supply chain Management
  - ii) Retail Management
  - iii) Sales Management
  - iv) Personal Management

***P.T.O.***

- B) Match the following: [5]
- |                            |   |
|----------------------------|---|
| a) International Trade     | i) Receiving                                  |
| b) JIT                     | ii) Warehouses established in foreign country |
| c) First warehouse process | iii) Just in Time                             |
| d) SCM                     | iv) Increased revenues                        |
| e) Overseas warehouse      | v) Supply Chain Management                    |

**Q2)** Answer the following long answer (Any 1 out of 2): [10]

- Explain the concept of warehouse and explain in detail the various functions of warehouses.
- Explain SCM. Explain in detail supply chains impact on stores and warehousing.

**Q3)** Answer the following long answer (Any 1 out of 2): [10]

- Explain in detail warehouse management systems and modern trends in warehousing.
- What is international supply chain management and explain the issues in international SCM.

**Q4)** Write short notes (Any 4 out of 6): [20]

- eSCM - benefits and communication networks.
- Impact of SCM on global business.
- Role of a warehouse manager.
- Global warehousing.
- Warehouse locations.
- Warehousing costs.





Total No. of Questions : 4]

SEAT No. :

**P2173**

[Total No. of Pages : 2

[5804]-408

**S.Y. B.B.A. (International Business)**

**B406 : INTERNATIONAL LOGISTICS AND PORT MANAGEMENT - II**

**(2019 Pattern) (Semester - IV)**

*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) Fill in the blanks:**

**[5]**

- a) The fastest and most costly mode of transport.
  - i) Air transport
  - ii) Water transport
  - iii) Road transport
  - iv) Rail transport
- b) \_\_\_\_\_ handles all the logistical aspects of the transaction in International Trade.
  - i) Export Trading Companies
  - ii) Export Management Company
  - iii) Export Packers
  - iv) Freight Forwarders
- c) Certificate of Inspection is a document prepared on the request of a \_\_\_\_\_.
  - i) Buyer
  - ii) Seller
  - iii) Port Authority
  - iv) Transport Agency
- d) The main benefits of containerization are \_\_\_\_\_.
  - i) Standardisation
  - ii) Flexibility
  - iii) Safety & Security
  - iv) All of the above
- e) Container corporation of India Pvt. Ltd. (CONCOR) Commenced it's operations in \_\_\_\_\_.
  - i) November, 1990
  - ii) November, 1989
  - iii) November, 1987
  - iv) November, 1988

***P.T.O.***

B) Match the following: [5]

I

- a) Cargo Positioning
- b) Commercial Invoice
- c) ULD
- d) 4PL
- e) FCL

II

- i) Unit Load Device
- ii) Fourth party Logistics
- iii) Placing the container at the place of loading
- iv) Full Container Load
- v) Provided by seller to the buyer

**Q2)** Attempt any ONE of the following: [10]

- a) What are the different roles that are played by Logistics Intermediaries.
- b) Define International Logistics Management. Explain objective and scope of International Logistics in brief.

**Q3)** Attempt any ONE of the following: [10]

- a) Define the term Port. Explain important functions and features of Ports in brief.
- b) Define CONCOR. Explain Core functions and Logistics Services offered by CONCOR.

**Q4)** Write short notes (Any four): [20]

- a) 3 PL.
- b) Certificate of Origin.
- c) Just in Time (JIT) in Port Operation.
- d) Containerisation.
- e) Types of Ports.
- f) Phases of Port Development.



Total No. of Questions : 4]

SEAT No. :

**P2174**

[Total No. of Pages : 2

[5804]-501

**T.Y. B.B.A. (International Business)**  
**501 : INTERNATIONAL RELATIONS**  
**(CBCS - 2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q.1 and Q.6 are compulsory.*
- 2) *Solve any three from Q.2 to Q.5.*
- 3) *Figures to right indicates full marks.*

**Q1) A) Fill in the blanks:**

**[5]**

- a) International Relations (IR) is also referred as \_\_\_\_\_.
- b) FERA in India is replaced by \_\_\_\_\_.
- c) \_\_\_\_\_ is the head quarter of WTO.
- d) GATT was established the year \_\_\_\_\_.
- e) SAARC comprises of \_\_\_\_\_ member countries.

**B) Match the pair:**

**[5]**

- |           |  |
|-----------|--|
| a) WTO    | i) 8 August 1967   |
| b) NAFTA  | ii) The Agreement on-Trade-Related Aspects of Intellectual property Rights |
| c) SAARC  | iii) Multinational Negotiation trade negotiation body                      |
| d) TRIPS  | iv) 1985   |
| e) Tariff | v) Duty  |

***P.T.O.***

**Q2)** Explain in detail issues of socio-cultural relations. **[15]**

**Q3)** Explain in detail levels of economic integration. **[15]**

**Q4)** Explain in detail fundamental principles and functions of WTO. **[15]**

**Q5)** What are the causes of inequality of income and wealth in India? **[15]**

**Q6)** Short Notes (Any 3 out of 5): **[15]**

- a) Importance of culture ay workplace.
- b) Forms of Commodity Agreement.
- c) SAARC.
- d) Importance of Political Relations.
- e) Effects of Tariffs on an economy.



