

Total No. of Questions : 3]

SEAT No. :

P2081

[Total No. of Pages : 2

[5802] - 401
S.Y. B.B.A. (Semester - IV)
401 : ENTREPRENEURSHIP & SMALL BUSINESS
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) _____ is a type of entrepreneur who have no desire for innovations.
a) Innovative Entrepreneur b) Adoptive Entrepreneur
c) Fabian Entrepreneur d) Drone Entrepreneur
- ii) The industries which are involved in manufacturing & processing of items which are produced by primary industry are known as _____ industries.
a) Primary b) Quaternary
c) Tertiary d) Secondary
- iii) In PMEGP 'E' stands for
a) Employment b) Entrepreneurship
c) Existing d) Equipment
- iv) _____ is an Indian entrepreneur, who co-founded Yatra Online, Private Ltd.
a) Upasana Taku b) Anisha Singh
c) Sabina Chopra d) Ratan Tata
- v) 'Fruit Picking' industries are most likely to have _____ unemployment.
a) Seasonal b) Frictional
c) Structural d) Cyclical

P.T.O.



B) Match the following : [5]

Group A

- i) Metaphor
- ii) Risk bearing
- iii) Upasana Taku
- iv) Sabina Chopra
- v) Micro Enterprises

Group B

- a) Essence of Entrepreneurship
- b) Mobikwik
- c) Divergent thinking tool
- d) Turnover does not exceed 5 crores
- e) Yatra. com.

C) Answer in one sentence. [5]

- i) Explain Intrapreneur.
- ii) What is long form of 'PEST'?
- iii) What is full form of SIDBI?
- iv) List any 2 problems for women entrepreneurs.
- v) Define Sick Industry.

D) Fill in the blanks. [5]

- i) _____ funding invests in Young, early stage, aggressive growth companies.
- ii) The head office of KVIB is situated at _____.
- iii) _____ involves buying & selling of goods.
- iv) _____ unemployment is normally found in agricultural sector.
- v) _____ type of thinking is critical thinking.

Q2) Solve any 3 out of 5 - Long Answer question. [3 × 10 = 30]

- a) Explain 'Entrepreneur' term & also explain the different types of Entrepreneurs.
- b) Explain Tools of Divergent thinking.
- c) Explain objectives of MSME's.
- d) Discuss the entrepreneurial Biography of Sabina Chopra.
- e) Explain the term market survey & also explain methods of market survey.

Q3) Solve any 4 out of 6 short notes. [4 × 5 = 20]

- a) Qualities of Entrepreneur.
- b) SWOT Analysis.
- c) Angel funding.
- d) Entrepreneurial sketch of Upasana Taku.
- e) PMEGP.
- f) Objectives of KVIB.



Total No. of Questions : 6]

SEAT No. :

P2082

[Total No. of Pages : 2

[5802] - 402

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

**402 - GE : PRODUCTION AND OPERATIONS MANAGEMENT
(2019 Pattern) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Q. No.1 and Q. No.6 are compulsory.*
- 2) *Solve any three questions from Q.2 to Q.5*
- 3) *Figures to right indicate full marks.*

Q1) A) Fill in the blanks (Attempt any 5 out of 6) : [5]

- i) Operations Management involves planning the _____ that transform resources into finished goods.
- ii) _____ is defined as "the translation of intellectual wisdom, requirements of the entrepreneurs or needs of consumers, etc. into a specific product".
- iii) _____ is the study of the 'Fit' between the physical demands of the workplace and the employees who perform the work.
- iv) _____ is defined as a set of procedures and machinery that make it possible to perform traditional human activities automatically.
- v) _____ can be defined as an association involved in the trading of goods and services to customers with the intention of earning profits.
- vi) The _____ stage of product life cycle normally keeps on lasting for a longer period than other stages and sales level falls flat due to market saturation.

P.T.O.



