

Total No. of Questions : 3]

SEAT No. :

P2070

[Total No. of Pages : 3

[5802] - 301

S.Y. B.B.A. (Semester - III)

**301 : PRINCIPLES OF HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (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) A) Multiple Choice Questions : [5]

- i) Which of the managerial function given below is the function of HR manager?
 - a) Procurement
 - b) Development
 - c) Organizing
 - d) Performance Appraisal
- ii) Brining together various tasks to build a job is called _____.
 - a) Job evaluation
 - b) Job design
 - c) Job classification
 - d) Jobe description
- iii) The systematic & deliberate advancement made by an individual in his career in the entire work life is known as_____.
 - a) Career Anchoring
 - b) Career path
 - c) Career guidance
 - d) Mentoring
- iv) Which of the following is not a dimension of work force diversity?
 - a) Affirmative Action
 - b) Religion
 - c) Union status
 - d) Ethnic background
- v) _____ is a use of electronic ways & means to execute the functions of HRM.
 - a) E - HRM
 - b) I HRM
 - c) HRIS
 - d) Out sourcing

P.T.O.



- B) Match the following : [5]
- | (A) | (B) |
|--|----------------------|
| i) Written summary of minimum qualification, skills, knowledge required for particular job | a) Job description |
| ii) Written statement of roles, tasks duties & responsibilities expected to be performed | b) Human Relations |
| iii) Procedure of integrating people through interaction at workplace | c) Job Specification |
| iv) Telling employees to perform Specific task & make sure that the work done is as per given instructions | d) Controlling |
| v) Examining & verifying if everything is as per the set plan standard. | e) Direction |
- C) Answer in one sentence. [5]
- i) Define the term job specification.
 - ii) What do you mean by workforce diversity?
 - iii) Write the stages of career planning?
 - iv) State any five functions of HRM.
 - v) State any four roles of HR manager.
- D) Fill in the blanks. [5]
- i) _____ is a process of analyzing an organization's human resource needs under changing conditions & developing the activities necessary to satisfy those needs.
 - ii) _____ means having wide range of individuals in the organisation.
 - iii) A employee _____ is defined as the attitude, satisfaction & overall outlook of employees during their association with an organisation.
 - iv) A _____ is defined as a sequence of separate but related work activities that provides continuity, order & meaning in person's life.
 - v) HRIS stands for_____.

Q2) Long Answer questions (Attempt Any 3) (10 marks each) [30]

- a) Define the term HRM. Explain in detail the scope of HRM.
- b) Explain the process of Human Resource Planning.
- c) Explain job satisfaction along with the measures to increase job satisfaction.
- d) Define the term E - HRM. Explain E - HRM activities. Also state types of EHRM.
- e) Explain the term Job evaluation along with its objectives & advantages.

Q3) Short Notes (Attempt Any 4) (5 marks each) [20]

- a) Challenges before HRM.
- b) Differentiate between HRM & Personnel management.
- c) Employee morale.
- d) Job description.
- e) Models of HR System.
- f) Outsourcing.



Total No. of Questions : 3]

SEAT No. :

P2071

[Total No. of Pages :3

[5802] - 302

S.Y. B.B.A.

302 : SUPPLY CHAIN MANAGEMENT

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

Time :2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Objective type questions.

[20]

A) Multiple Choice Questions :

[5]

- i) The purpose of supply chain management is to _____.
 - a) Increase the production level
 - b) Manage & integrate supply & demand management
 - c) Enhance the quality of a product
 - d) Provide satisfaction to the customer
- ii) Supply chain management is the management of the _____.
 - a) Storage of raw materials
 - b) Flow of goods & services
 - c) Fulfillment of orders
 - d) Satisfaction of customer
- iii) _____ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.
 - a) Production line
 - b) Supply chain
 - c) Marketing channel
 - d) Ware house
- iv) Which of the following are not key attributes of supply chain Management.
 - a) Inventory control
 - b) Leveraging technology
 - c) Customer power
 - d) All of the above

P.T.O.



- v) The bullwhip effect _____.
- a) Is an ineffective way to motivate warehouse employees
- b) Applies to rodeos & has nothing to do with supply chain management
- c) Refers to the 'swaying' motion associated with triple trailers
- d) Refers to variability in demand orders among supply chain participants.