Total No. of Questions : 3]

SEAT No. :

**P2175**

[Total No. of Pages : 3

[5804]-502

**T.Y. B.B.A. (I.B.)**

**502 : INTERNATIONAL BUSINESS LAW**

**(2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple Choice Questions:**

**[5]**

- a) \_\_\_\_\_ is the father of International Law.
  - i) Suarez
  - ii) Oppenheim
  - iii) Hago Grotius
  - iv) Peter
- b) Where are annual sessions of UNCITRAL held?
  - i) New York
  - ii) Vienna
  - iii) Geneva
  - iv) Britan
- c) UNCITRAL model law on E-commerce.
  - i) 1996
  - ii) 1994
  - iii) 1995
  - iv) 1997

***P.T.O.***

- d) EU stands for \_\_\_\_\_.
- i) Export union
  - ii) European union
  - iii) EXIM union
  - iv) Export unit
- e) One of the following policy is about exports & imports?
- i) Fiscal Policy
  - ii) Monetary Policy
  - iii) Commercial Policy
  - iv) Finance Policy

B) Match the pairs:

[5]

- | Group A                              | Group B   |
|--------------------------------------|-----------|
| a) International finance corporation | i) 1961   |
| b) UNDP                              | ii) 1995  |
| c) OECD                              | iii) 1956 |
| d) WTO                               | iv) 1965  |

C) Answer in one sentence:

[5]

- a) State any two functions of IFC.
- b) What is the Long form of OECD?
- c) Define International Trade.
- d) What is Letter of credit?
- e) What is Bill of Lading?

- D) Fill in the blanks: [5]
- a) \_\_\_\_\_ broadly means a science which deals with the body of customs, rules, principles, treaties etc., which are binding upon the members of the International Community.
  - b) \_\_\_\_\_ is a document of title, a receipt for shipped goods & a contract between a carrier & shipper.
  - c) Commercial letters, standby letters, revocable letter etc are the types of \_\_\_\_\_.
  - d) To ensure that trade flows as smoothly, predictably & freely as possible, these are the functions of \_\_\_\_\_.
  - e) The main function of \_\_\_\_\_ is to help the developing countries achieve accelerated economic development.

**Q2) Long answer questions: (Solve any 3 out of 5) [3×10=30]**

- a) What is International Law? State the scope & objectives of International Law.
- b) State the objectives & functions of UNCTAD.
- c) Explain the significance of International Dispute settlement Machinery in the era of globalisation.
- d) What is FEMA? Explain the main regulations provided by FEMA.
- e) What are the functions of Export Promotion Council?

**Q3) Short note. Solve any 4 out of 6: [4×5=20]**

- a) United Nations Development Programme.
- b) Structure of OECD.
- c) UNCITRAL Model of Electronic Commerce.
- d) International Support System for traders.
- e) Ministry of Commerce.
- f) W.T.O. Dispute Redressal System.



Total No. of Questions : 3]

SEAT No. :

**P2176**

[Total No. of Pages : 3

[5804]-503

**T.Y.B.B.A. - I.B.**

**BUSINESS REPORTING & ANALYSIS (503)**

**(2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Fill in the Blanks (any 5):**

**[5]**

- a) \_\_\_\_\_ includes tools like discounts, coupons free samples etc.
  - i) Sales Promotion
  - ii) Marketing
  - iii) Advertising
  - iv) Promotion
- b) T in PESTEL analysis stands for \_\_\_\_\_ Factors.
  - i) Technical
  - ii) Transfer
  - iii) Technological
  - iv) Team
- c) All financial statements have \_\_\_\_\_ that display the company name, name of the report, and date of activity.
  - i) Headings
  - ii) Information
  - iii) Websites
  - iv) Glow boards

***P.T.O.***



- d) \_\_\_\_\_ include economic growth, interest rates, exchange rates and the inflation rate.
- i) Economic Factors
  - ii) Delomorphic Factor
  - iii) Ecological Factor
  - iv) Behavioural Factor
- e) \_\_\_\_\_ is one of the important steps in personal selling.
- i) Advertising
  - ii) Communication
  - iii) Reporting
  - iv) Marketing
- f) The \_\_\_\_\_ is a model used to analyse the portfolio of strategic business units, investments and products according to their cash generating capabilities.
- i) ABC Matrix
  - ii) BCG Matrix
  - iii) BBC Matrix
  - iv) CCC Matrix

B) Match the following: [5]

- |                              |                            |
|------------------------------|----------------------------|
| a) Responsibility of owners  | i) Maximum 200 Members     |
| b) Star                      | ii) Minimum 7 Members      |
| c) Private Company           | iii) Cost-benefit analysis |
| d) Public Company            | iv) Creating goodwill      |
| e) Kind of Economic Analysis | v) Expand                  |

- C) True or False (any 4): [4]
- a) Business Reports carry information on facts related to business activities.
  - b) The value chain of the organization creates the value for the product and service.
  - c) Writing a report is an involved process. It requires information to be collected and research performed.
  - d) In the BCG (Boston Consulting Group) Matrix, a business that has a low market share in a industry characterized by high market growth is termed as Star.
  - e) The value chain of the organization creates the value for the product and service.

**Q2) Short Answer (any 3):** [24]

- a) Write an elaborate note on Business Reporting.
- b) What is Segment Analysis?
- c) Explain Value Chain.
- d) Explain the Types of Company Analysis.

**Q3) Long Answer (any 2):** [32]

- a) Explain concept of Business Report and uses of Business Report.
- b) Discuss various Business Industries with reference to following analysis parameters: Growth Drives, CSF and KPI.
- c) Explain in detail factors to be considered for Marketing and Financial Reporting.
- d) What is Business Analysis Process? What are common steps for the process of Business Analysis?