B) Match the Pairs : [5]

Group A	Group B
i) Total Factor Productivity	a) $\frac{\text{Total Tangible Output}}{\text{Total Tangible Input}}$
ii) Total Productivity	b) $\frac{\text{Net Output}}{(\text{Labour} + \text{Capital}) \text{ Inputs}}$
iii) TQM	c) Study of human abilities
iv) Ergonomics	d) Customer-Driven Quality Management
v) Quality circle	e) Steering Committee

Options :

1. 1 - b, 2 - a, 3 - e, 4 - d, 5 - c
2. 1 - a, 2 - b, 3 - d, 4 - e, 5 - c
3. 1 - b, 2 - a, 3 - d, 4 - c, 5 - e
4. 1 - c, 2 - a, 3 - b, 4 - e, 5 - d

Q2) Explain in detail various qualities and responsibilities of production manager.[15]

Q3) Explain in detail various stages of product development. [15]

Q4) Define the term TQM. State and explain various features and principles of TQM. [15]

Q5) What do you mean by automation? Discuss in detail need, benefits and limitations of automation. [15]

Q6) Write Short Notes on (Any 3) : [15]

- a) Corrective Maintenance
- b) Objectives of Quality Control
- c) Factors affecting scheduling
- d) Fixed position layout
- e) Continuous production system - Advantages and disadvantages
- f) Elements of product design



Total No. of Questions : 6]

SEAT No. :

P2083

[Total No. of Pages : 2

[5802] - 403

S.Y. B.B.A.

**403 : DECISION MAKING AND RISK MANAGEMENT
(2019 Pattern) (CBCS) (Semester - IV)**

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 remaining question Nos. 2, 3, 4 and 5.*
- 3) *Figures to the right side indicate full marks.*

Q1) A) Fill in the blanks (Attempt any 5 out of 6) : [5]

- a) _____ refers to the presentation of realistic proofs and reasonable arguments to exhibit that an appeal is rational.
- b) _____ exhibit the actual goal of a person.
- c) During _____ stage, the team members come to know about the problem.
- d) Risk Management can be defined as an art and a science of _____ risk factors throughout the life cycle of a project.
- e) _____ refers to a class of systems, which support the process of making decisions.
- f) According to Alderfer, Human Needs can be classified into _____.

B) Match the following : [5]

Group A

Group B

- | | |
|---------------------------|---|
| a) Socialised Charismatic | 1) Inborn |
| b) Instrumental Values | 2) Rules of thumb |
| c) IQ | 3) Restrains the use of power |
| d) Risk Retention | 4) Values adopted to attain the terminal values |
| e) Heuristics | 5) Risk Assumption |

P.T.O.



Q2) Attempt any 3 questions. [15]

- a) Define and explain characteristics of Decision-Making.
- b) Define the term problem solving and explain strategies of problem solving.
- c) Describe the creative Decision-Making Process.
- d) Explain the types of Risk Management.

Q3) Attempt any 2 questions. [15]

- a) Elaborate the various decision-making tools.
- b) Describe intuition in detail. Also highlight pros and cons of intuition.
- c) Discuss some common and effective methods for dealing with resistance to change.

Q4) Attempt any 2 questions. [15]

- a) What do you mean by Jerk? Explain various types of jerks at workplace.
- b) Elaborate different types of leadership styles.
- c) Elaborate the use and misuse of power. Differentiate between 'influence and power'.

Q5) Attempt any 3 questions. [15]

- a) Define the term vision. Explain significance of vision.
- b) Describe process of strategic planning.
- c) According to you what needs to change for avoiding risks?
- d) Explain importance of Teams.

Q6) Write Short Notes (Attempt any Three) : [15]

- a) Significance of Emotional Intelligence
- b) OODA Loop Model
- c) Vroom's Expectancy Theory
- d) Followership
- e) Types of Organisational Values



Total No. of Questions : 3]

SEAT No. :

P2084

[Total No. of Pages : 3

[5802] - 404

S.Y. B.B.A.