B) Match the following : [5]

Group - A

Group - B

- | | |
|----------------------|--|
| i) Outbond logistics | a) Training |
| ii) Installation | b) Initial stage of supply chain |
| iii) Human Resource | c) Finished goods |
| iv) Planning | d) Service |
| v) Purpose of SCM | e) Manage & integrate supply & demand management |

C) Answer in one sentence. [5]

- i) What is Warehousing?
- ii) Define logistics planning.
- iii) Define Inventory.
- iv) Define supply chain management.
- v) Define supply chain Network Design

D) Fill in the blanks. [5]

- i) _____, production control and physical distribution are the three major operations of logistics.
- ii) _____ refers to supply chain management practices that strive to reduce energy and environmental foot prints in terms of frieght distribution.
- iii) Break - Bulk warehouse performs _____ functions.
- iv) The concept of SCM originated in _____ discipline.
- v) Positive long - term relationships between supply chain participants refers to _____.

Q2) Long Answer type questions. [30]

- a) Explain the objectives & importance of supply chain management.
- b) Explain the functions of ware housing.
- c) Explain the issues in workforce management.
- d) State the importance of Logistics management.
- e) Explain the objectives of Green supply chain management.

Q3) Write short note on: (Solve any 4 out of 6) [20]

- a) Role of IT in supply chain management.
- b) Global supply chain management.
- c) Factors influencing channel design.
- d) Bull - whip effect.
- e) Types of Inventory.
- f) Types of warehouse.



Total No. of Questions : 3]

SEAT No. :

P6480

[Total No. of Pages : 3

[5802]-303

S.Y.B.B.A.

**303 : GLOBAL COMPETENCIES AND PERSONALITY
DEVELOPMENT
(CBCS 2019 Pattern) (Semester - III)**

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) What is full form of MBTI
 - a) Myers-Briggs Type Indicator
 - b) McGregor's-Briggs Type Indicator
 - c) Mylan-Briggs Type Indicator
 - d) McDonald-Briggs Type Indicator
- ii) Big Five Model does not include:
 - a) Openness to Experience
 - b) Conscientiousness
 - c) Extraordinary
 - d) Agreeableness
- iii) Which of the following SWOT elements are external to the organization
 - a) Strengths and weaknesses
 - b) Opportunities and threats
 - c) Strengths and opportunities
 - d) Weaknesses and threats

P.T.O.



- iv) What is full form of PD
 - a) Personal deviation
 - b) Parental development
 - c) Personality development
 - d) Parental deviation

- v) What does S in SMART means
 - a) Special
 - b) Specific
 - c) Secret
 - d) Silent

- vi) Style of communication is
 - a) Appreciative
 - b) Assertive
 - c) Secretive
 - d) Positive

B) Match the following. [5]

- | | |
|---------------------|-------------------------------------|
| 1) Dedication | a) Understanding other emotions |
| 2) Mirror image | b) Technique to handle conflicts |
| 3) Social Empathy | c) Group of people work together |
| 4) Problem Solving | d) Way of improving public speaking |
| 5) Team composition | e) Type of work ethic |

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

- a) Full form of TEAM is Together Everyone Achieves Minimum.
- b) Grooming is the process of making yourself look neat and attractive.
- c) Self-Image is what you think and want the society to think about you, or of you, that is your image.
- d) Leadership is the process of influencing others to achieve the organizational goals.
- e) Goal setting is the process of deciding what you want to accomplish and devising a plan to achieve the result you desire.

Q2) Short Answers (any 3)

[24]

- a) Write down the tips for preparation for self-Introduction.
- b) What is Aggressive communication style?
- c) What are the qualities of good team?
- d) What is body language? What are its advantages and disadvantages?

Q3) Long Answers (Any 2)

[32]

- a) Explain the Determinants of personality Development in detail?
- b) What is Global Competence? Explain the Characteristics of globally competent individual?
- c) What is SWOC Analysis? Elaborate.
- d) Define Workplace Ethics? What are the benefits of ethics at workplace?