Total No. of Questions : 3]

SEAT No. :

**P2177**

[Total No. of Pages : 3

[5804]-504

**T.Y.B.B.A. - IB**

**504 : FOREIGN EXCHANGE MANAGEMENT**

**(2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Multiple choice questions:**

**[5]**

- a) A foreign currency account maintained by a bank abroad is it \_\_\_\_\_ account.
  - i) nostro
  - ii) vostro
  - iii) loro
  - iv) foreign bank account
- b) An authorized person under FEMA does not include \_\_\_\_\_.
  - i) an authorized dealer
  - ii) an authorized money charger
  - iii) an offshore banking unit
  - iv) an exchange broker
- c) The market forces influencing the exchange rate are not fully operational under \_\_\_\_\_.
  - i) floating exchange rate system
  - ii) speculative attack the market
  - iii) fixed exchange rate system
  - iv) all of the above

***P.T.O.***

- d) The reduction in the value of a currency due to market forces is known as \_\_\_\_\_.
- i) revaluation
  - ii) depreciation
  - iii) appreciation
  - iv) none of the above
- e) The selling rate is also known as \_\_\_\_\_.
- i) Bid rate
  - ii) Offer rate
  - iii) Spread
  - iv) None of the above

B) Match the following: [5]

- |                       |                                    |
|-----------------------|------------------------------------|
| a) Loro account       | i) Foreign currency quotation      |
| b) Indirect Quotation | ii) 29 <sup>th</sup> December 1999 |
| c) FEMA               | iii) Their account with them       |
| d) Hedging            | iv) determined by demand & supply  |
| e) Flexible rate      | v) risk management strategy        |

C) One sentence: [5]

- a) Which type of foreign exchange system does India have?
- b) What does the acronym SWIFT stand for?
- c) What is meant by spot transactions?
- d) What is meant by TT selling rate
- e) What does the acronym FEMA stand for?

- D) Fill in the blanks: [5]
- a) Under \_\_\_\_\_ system exchange rate is freely determined by the market with no interference from central authority.
  - b) NEER stands for \_\_\_\_\_.
  - c) \_\_\_\_\_ of currency is the fall in the value of domestic currency in relation to foreign currency.
  - d) \_\_\_\_\_ are a hedging tool where two parties exchange currency.
  - e) FEMA has replaced \_\_\_\_\_.

**Q2)** Answer the following questions in detail. (any 3 out of 5): [30]

- a) What is meant by foreign exchange management explain its objectives in detail.
- b) What is meant by 'managed exchange rate'? Explain its advantages & limitations.
- c) Explain in detail the functions of foreign exchange market.
- d) Write in detail about techniques of exposure management.
- e) Write in detail about various foreign currency accounts.

**Q3)** Write short notes (any four out of six): [20]

- a) Fema - Features & importance.
- b) Spot transactions.
- c) TT buying rate.
- d) Multinational banking.
- e) SWIFT payment system.
- f) Exchange control.



Total No. of Questions : 4]

SEAT No. :

**P2178**

[Total No. of Pages : 2

[5804]-505

**T.Y. B.B.A. (I.B.)**

**505(A) : INTERNATIONAL MARKETING MANAGEMENT - I**

**(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) International marketing ensures \_\_\_\_\_ utilization of resources.
- |             |             |
|-------------|-------------|
| i) Minimum  | ii) Maximum |
| iii) Normal | iv) Proper  |
- b) International marketing selection process includes \_\_\_\_\_.
- |                           |                  |
|---------------------------|------------------|
| i) Segmentation of market | ii) Availability |
| iii) Profitability        | iv) All of above |
- c) International marketing plan must address payment and \_\_\_\_\_.
- |           |               |
|-----------|---------------|
| i) Credit | ii) Paperwork |
| iii) Lien | iv) Receipt   |
- d) Distribution channels vary depending on which of the following?
- |                       |                  |
|-----------------------|------------------|
| i) Target market size | ii) Competition  |
| iii) Intermediaries   | iv) All of above |
- e) International marketing environment is \_\_\_\_\_ in character.
- |               |                      |
|---------------|----------------------|
| i) Stable     | ii) Static           |
| iii) Flexible | iv) Fluid & Flexible |

***P.T.O.***

- B) One sentence questions: [5]
- a) International Marketing.
  - b) Distribution channel.
  - c) Vertical Marketing.
  - d) Product.
  - e) Price.

**Q2)** Explain different principles of International Marketing. [10]

OR

What are the factors influencing the market selection decision? [10]

**Q3)** Explain the various international marketing strategies. [10]

OR

Explain the different pricing methods. [10]

**Q4)** Write short notes on (any four): [20]

- a) Problems of market segmentation.
- b) Types of Packaging.
- c) Sponsorship marketing.
- d) Joint Venture.
- e) Objectives of International marketing.
- f) Branding.



Total No. of Questions : 4]

SEAT No. :

**P2179**

[Total No. of Pages : 2

[5804]-506

**T.Y. B.B.A. (I.B.)**

**505(B) : INTERNATIONAL FINANCIAL MANAGEMENT - I**

**(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) *Draw figures wherever necessary.*

**Q1) A) Multiple Choice Questions:**

**[5]**

- a) \_\_\_\_\_ represents the structure of financial payment mechanisms, settlements, practices institutions and associations that govern international trade and payments around the globe.
  - i) International monetary system
  - ii) National system
  - iii) Persion system
  - iv) Local financial system
- b) IDA is a part of \_\_\_\_\_.
  - i) World Bank
  - ii) IMF
  - iii) ADB
  - iv) BIS
- c) \_\_\_\_\_ is issued in a currency other than the currency of the country or market in which it is issued.
  - i) Euro bond
  - ii) Foreign bond
  - iii) Convertible bonds
  - iv) Municipal bond
- d) \_\_\_\_\_ standards can be viewed as Indian accounting standards converged to IFRS standards.
  - i) IFRS
  - ii) Ind-AS
  - iii) Basic
  - iv) Indian GAAP
- e) \_\_\_\_\_ refers to the financial institutions and regulations acting at the international level, as opposed to those that act on a national or regional level.
  - i) Global financial system
  - ii) National system
  - iii) Persion system
  - iv) Local financial system

***P.T.O.***



B) Match the pairs: [5]

Part - I

Part-II

- |                     |   |
|---------------------|---|
| a) Balance of Trade | i) Global Accounting Standards                                  |
| b) IFRS             | ii) Export of merchandise Goods-<br>Import of merchandise goods |
| c) CAC              | iii) 1930   |
| d) IMF              | iv) France  |
| e) BIS              | v) International Monetary Fund                                  |

Q2) Attempt any ONE of the following: [10]

- Explain meaning, characteristics and structure of Balance of Payment.
- Explain in detail the concept of Credit Rating with the example of any three International Credit Rating Agencies.