Total No. of Questions : 3]

SEAT No. :

P2072

[Total No. of Pages : 3

[5802]-304

S.Y. B.B.A. (Semester - III)

304 : FUNDAMENTALS OF RURAL DEVELOPMENT

(2019 Pattern (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) a) Fill in the blank with the most appropriate alternative (Any Five) : [5]

- i) _____ in general is used to denote the actions and initiatives taken to improve the standard of living in non-urban neighborhoods, countryside and remote villages. (Rural Infrastructure, Rural Development).
- ii) The _____ are to be drawn from the BPL list approved by the Gram Sabha wherein about ten persons are selected, one each from a family and focus on the skill development training based on the local requirement. (Self Help Groups, HUDCO, NABARD).
- iii) Applying the phenomenon of entrepreneurship into agriculture sector is termed as '_____'. (Entrepreneur, Agri-Preneurship, Intrapreneurship).
- iv) _____ is an application of information and communication technology for exchange information for government to our citizens. (E - Governance, E-Nam, Kisan call center).
- v) _____ refers to the range of activities and disciplines encompassed by modern food production. (Entrepreneur, Agri-Preneurship, Agribusiness).
- vi) The term Agribusiness is coined by _____. (Michael Peter / John Davis / Ewell Roy).

P.T.O.



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

Column A	Column B
1. ARYA means	a. Information and Communication Technologies
2. ICT means	b. Attracting and retaining Youth in Agriculture
3. Big electronic Market Platform about agricultural products	c. June 2000
4. Farmers Toll Free No. 1800-180-1551 related agricultural activities.	d. E-Nam
5. E-Choupal Launched	e. Kisan Call Centre

c) **True or False (Any 4) :** [4]

- i) The development of ICTs has largely contributed to the decrease of social interaction taking place between individual to individual, individual to group.
- ii) E-banking and M-banking applications can revolutionize the provision of formal services of the banking sector, offering new cost-effective ways of delivering traditional services, with huge benefits for users.
- iii) Meaningful development would take place in the absence of peace and stability.
- iv) The objective of Swarnjayanti Gram Swarozgar Yozana (SGSY) is to bring the assisted poor families.
- v) Silk is not produced in Karnataka, West Bengal, Assam, Jammu & Kashmir and Himachal Pradesh.

Q2) Write a short answer (Any 3) :

[24]

- a) Write a note on Agro-based industries.
- b) Write a note on NGO's and Rural Development.
- c) What are the challenges of Rural Development.
- d) Importance of Rural Development.

Q3) Long Answers (Any 2) :

[32]

- a) Define Rural development and discuss the objectives and need of Rural Development.
- b) What is organizational structure of DRDAs? Explain the functions of DRDAs.
- c) What are the channels of distribution for agricultural products?
- d) Discuss all the applications of ICTs in rural development in detail.



Total No. of Questions : 5]

SEAT No. :

P2073

[Total No. of Pages : 3

[5802]-305

S.Y. B.B.A. (Semester - III)

305 A : CONSUMER BEHAVIOUR AND SALES MANAGEMENT

(2019 Pattern) (CBCS)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Fill in the blanks :

[5]

- a) A _____ is someone who buys books for himself.
 - i) Customer
 - ii) Consumer
 - iii) Wholesaler
 - iv) Salesman
- b) Movement for protection of interests is _____?
 - i) Telemarketing
 - ii) Targeting
 - iii) Consumerism
 - iv) Advertising
- c) Discouraging customers is known as _____?
 - i) Marketing
 - ii) De-Marketing
 - iii) Negotiating
 - iv) Bartering
- d) Which of the following is a type of mass promotion?
 - i) Advertisements
 - ii) Store environments
 - iii) Sales pitches
 - iv) Salesmanship
- e) Marketing strategy begins with _____.
 - i) Market segmentation
 - ii) Targeting
 - iii) Outcomes assessment
 - iv) Objective setting
 - v) Conducting a market analysis

P.T.O.



Q2) True or False :

[5]

- a) To understand a buyer needs and convert them into customers is the main purpose of the consumer behaviour study.
- b) Self-image is an individual's own perceived image.
- c) Psychographics is the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
- d) Tracking consumer's online activity and delivering specific banner ads based on that activity is known as behavioral targeting.
- e) The buying process can be triggered by an internal stimulus, when one of the person's normal needs - hunger, thirst, sex-rises to a level high enough to become a drive.

Q3) Match the following :

[5]

1) Maggi	a) Self-Fulfilment
2) Advertising	b) Need for love
3) Self Actualization	c) Protection against Exploitation
4) Belonging	d) Product
5) Consumerism	e) Promotion

Q4) Short Answer Questions (Attempt any 3) :

[15]

- a) What are the types of Buying Motives?
- b) What are the types of Consumer Decisions?
- c) Explain the concept of Sales Research.
- d) Explain the importance of Value added Selling.

Q5) Write Long Answer Questions (Attempt any 2) :

[20]

- a) Elaborate types of Sales Organization structure.
- b) What is attitude? What are the characteristics of attitude?
- c) What are the objectives of Sales management?
- d) Explain the characteristics of culture and subculture in detail.



Total No. of Questions : 4]

SEAT No. :

P2074

[Total No. of Pages : 4

[5802]-306

S.Y. B.B.A.

305 B : MANAGEMENT ACCOUNTING

(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) Fill in the blanks :

[5]

- i) Management Accounting begins where _____ ends.
- ii) Quick Ratio is used to analyze the _____ of a firm.
- iii) Flexible Budget is also known as _____ Budget.
- iv) Contribution minus _____ Costs = Profit.
- v) A Funds Flow Statement is a test of effective use of _____ by the management.

b) Write Short Notes on (Any 2) :

[10]

- i) Trend Ratio.
- ii) Functions of Budget.
- iii) Break Even Point.

P.T.O.



Q2) Define Management Accounting & distinguish between Management & Financial Accounting. [15]

OR

Following are particulars to Balance Sheet of a Company. [15]

Liabilities	Amount Rs.	Assets	Amount Rs.
Share Capital	2,00,000	Land & Building	1,40,000
P & L A/C	30,000	Plants & Machinery	3,50,000
General Reserve	40,000	Stock in Trade	2,00,000
12% Debentures	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills Receivable	10,000
Bills Payable	50,000	Cash at Bank	40,000
	8,40,000		8,40,000

Calculate :

- Debt - Equity Ratio.
- Current Ratio.
- Quick Ratio.
- Inventory to Working Capital.
- Current Assets to Fixed Assets.

Q3) Following information is obtained from Godrej Ltd. as on 31st March 2021. **[10]**

Sales (1,00,000) units	Rs. 1,00,000
Marginal Cost	Rs. 60,000
Fixed Cost	Rs. 30,000

Calculate :

- a) P/V Ratio.
- b) BEP (Sales).
- c) Sales to earn profit of Rs. 15,000.
- d) Profit when sales amounted to Rs. 1,40,000.

Q4) Hypothetical Ltd's income and expense forecast from March to August 2021 shows the following : **[10]**

Month	Credit Sales	Credit Purchases	Wages	Manufacturing Expenses	Office Expenses	Selling Expenses
March	60,000	36,000	9,000	4,000	2,000	4,000
April	62,000	38,000	8,000	3,000	1,500	5,000
May	64,000	33,000	10,000	4,500	2,500	4,500
June	58,000	35,000	8,500	3,500	2,000	3,500
July	56,000	39,000	9,000	4,000	1,000	4,500
August	60,000	34,000	8,000	3,000	1,500	4,500

Additional Information :

- a) Plant Costing Rs. 16,000 is delivered in July 2021, 10% payable on delivery rest after 3 months.
- b) Advance Tax of Rs. 8,000 each is payable in March & June 2021.
- c) Period of Credit allowed.
 - i) by suppliers - 2 months.
 - ii) to customers - 1 month.
- d) Lag in payment of manufacturing expenses is 1/2 month.
- e) Lag in payment of all other expenses - 1 month.

Prepare Cash Budget for May, June & July when opening balance for May 2021 is Rs. 8,000.

OR

Define Budget & Explain the types of Budget.