Q3) Attempt any ONE of the following: [10]

- Explain the concept 'International Capital Market? Explain any two International Capital Markets.
- Explain the techniques used in International Cash Management.

Q4) Write short notes (Any Four): [20]

- Structure of Foreign Exchange Market.
- IMF.
- ADR's.
- Euro Bond.
- Letter of credit.
- Balance of Trade.



Total No. of Questions : 3]

SEAT No. :

**P2180**

[Total No. of Pages : 2

[5804]-507

**T.Y. B.B.A. (IB)**

**A506: LEGAL DIMENSIONS IN INTERNATIONAL MARKETING (II)**

**(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) Select the correct option (Attempt any 4 out of 5):**

**[4]**

- a) GSP is \_\_\_\_\_.
  - i) Generalized System of Preferences
  - ii) Generalized System of Policies
  - iii) Generalized System of Parity
  - iv) Generalized System of Protocols
- b) IMF is headquartered in \_\_\_\_\_.
  - i) Paris
  - ii) Geneva
  - iii) Washington D.C.
  - iv) London
- c) IMF came in existence in \_\_\_\_\_.
  - i) 1940
  - ii) 1945
  - iii) 1950
  - iv) 1955
- d) “Working to foster global monetary cooperation, secure financial stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world” is the mission of \_\_\_\_\_.
  - i) World Bank
  - ii) IMF
  - iii) WTO
  - iv) UNCTAD
- e) UNCTAD was established in \_\_\_\_\_.
  - i) 1954
  - ii) 1964
  - iii) 1968
  - iv) 1972

***P.T.O.***

- B) Match the pairs: [4]
- |           |                                     |
|-----------|-------------------------------------|
| a) UNCTAD | i) International Trade              |
| b) IMF    | ii) 1973                            |
| c) FERA   | iii) Geneva                         |
| d) WTO    | iv) United Nations General Assembly |

- C) State True or False: [4]
- a) The first UNCTAD conference took place in Geneva.
  - b) IMF belongs to World Bank group.
  - c) WTO is headquartered in Geneva.
  - d) WTO regulates and facilitates International Politics.

- Q2) Solve any Two: [14]**
- a) Explain the complexities of International Trade Law.
  - b) Explain functions of IMF.
  - c) Explain FEMA.
  - d) Explain TRIP and TRIM.

- Q3) Solve any Two: [24]**
- a) Explain Taxation on foreign income.
  - b) Explain regulation and treaties related to Joint Ventures.
  - c) Explain dispute settlement rules and procedures with respect to IMF.
  - d) Explain the Contract of Enforcement and Dispute Settlement.



Total No. of Questions : 4]

SEAT No. :

**P2181**

[Total No. of Pages : 2

[5804]-508

**T.Y.B.B.A. (I.B.)**

**B506 : LEGAL DIMENSIONS IN FINANCIAL MANAGEMENT - II**

**(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]**

- a) Consideration in simple term means:
  - i) Anything in return
  - ii) Something in return
  - iii) Everything in return
  - iv) Nothing in return
- b) An agreement enforceable by law is a:
  - i) Promise
  - ii) Contract
  - iii) Obligation
  - iv) Lawful promise
- c) The minimum number of members in a private company and public company are:
  - i) Three and seven respectively
  - ii) Two and seven respectively
  - iii) Two and nine respectively
  - iv) None of the above
- d) FEMA replacing FERA came into force with effect from:
  - i) 1<sup>st</sup> January 2005
  - ii) 1<sup>st</sup> June 2000
  - iii) 1<sup>st</sup> July 2006
  - iv) 1<sup>st</sup> July 1995
- e) Which of these institutions is not a part of the World Bank Community?
  - i) IFC
  - ii) IDA
  - iii) WTO
  - iv) IBRD

***P.T.O.***

B) Match the pairs: [5]

Group (A)	Group (B)
a) Coercion	i) It involves moral or mental pressure
b) It refers to the competence of the parties to make a contract.	ii) An agreement enforceable by law
c) Contract	iii) Express contract
d) Quasi-Contract	iv) Tacit Contract
e) Undue Influence	v) It involves the physical force or threat.
	vi) Not an actual contract but it resembles a contract.
	vii) Capacity to Contract

**Q2)** Solve any one: [10]

- Define a 'Company'. What are the main features of a company.
- Define a 'Contract'. Explain in detail essentials of a Valid Contract.

**Q3)** Solve any one: [10]

- What is FEMA? Explain important provisions of FEMA.
- Explain in detail the role of World Trade Organization (WTO) in Financial Management at Global Level.

**Q4)** Write short notes on (Any Four): [20]

- Provisions relating to preferential treatment of developing countries.
- Discharge of Contract.
- Shares and share capital.
- Prospectus.
- Regulatory framework of WTO.
- Foreign Investment.



Total No. of Questions : 3]

SEAT No. :

**P2182**

[Total No. of Pages : 3

[5804]-601

**T.Y.B.B.A. - (I.B.)**

**GC - 601 : NEW VENTURE CREATION AND START-UPS**

**(2019 CBCS Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Fill in the Blanks (attempt any 5):**

**[5]**

- a) An individual who initiates, creates and manages a new business can be called \_\_\_\_\_.
  - i) A Manager
  - ii) A Leader
  - iii) A Professional
  - iv) An Entrepreneur
- b) The Indian Government promoting and fostering entrepreneurship through \_\_\_\_\_.
  - i) Start up India
  - ii) Make in India
  - iii) Use in Bharat
  - iv) Option (i) & (ii)
- c) \_\_\_\_\_ investor is an individual who provides capital for a business or business start-up, usually in exchange for convertible debt or ownership equity.
  - i) Angel
  - ii) Venture Capital
  - iii) Retail
  - iv) None of the above
- d) \_\_\_\_\_ is the design or symbol that is created by an organization & identifies its offering and services.
  - i) Tagline
  - ii) Logo
  - iii) Brand
  - iv) Slogan

***P.T.O.***

- e) \_\_\_\_\_ is the process of creating something new?
- |               |                       |
|---------------|-----------------------|
| i) Modeling   | ii) Innovation        |
| iii) Planning | iv) None of the above |
- f) SIDBI was established in the year \_\_\_\_\_.
- |           |          |
|-----------|----------|
| i) 1988   | ii) 1989 |
| iii) 1990 | iv) 1992 |

B) Match the following: [5]

- |                          |   |
|--------------------------|---|
| a) Risk Bearing          | i) The loss of other alternatives when one alternative is chosen. |
| b) Opportunity Cost      | ii) An Obligation to Act to benefit society at large              |
| c) Ethics                | iii) Prominent Role in Developing & Promoting industries.         |
| d) Social Responsibility | iv) Willingness to Assume Risk                                    |
| e) DICs                  | v) Aspects Related to human Behavior                              |

C) True or False (attempt any 4): [4]

- a) Technical feasibility considers only financial aspects of the starting new venture.
- b) The Small Industrial Development Bank of India (SIDBI) is a financial Institution of Government of India.
- c) Social Responsibility is an ethical ideology or theory that an entity, be it an organization or individual, to make social welfare.
- d) Make in India is also called as Use in India.
- e) Full form of DIC is District Industries Centers.

**Q2) Write a Short notes (attempt any 3):**

**[24]**

- a) Characteristics of Entrepreneurship.
- b) Activities of DICs.
- c) Target Market Generation and Potential Tapping.
- d) International Entrepreneurship Opportunities.

**Q3) Answer the following questions (attempt any 2):**

**[32]**

- a) Define the term Entrepreneurship. Explain the different entrepreneurial traits of Women entrepreneurs which make them a successful entrepreneur.
- b) What is meant by Business Promotion? Explain Different Methods to Promote a New Venture after COVID-19 Pandemic.
- c) What is Business Plan? Explain the need and importance of business plan along with various elements of the Business Plan.
- d) What is KVIC? Explain the objectives and functions of KVIC.





Total No. of Questions : 3]

SEAT No. :

**P2183**

[Total No. of Pages : 3

[5804]-602

**T.Y.B.B.A. - (I.B.)**

**602 : INTERNATIONAL PROJECT MANAGEMENT**

**(2019 Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Define the term:**

**[5]**

- a) Project.
- b) W.B.S.
- c) Project Management.
- d) Strategic Planning.
- e) Schedule.

**B) Multiple choice questions:**

**[5]**

- a) Which one of the following is not considered in resource management.
  - i) Identifying resources
  - ii) Influencing resources
  - iii) Assigning resources to activities
  - iv) Matching resources to the schedule
- b) \_\_\_\_\_ is a set of activities which are networked in the order & aimed towards achieving the goal of project.
  - i) Project
  - ii) Process
  - iii) Project management
  - iv) Project cycle

***P.T.O.***

- c) Critical path method is \_\_\_\_\_.
  - i) Time oriented technique      ii) Event oriented
  - iii) Target oriented technique      iv) Activity oriented technique
- d) Who is not an internal stakeholder of a project?
  - i) Project Manager      ii) Project Resource Supplier
  - iii) Project sponsor      iv) None of above
- e) Activity in a network diagram is represented by?
  - i) Rectangles      ii) Arrows
  - iii) Squares      iv) Circles

C) True or False: [5]

- a) Termination is the last stage of project life cycle.
- b) WBS is breaking the project systematically into levels.
- c) Planning is the first stage of project management process.
- d) CPM is a shortest path of project.
- e) PERT is program evaluation & Review Techniques.

D) Fill in the blanks: [5]

- a) Following are the responsibilities of P.M. \_\_\_\_\_.
  - i) Budgeting
  - ii) Cost control
  - iii) Tracking project expenditure
  - iv) All of above
- b) \_\_\_\_\_ which is captured in WBS.
  - i) Life cycle phase      ii) Logical order
  - iii) Scope of project      iv) Project cost
- c) \_\_\_\_\_ tools for quality planning.
  - i) Flow charts      ii) Check sheet
  - iii) Histogram      iv) All of above

- d) A horizontal bar chart that shows project task against a calendar is called \_\_\_\_\_.
- i) Milestone
  - ii) Goal
  - iii) Giant chart
  - iv) PERT chart
- e) Controlling functions finds out how for \_\_\_\_\_ deviates from standards.
- i) Actual performance
  - ii) Improvement
  - iii) Corrective actions
  - iv) Cost

**Q2) Solve any three questions out of five: [30]**

- a) What are the various principles of project management?
- b) What are the various measures of performances of a project?
- c) Define C.P.M.? Explain its characteristics.
- d) Explain different tools & techniques of cost estimation.
- e) Explain the importance of control system.