[10]



Total No. of Questions : 3]

SEAT No. :

P2075

[Total No. of Pages : 2

[5802] - 307

S.Y. B.B.A. (Semester - III)

C - 305 : ORGANIZATIONAL BEHAVIOUR

(2019 Pattern)

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) Choose the correct option (Any 4) : [4]

- i) Which personality dimension is measured in both the MBTI and Big five model
 - a) emotional stability
 - b) conscientiousness
 - c) agreeableness
 - d) extroversion
- ii) According to Retch, _____ values refer to desirable end-states of existence.
 - a) Instrumental
 - b) Aesthetic
 - c) Theoretical
 - d) Terminal
- iii) Find the odd one out in relation to O.B.
 - a) Psychology
 - b) Sociology
 - c) Anthropology
 - d) Philosophy
- iv) In Maslow's hierarchy of needs, _____ needs include security and protection from physical and emotional norm.
 - a) esteem
 - b) physiological
 - c) safety
 - d) self actualization
- v) Which of the following is NOT a characteristic of an organizations culture:
 - a) Outcome orientation
 - b) Assertiveness
 - c) Innovation and risk taking
 - d) Attention to detail

P.T.O.



B) Match the following match the phases of group development into sequence. [4]

- | | |
|------------|---------------|
| i) First | a) Norming |
| ii) Second | b) Storming |
| iii) Third | c) Performing |
| iv) Fourth | d) Forming |

C) True or False (any 4 out of 5) [4]

- i) OB focuses on three levels - individual, group and organization.
- ii) Change agent describes a person who acts as a catalyst and assumes the responsibility for overseeing the change process.
- iii) Metamorphosis is a dimension of the Big Five model.
- iv) Physiological and safety needs are higher order needs.
- v) Self actualization is a drive to become what one is capable of becoming.

Q2) Short Answer (Attempt Any 2 out of 4) [14]

- a) Leadership styles
- b) Group cohesiveness
- c) Individual resistance to change
- d) Frustration model of conflict

Q3) Long Answer (Attempt Any 2 out of 4) [24]

- a) Explain the models of OB?
- b) Explain the Need Hierarchy Theory of Motivation.
- c) Define Leadership. Explain in detail different leadership styles.
- d) Explain the sources of individual and organizational resistance to change.



Total No. of Questions : 4

SEAT No. :

P4031

[Total No. of Pages : 3

[5802]-308

S.Y. B.B.A.

(D 305) FUNDAMENTALS OF SERVICES MANAGEMENT

Paper-II: Advertising

(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]

- a) Appropriate communication during introduction stage of product life cycle is _____.
 - i) Informational
 - ii) Informational & Persuasive
 - iii) Persuasive
 - iv) None of the above

- b) Tangible clues are important when services are
 - i) Highly perishable
 - ii) Tangible dominant
 - iii) Intangible dominant
 - iv) Heterogeneous

P.T.O.



- c) Branding of services becomes difficult because they are _____.
 i) Intangible
 ii) Heterogenous
 iii) Perishable
 iv) Inseparable
- d) E marketing communications are _____.
 i) far reaching
 ii) cost effective
 iii) long term
 iv) all of these
- e) A disadvantage of e-marketing is _____.
 i) High cost
 ii) Low reach
 iii) Loss of personal contact
 iv) Less satisfaction

- B) Match the pairs : [5]
- | | |
|--------------------------|---------------------------------------|
| a) Interactive marketing | 1) Customer & employee feedback |
| b) USA | 2) Physical evidence |
| c) Facility design | 3) Technological environment |
| d) Teaching | 4) Highest GDP attributed to services |
| e) Macro environment | 5) Pure service |

Q2) Answer any one of 2 long answer questions : [10]

- a) Write a detailed note on classification of services.
 b) Explain in detail factors affecting choice of distribution channels.

Q3) Answer any one of 2 long answer questions : **[10]**

- a) Write in detail about types of market segmentations.
- b) Write a note about new economic policy & its impact on service sector.

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

- a) Challenges of Service Sector.
- b) Sales Promotion - Objectives & importance.
- c) Service Blueprint.
- d) Service Boom.
- e) Service Sector in India.
- f) Service Marketing Mix.



Total No. of Questions : 3]

SEAT No. :

P2076

[Total No. of Pages : 2

[5802] - 309

S.Y. B.B.A. (Semester - III)

E - 305 : AGRICULTURE AND INDIAN ECONOMY

(2019 Pattern)

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) Bhoodan – Gramdan movement was initiated by
 - a) Mahatma Gandhi
 - b) Jawaharlal Nehru
 - c) Vinoba Bhave
 - d) Bal Gangadhar Tilak
- ii) 'Slash and burn' agriculture is a
 - a) Shifting agriculture
 - b) Intensive agriculture
 - c) Commercial agriculture
 - d) None of these
- iii) Grouping of Small land holdings into a bigger one is called
 - a) Ceiling of land holdings
 - b) Collectivisation
 - c) Cooperative farming
 - d) Consolidation of Land holdings
- iv) Intensive subsistence farming is practised in area of _____.
 - a) High Population
 - b) Low Population
 - c) Deserts
 - d) Forests
- v) The largest tea Producing state of India is
 - a) Rajasthan
 - b) Assam
 - c) Gujrat
 - d) Andhra Pradesh

P.T.O.



- B) True and False : [5]
- i) In commercial farming farmers use heavy doses of modern inputs and crops are grown for sale.
 - ii) Punjab and Hariyana grow the largest rice in India.
 - iii) Plantation agriculture is a type of commercial farming.
 - iv) Rabi crops are sown during rainy season and harvested in winter.
 - v) India is the largest produces and consumer of pulses in the world.
- C) Match the following : [5]
- | | |
|--|--|
| i) ARYA Means | a) Cotton |
| ii) The crop grown in black soil | b) Attracting and retaining youth in agriculture |
| iii) _____ is the big electronic market platform about agricultural products | c) Agriculture |
| iv) _____ is the largest Producer of rubber in India | d) E-Nam |
| v) Green Revolution is related to – | e) Kerala |

Q2) Short Answers (Attempt Any 3 out of 4) [15]

- a) Strategies of Agricultural Credit
- b) Any two recent trends in agricultural growth in India
- c) Green Revolution
- d) Functions of NABARD

Q3) Long Answers (Attempt Any 2 out of 3) [20]

- a) Explain Importance and role of agriculture in Indian economy.
- b) Explain the role of Commercial bank's in agricultural credit.
- c) Explain the problems and prospects of Indian agriculture.



Total No. of Questions : 4]

SEAT No. :

P2077

[Total No. of Pages : 2

[5802] - 310

S.Y. B.B.A. (Semester - III)

MARKETING MANAGEMENT

A306 : Retail Management

(2019 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Compulsory Questions : [10]

A) Multiple choice questions : [5]

- i) All are the forms of non-store retailing except :
 - a) Electronic retailing
 - b) Vending machines
 - c) Mail order retailing
 - d) Membership club
- ii) _____ is a place where a retail organisation decides to start its business operations.
 - a) Store Layout
 - b) Store Location
 - c) Store Image
 - d) Store Design
- iii) _____ is an official document which describes the duties, skills and abilities, minimum qualification and knowledge required to Perform a Job.
 - a) Job analysis
 - b) Job specification
 - c) Job description
 - d) Job selection
- iv) _____ is the interior design of commercial premises where goods are sold to the public.
 - a) Retail store design
 - b) Retail store layout
 - c) Merchandise
 - d) Retail plan
- v) All are the advantages of Private Label brand except :
 - a) Increase Margins
 - b) Minimum Orders
 - c) Brand Builder
 - d) Customer Loyalty

P.T.O.



B) Fill in the blanks – (Any 5) : [5]

- i) The combination of superstore and discount store can be seen as a _____.
- ii) The larger space in retail store which is rented to an outside vendor is known as _____.
- iii) An identification mark or symbol used to represent the retail store to the general public is called _____.
- iv) Power centres or freestanding locations are mainly preferred by the _____.
- v) _____ is the application of marketing techniques to a specific product, product line, or brand.
- vi) _____ are products sold by a retailer with its own packing, but manufactured by a third party.
- vii) _____ is the inevitable meeting point of social media and commerce.

Q2) a) Describe in detail the different types of Retailers. [10]

OR

- b) Explain the various elements of store design. What are the factors affecting store design?

Q3) a) What are the various marketing decisions in retailing? Explain the role of retail marketing in stores. [10]

OR

- b) State the advantages and disadvantages of private label brands.

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

- a) Retail Life Cycle
- b) Store Layout
- c) Role of a store manager
- d) Omni Channel Retailing
- e) Retail Marketing Mix
- f) Store Design



Total No. of Questions : 4]

SEAT No. :

P2078

[Total No. of Pages : 2

[5802] - 311

S.Y. B.B.A.