**Q3) Write short notes on (any four): [20]**

- a) 7's of Project Management.
- b) EVM.
- c) Giant Chart.
- d) Training.
- e) Quality Assurance.
- f) Types of project.



Total No. of Questions : 3]

SEAT No. :

**P2184**

[Total No. of Pages : 2

[5804]-603

**T.Y.B.B.A. - IB**

**603 : DECISION MAKING AND RISK MANAGEMENT**

**(2019 Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) A) Fill in the Blanks (any 5):**

**[5]**

- a) \_\_\_\_\_ is a stage in Herbert Simon Model.
  - i) Design
  - ii) Develop
  - iii) Delete
  - iv) Direct
- b) \_\_\_\_\_ is a step-in creative decision-making process?
  - i) Planning
  - ii) Preparation
  - iii) Evaluation of Alternatives
  - iv) Follow up
- c) In case of IDEAL problem-solving model, 'E' stands for \_\_\_\_\_.
  - i) Explore possible strategies
  - ii) Experience
  - iii) Emotions
  - iv) Experiment
- d) \_\_\_\_\_ is the mirror image of leadership.
  - i) Followership
  - ii) Controlling
  - iii) Organizing
  - iv) Planning
- e) Conflict refers to a \_\_\_\_\_ between team members.
  - i) Agreement
  - ii) Confirmation
  - iii) Disagreement
  - iv) Friendship
- f) \_\_\_\_\_ helps manager's indecision making by accessing large volumes of information generated from various related information systems involved in organizational business process.
  - i) Emotional intelligence
  - ii) Sensitivity analysis
  - iii) Decision support system
  - iv) All of these

***P.T.O.***

B) Match the following: [5]

Column - I

Column - II

- |                                    |                                    |
|------------------------------------|------------------------------------|
| a) Ladder of inference             | i) Structured problem              |
| b) Two factor theory of Motivation | ii) Phase in problem solving model |
| c) Programmed decisions            | iii) Area in Kepner-Tregoe Model   |
| d) Look back and learn             | iv) Herzberg                       |
| e) Problem analysis                | v) Process of Abstraction          |

C) True or False (any 4): [4]

- a) A choice made from available alternatives is called a decision.
- b) Decision making is easy, given that everybody makes decisions everyday.
- c) Programmed decisions are decisions that are made for situations that have occurred often in the past and allow decision rules to be developed to guide future decisions.
- d) Nonprogrammed decisions require six steps, however, programmed decisions being structured and well understood requires only one step.
- e) The main difference between risk and uncertainty is that with risk you know the probabilities of the outcomes.

**Q2) Short Answer (any 3): [24]**

- a) What are the Steps in Decision-Making Process?
- b) Why decisions fail?
- c) What is Ladder of Inference? What are its various steps?
- d) Explain briefly the characteristics of decision making?

**Q3) Long Answer (any 2): [32]**

- a) What is creative decision-making process? Explain its stages.
- b) What is Followership? What are the types of followers?
- c) What is Leadership? What are the qualities of a good leader?
- d) What are the Decision Models in Strategic Management?



Total No. of Questions : 3]

SEAT No. :

**P2185**

[Total No. of Pages : 3

[5804]-604

**T.Y. B.B.A. - (I.B)**

**604 : MANAGEMENT OF AGRIBUSINESS & AGRI EXPORTS**

**(2019 Pattern) (Semester - VI) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) Compulsory question:**

**[20]**

**Objective type questions:**

A) Multiple choice questions (Solve any 5 out of 6):

**[5]**

- i) \_\_\_\_\_ is a distinct process consisting of planning, organizing, actuating and controlling performance to get results.
  - a) Agribusiness
  - b) Agribusiness Management
  - c) Management
  - d) Agriculture
- ii) The world agribusiness was explained in the year \_\_\_\_\_ by Prof. Ray A. Goldberg & John H. Devis.
  - a) 1952
  - b) 1955
  - c) 1957
  - d) 1959
- iii) Agricultural marketing refers to marketing of \_\_\_\_\_ products.
  - a) Industrial
  - b) Rural
  - c) Farm
  - d) None of these
- iv) In India, \_\_\_\_\_ markets are existed for food grain.
  - a) Spot
  - b) Regional
  - c) Perodic
  - d) None of these

***P.T.O.***

- v) Long form of IOB is \_\_\_\_\_.
- International Overseas Bank
  - Indian Overseas Bank
  - Indian Overdraft Bank
  - International Overdraft Bank
- vi) \_\_\_\_\_ is one of largest microfinance company announced first rainfall insurance programme in India.
- RBI
  - UTI
  - IDBI
  - Basix

**B) Match the Pair: [5]**

- | Group - A | Group - B  |
|-----------|--|
| a) SCB    | i) Regional Rural Bank                                 |
| b) RRB    | ii) State Co-operative Bank                            |
| c) NABARD | iii) National Bank for Agriculture & Rural development |
| d) PACS   | iv) Primary Agriculture credit society                 |
| e) DCCB   | v) Prime Agriculture credit society                    |
|           | vi) District Central Co-operative Bank                 |

**C) Answer in one sentence [5]**

- Which bank known as apex institute in agriculture finance in India.
- Enlist two ICT application initiatives by Government of India.
- How many times primary market held in a week.
- APEDA stands for?
- AOA stands for

**D) Fill in the blanks (any 5 out of 6) [5]**

- SHG stands for\_\_\_\_\_.
- Secondary market also called as \_\_\_\_\_.
- The person who pays bill is known as \_\_\_\_\_.
- The Person to whom payment to be made is known as \_\_\_\_\_.
- Agriculture products are mainly \_\_\_\_\_in nature.
- Contract farming was introduced by\_\_\_\_\_ company in India.