(B 306) BANKING & FINANCE (FM)
(2019 Pattern) (CBCS) (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]

- a) Internet Banking is also known as _____ Banking.
 - i) Wholesale
 - ii) Virtual
 - iii) Universal
 - iv) Core
- b) A bank which is called as the lender of last resort.
 - i) Reserve Bank of India
 - ii) Commercial Bank
 - iii) Agricultural Bank
 - iv) Industrial Bank
- c) The use of credit card helps the holder to
 - i) Open a bank account
 - ii) Open a fixed deposit account
 - iii) Avail credit
 - iv) File the income tax return
- d) Identify the non-supervisory function of RBI.
 - i) custodian of foreign reserves
 - ii) periodical inspection of books
 - iii) giving sanctions for opening a new branch
 - iv) issuing licences to banks for carrying on business
- e) _____ is the primary agency which regulates, guides and formulates policies for insurance products.
 - i) SEBI
 - ii) RBI
 - iii) SWIFT
 - iv) IRDAI

P.T.O.



- B) Match the following : [5]
- | | |
|----------------|------------------------------|
| i) Credit Card | a) Agricultural Finance |
| ii) NEFT | b) Protect Investor Interest |
| iii) RRB | c) Batches |
| iv) SEBI | d) Controller of Credit |
| v) RBI | e) Three Parties |

- Q2)** Solve the following long answer questions (any 1 out of 2) : [10]
- Describe the structure of the banking system in India.
 - Explain the functions of IRDA.

- Q3)** Solve the following long answer questions (any 1 out of 2) : [10]
- What are the various secondary functions of Banks? Explain.
 - Distinguish between Credit Card and Debit Card.

- Q4)** Write Short Notes (Any 4 out of 6) : [20]
- Origin and Development of Banking in India
 - Primary Functions of Banks
 - Credit Control Measures of RBI
 - Functions of SEBI
 - Technology in Banking
 - E-banking



Total No. of Questions : 4]

SEAT No. :

P6846

[Total No. of Pages : 2

[5802]-312

S.Y. B.B.A.

C 306 : LEGAL ASPECTS IN HRM

(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) When did Workmens Compensation Act 1923 come into force?
 - a) 1 April 1955
 - b) 1 March 1955
 - c) 1 May 1955
 - d) 1 July 1924
- ii) Labour laws project the principle of
 - a) Social equality
 - b) Social Justice
 - c) Social welfare
 - d) All of these
- iii) Gratuity is payable to employees after _____ years of continuous service.
 - a) 1 year
 - b) 3 years
 - c) 5 years
 - d) 7 years
- iv) The _____ committee has been established under 'The Sexual Harassment of women at workplace (Prevention, Prohibition & Redressal act)
 - a) Vishakha
 - b) Nirbhaya
 - c) Ashwini
 - d) Priyadarshini
- v) Wages can be paid _____.
 - a) Daily
 - b) Weekly
 - c) Biweekry
 - d) All of these

P.T.O.



B) Match the following : [5]

- | | |
|------------------------------------|----------------------------------|
| i) Gratuity | a) Protection of Employee Rights |
| ii) Wages | b) Social Welfare |
| iii) Internal complaints committee | c) Leave Policy |
| iv) Labour Laws | d) Sexual Harassment |
| v) HR Policy | e) Compensation |

Q2) Answer any one of the following long answer questions : [10]

- a) Explain in detail the importance of HR Policy in an organisation.
- b) Explain in detail the provisions regarding the payment of gratuity.

Q3) Answer any one of the following long answer questions : [10]

- a) Explain the distribution of compensation under the Workmens Compensation Act 1923.
- b) Explain objectives & scope of 'The Sexual Harassment of Women at workplace; (Prevention, Prohibition & Redressal Act 2013).

Q4) Short notes (any 4) : [20]

- a) Employee rights.
- b) Types of HR policies.
- c) Difference between wage & salary.
- d) Gratuity definition under 'Payment of Gratuity act'.
- e) Define Sexual Harassment under 'The Sexual Harassment of women at workplace (Prevention, Prohibition & Redressal Act 2013).
- f) Vishakha Committee.



Total No. of Questions : 3]

SEAT No. :

P2079

[Total No. of Pages : 2

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S.Y. B.B.A. (Semester - III)

PRINCIPLES & FUNCTIONS OF SERVICE MANAGEMENT

(2019 Pattern) (CBCS) (D.306SM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Objective type questions :

[10]

a) Multiple choice questions :

[5]

- i) Which of the following is not a tangible dominant?
 - a) Detergents
 - b) Automobiles
 - c) Investment Management
 - d) Soft drinks
- ii) _____ is not an element of physical evidence.
 - a) Employee dress
 - b) Employee training
 - c) Equipment
 - d) Facility design
- iii) Every business is a service business _____ who quoted this sentence?
 - a) Philip Kotler
 - b) Gary Hamel
 - c) Ravi Shankar
 - d) Ramaswamy & Namakumari
- iv) What are the factors which have an impact when deciding on a BPO destination?
 - a) Reliable tele communications infrastructure
 - b) Cost of labour
 - c) Strong regulatory framework
 - d) All of the above
- v) Services that occur without interruption, confusion or hassle to the customer is called _____.
 - a) Seamless Service
 - b) Service Audit
 - c) Functional Service
 - d) Departmental Service

P.T.O.



B) Match the Pairs : [5]

Group A	Group B
i) Customer retention	a) first step in analysis of customer value
ii) Identify customer's value attributes	b) interaction between customer & service firm
iii) Critical incidents	c) Marketing efforts towards existing customers
iv) Customer complaints	d) do not meet customer expectations
v) Service failure	e) non-instrumental & ostensive

Q2) Long answer questions (Solve any 2 out of 4) : [20]

- What do you mean by services? Explain its functions & characteristics.
- Explain the customer service pre & cost transaction elements.
- Discuss the types of outsourcing.
- Explain the benefits of creating service value.

Q3) Write short notes on (Solve any 4 out of 6) : [20]

- Hospital and Health Care Services
- TQM in Service Sector
- Future of KPO
- Skills to manage outsourcing
- Managing demand & supply of services
- Service mix



Total No. of Questions : 3]

SEAT No. :

P2080

[Total No. of Pages : 2

[5802] - 314

S.Y. B.B.A. (Semester - III)

**E - 306 : RURAL DEVELOPMENT PRINCIPLES AND PRACTICES
(2019 Pattern)**

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) CDD stands for _____.
 - a) Community helper
 - b) Community Driven Development
 - c) Community Day Development
 - d) Cross Drive Day
- ii) Basic needs approach proposed the _____ of basic human needs.
 - a) Success
 - b) Unsatisfactory
 - c) Satisfaction
 - d) None of these
- iii) Economic activities can lead to _____ of rural population there by aiding consumption.
 - a) Decreasing Income
 - b) Increasing Loss
 - c) Increasing Income
 - d) Decreasing Consumption
- iv) Rural Development is a _____ in nature.
 - a) Multi challenge
 - b) Multi Disciplinary
 - c) Multi acceptance
 - d) None of these
- v) In _____ areas agriculture and allied activities are predominant.
 - a) Urban
 - b) Education
 - c) Rural
 - d) None of these

P.T.O.



- B) True and False. [5]
- i) Poverty is related to only rural areas.
 - ii) to improve wages, education, health facilities etc. are the objectives of Rural Development.
 - iii) NABARD, SHG's are the sources of Rural credit and finance.
 - iv) SHG's (Self Help Groups) were introduced in 1982.
 - v) BPL is stands for "Below Poverty Line".
- C) Match the following : [5]
- | | |
|---|---|
| i) Apex funding agency in India for providing rural credit is ___ | a) Self Help Groups |
| ii) ___ is a financial inter mediary committee in villages with 10 - 20 peoples | b) NABARD |
| iii) Per Capita Income | c) Information and communication technologies |
| iv) E Choupal Launched | d) Poverty Indicator |
| v) ICT stands for | e) June - 2000 |

- Q2) Short answers (Attempt any 3 out of 4) :** [15]
- a) Describe the goals of Rural Development Policy.
 - b) Explain the advantages of Globalization.
 - c) Elaborate equality orientation Programme.
 - d) Explain the features of Rural Economy.

- Q3) Long Answers (Attempt any 2 out of 3) :** [20]
- a) Explain in brief "Gandhian Model of Rural Development".
 - b) Describe the impact of Globalization on Rural Development.
 - c) Explain the structure of Indian Rural Economy.