**Q2) Long Answer questions (Solve any 3 out of 5) [30]**

- a) State & explain the various factors influencing selection of foreign markets for agriculture commodity?
- b) Explain the term ICT & its application of ICT in Agribusiness.
- c) Define Agriculture marketing. Write down classification of agriculture marketing in details.
- d) Define self help group. Write down its features & explain models of self help group.
- e) Enlist & explain the factors influencing selection of foreign market.

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

- a) Pre requisites for effective agriculture Marketing
- b) ICT & its role in Agribusiness.
- c) Types of agriculture Marketing.
- d) Types of contract farming
- e) Types of Mate's Receipts.
- f) Importance of Agriculture marketing





Total No. of Questions : 3]

SEAT No. :

**P2186**

**[5804] - 605**

[Total No. of Pages : 2

**T.Y. B.B.A.-(I.B.)**

**605A: INTERNATIONAL SERVICES MANAGEMENT - I  
(Semester - VI) (2019 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Question No.1 is compulsory.*
- 2) *Figures to the right side indicate full marks.*
- 3) *Use diagrams wherever necessary.*

**Q1) A) Objective Type Questions.(Compulsory)**

Multiple choice Questions.

**[5×1=5]**

- i) “Services are economic activities that create value and provide benefits for customers at specific times and places....” This definition of services was given by whom?
  - a) American Marketing Association
  - b) W.J.Regan
  - c) Christopher Lovelock
  - d) R.Judd
- ii) Cars offered by two companies with different accessories, discount and after sales services are examples of which type of service?
  - a) Hybrid
  - b) Pure Tangible Goods
  - c) Tangible Goods with accompanying services
  - d) Services with accompanying Tangible Goods
- iii) Which particular feature of services creates the problem of standardizing the service and hence, the same service cannot be provided again.
  - a) Intangibility
  - b) Variability
  - c) Perishability
  - d) Simultaneity
- iv) Which one of the following is NOT a stage in the purchase process of services by a consumer?
  - a) Pre-Purchase stage
  - b) Information search stage
  - c) Service encounter stage
  - d) Post-Purchase stage

***P.T.O.***

- v) Which stage of New service Development involves transformation of the concept of new service offering into actual service?
- |                        |                        |
|------------------------|------------------------|
| a) Idea Generation     | b) Commercialization   |
| c) Service Development | d) Concept Development |

B) Match the Pairs [5×1=5]

- | Group A                        | Group B                       |
|--------------------------------|-------------------------------|
| i) Dr. Christian Gronroos      | a) 4Ps Marketing Mix          |
| ii) E.J. Mc Carthy             | b) Service Triangle Model     |
| iii) Booms and Bitner          | c) 7P's Marketing Mix         |
| iv) Kapferer                   | d) GAP Model                  |
| v) Zeithaml, Parsuraman, Berry | e) Brand Identity-Prism Model |

**Q2) Long Answer Questions (Solve Any 2 out of 4) [2×10=20]**

- a) Explain the various factors affecting Consumer Behaviour in services sector. [10]

OR

Explain the concept of a service Life cycle and its different stages.

- b) What are the different elements of service Blueprinting and how is it beneficial? [10]

OR

Why does a service failure occur? What are the various strategies to recover service failure?

**Q3) Write short Notes: (Any 4 out of 6) [4×5=20]**

- a) Reasons for growth of service sector
- b) Internal Marketing Vs. external Marketing
- c) Concept of Branding in Aaker Model
- d) AIDA Model of Advertising
- e) Service Design
- f) Service Mapping



Total No. of Questions : 3]

SEAT No. :

**P2187**

**[5804] - 606**

[Total No. of Pages : 2

**T.Y.B.B.A.(IB)**

**B 605: INTERNATIONAL HUMAN RESOURCE MANAGEMENT-I  
(2019 CBCS Pattern) (Semester - VI)**

*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) Fill in the blank with the most appropriate alternative (Any 4) [4]**
- i) \_\_\_\_\_ is a person temporarily or permanently residing in a country and culture other than of person's upbringing.  
(Expatriates, Repatriates, Third Country)
  - ii) Salary level in host country approach is called as \_\_\_\_\_.  
(Lump sum Approach, Localization Approach, Balance Sheet Approach)
  - iii) \_\_\_\_\_ country is the one where subsidiary/branch of an MNC/TNC are located.  
(Third Country Nationals, Parent Country Nationals, Host Country)
  - iv) \_\_\_\_\_ are also called search consultants which are used for sourcing and placing candidates of top positions in International Human Resource Management.  
(Head Hunters, E-Recruitment, Online Advertising)
  - v) \_\_\_\_\_ is to have empathy to accept cultural differences without allowing one values to surface in unproductive ways.  
(Cross Culture, Cultural Sensitivity, Cultural Shock)

**B) Match the following [4]**

- | Column A                    | Column B   |
|-----------------------------|--|
| i) Ethnocentric Approach    | a. Strategic decisions made at headquarters          |
| ii) Polycentric Approach    | b. Subsidiary of Headquarters with unique competence |
| iii) Geocentric Approach    | c. Subsidiary has decision making autonomy           |
| iv) Region centric Approach | d. Concentrates within geographic region             |

*P.T.O.*

- C) True or False (Any 4) [4]
- i) USA Executive working in UK Branch of Berman Multinational Bank is example of TCN.
  - ii) Mandatory benefits and Voluntary benefits are types of Direct Financial Compensation?
  - iii) When a person from one culture communicates with the person from other culture they are engaging in Multi-focus communication.
  - iv) Performance rates highly depend on rating of one trait or behaviour is called halo effect.
  - v) E-Recruitment has the potential to reduce geographical barriers to employment on a global scale.

- Q2)** Write a short answer (Any 2) [14]
- a) Scope of International Human Resource Management.
  - b) Types of International Assignments.
  - c) Expatriation and Repatriation.
  - d) Cultural Sensitivity.

- Q3)** Write a long answer: (Any 2) [24]
- a) What is Human Resource Management? Differentiate between Domestic Human Resource Management and International Human Resource Management.
  - b) Explain the various Staffing Approaches in International Human Resource Management.
  - c) Define Compensation Management. Explain the various issues in Compensation Management.
  - d) Define Organisational Culture. Explain types and strategies of Organisational Culture.



Total No. of Questions : 4]

SEAT No. :

**P2188**

**[5804] - 607**

[Total No. of Pages : 2

**T.Y. B.B.A. (IB)**

**DSE A 606 : BRAND MANAGEMENT (II)  
(2019 Pattern) (Semester-VI)**

*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) Fill in the Blanks: [5]**

- a) \_\_\_\_\_ defines what the brand thinks about the customer.
- b) \_\_\_\_\_ includes two aspects of a brand-its associations and its personality.
- c) \_\_\_\_\_ includes two visual signals of a brand-its character (e.g. Amul girl, Pillsbury dough boy) & its logo. Both are elements of brand identity.
- d) Which of the following is not a clothing brand? \_\_\_\_\_.  
(1. h&m, 2. Zara, 3. Nyka, 4. Raymonds).
- e) \_\_\_\_\_ is a measure of the attachment that a customer has to a brand.

**B) TRUE/FALSE: [5]**

- a) Quality is more important in brand equity.
- b) Brand equity helps consumers to justify their self worth to others or themselves.
- c) Targeting is another way of getting the brand revitalised.
- d) Content Marketing consists of 'blogging'.
- e) Brand Identity helps make purchasing.

**Q2) Explain what is 'Brand Valuation' & its methods? [10]**

**OR**

Define the term 'building a brand'? Write its importance & process?

**P.T.O.**

**Q3)** Meaning and concept of 'Brand Image'. What are the FIVE ways to manage the Brand? **[10]**

OR

Explain 'Brand Equity'. Explain the components of 'Brand Equity'?

**Q4)** Write notes on: (Any 4). **[20]**

- a) Brief about the importance of 'brand management' and how to turn out to be an asset for the company?
- b) How would you define 'Target Audience' for a Brand?
- c) What are the challenges & opportunities of Branding?
- d) What are the stages of 'Brand Development'?
- e) What are the importance of brand positioning?
- f) What is the concept of Co-branding?



Total No. of Questions : 3]

SEAT No. :

**P2189**

**[5804] - 608**

[Total No. of Pages : 2

**T.Y. B.B.A. (IB)**

**DSE B 606 : CROSS CULTURAL RELATIONSHIP (II)**

**(2019 Pattern) (Semester-VI) (CBCS)**

*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 (Attempt any 4) [4×1=4]**

- i) Hofstede suggest that culture consist of shared \_\_\_\_\_ that control individual responses to their environment.
  - a) Social Stimuli
  - b) Mental programs
  - c) Knowledge
  - d) Attitude
- ii) The Word “Culture” is derived from the Latin Word \_\_\_\_\_ related to cult or worship.
  - a) Culture
  - b) Cultura
  - c) Cultural
  - d) All of the above
- iii) Culture is transmitted through the process of \_\_\_\_\_ and interacting with social environment.
  - a) Talking
  - b) Learning
  - c) Hearing
  - d) Governing
- iv) \_\_\_\_\_ refers to a set of skills that allows you to understand and learn about people whose cultural background is not the same as yours.
  - a) Cultural Sensitivity
  - b) Cultural Diversity
  - c) Cultural Negotiations
  - d) Cultural norms
- v) The biggest problem likely experienced by the seller of product in different cultures is lack of \_\_\_\_\_.
  - a) Supply of Culture
  - b) Demand of Culture
  - c) Cultural Awareness
  - d) Profit from Culture

***P.T.O.***

- B) Match the following. [4×1=4]
- |                        |                                |
|------------------------|--------------------------------|
| a) Communication       | 1) Way of Life                 |
| b) Culture             | 2) Uncertainty Avoidance Index |
| c) Hofstede            | 3) Message Decoding            |
| d) Cultural Dimensions | 4) Long Term Orientation       |

- C) True or False (Attempt any 4) [4×1=4]
- a) Deliberately distorting facts is nothing but a dirty trick of cross-cultural negotiations.
  - b) Prof. Geert Hofstede defines culture as a collective programming of mind distinguishing the members of one group or category of people from another.
  - c) Cultural Identity is the Management of people and thing that involve a different cultural background.
  - d) The beliefs, Customs, art of a particular society or group is called Culture.
  - e) Culture is Dynamics means remains Constant.

- Q2)** Write Short Notes (Solve any 2) [2×7=14]
- a) Explain Cultural Values and Barriers.
  - b) Explain Geert Hofstede Model.
  - c) What is Cultural Environment? Explain challenges and issues in
  - d) Doing Business Across Borders.

- Q3)** Answer the following questions in 300 words (Solve any 2) [2×12=24]
- a) What is Cross Culture? Explain in brief Elements of Culture and Cultural Diversity.
  - b) What is Nonverbal Communication? Explain in details “The Cross-Cultural Communication Process”.
  - c) What is Cross Cultural Sensitivity? Explain in details Managing International Careers: Challenges and Opportunities for the 21 st century.
  - d) Write Elements of Culture and Cultural Diversity, explain Cross-Cultural Differences and Managerial Implications.