**GC 404 : INTERNATIONAL BUSINESS MANAGEMENT
(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) Multiple Choice Questions :

[5 × 1 = 5]

- i) Which of the following is not a classical theory of International Trade?
 - a) Theory of Absolute Cost Advantage
 - b) Theory of Comparative Cost Advantage
 - c) Hechksher - Ohlin Theory
 - d) Porter's National Competitive Advantage
- ii) Leontif Paradox is an empirical testing of which theory?
 - a) Theory of Absolute Cost Advantage
 - b) Theory of Comparative Cost Advantage
 - c) Hechksher - Ohlin Theory
 - d) Michael Porters Diamond Model
- iii) Which of the following is not a part of Foreign Direct Investment Modes.
 - a) Green Field Investment
 - b) Brown Field Investment
 - c) Mergers and Acquisition
 - d) Sole Proprietor
- iv) World Bank formerly known as "_____ " whose primarily aims to Finance Economic Development.
 - a) International Bank for Reconstruction and Development
 - b) International Bank for Development
 - c) International Bank for Service
 - d) International Bank for Foreign Investment
- v) NAFTA is an agreement between all of the following countries except.
 - a) United State
 - b) Mexico
 - c) Great Britain
 - d) Canada

P.T.O.



- B) Match the following : [5 × 1 = 5]
- | | |
|---------------------|--------------------------------------|
| i) Adam Smith | a) Diamond Model |
| ii) Michael Porter | b) Maastricht Treaty |
| iii) European Union | c) Theory of Absolute Cost Advantage |
| iv) SAARC | d) Maldives |
| v) Globalization | e) Foreign Market |

- C) Answer in one sentence. [5 × 1 = 5]
- i) What is Globalization?
 - ii) Write the name of the Researcher who written theory of Comparative Cost Advantage.
 - iii) What is Foreign Direct Investment?
 - iv) What is Certificate of Origin?
 - v) Who provides bill of lading?

- D) Fill in the blanks. [5 × 1 = 5]
- i) Rapid integration or inter - connection between countries is known as _____.
 - ii) On 1st Jan. 1995 "_____ " Organisation Comes in the picture.
 - iii) _____ company produces, Market, Invests and operates across the world.
 - iv) IBRD stands for "_____"
 - v) A country has an _____ in the production of a product when it is more efficient than any other country at exporting it.

Q2) Write long answers (Solve any 3 out of 5) : [3 × 10 = 30]

- a) Explain in details "David Ricardo's Theory of Comparative Cost Advantage".
- b) Explain in details Determination of Exchange rate - fixed, Flexible and Managed.
- c) Explain in details Components of "Balance of Payment".
- d) What is export promotion schemes? Explain all schemes in details.
- e) Contribution of WTO in Indian Economic Development Explain in details.

Q3) Write short answers (Solve any 4 out of 6) :

[4 × 5 = 20]

- a) Explain porters Diamond Model in details.
- b) What is Culture? Explain Components of Culture.
- c) What is Foreign Exchange Market? Explain players of the Foreign Exchange Market.
- d) Write WTO Functions.
- e) What is the European Union.
- f) Components of Globalization.



Total No. of Questions : 4]

SEAT No. :

P2085

[Total No. of Pages : 2

[5802]-405

S.Y. B.B.A.

MARKETING MANAGEMENT

A - 405 : Advertising & Promotion Management
(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) Compulsory Questions :

A) Multiple choice questions :

[5]

- i) _____ means measuring the advertising effect as the degree to which it is successful in achieving its objectives.
 - a) Advertising Agency
 - b) Advertising effectiveness
 - c) Advertising Budget
 - d) Advertising Department
- ii) _____ is best fit for new launches, new products and newmakers.
 - a) Blog advertising
 - b) Social Media Advertising
 - c) Affiliate Marketing
 - d) Social Engine Marketing
- iii) _____ Carry the company's name & Logo.
 - a) Coupons
 - b) Gifts
 - c) Catalogues
 - d) Free samples
- iv) _____ Can be defined as the 'Frame' of the advertisement.
 - a) Caption
 - b) Border
 - c) Decoration
 - d) Mascot
- v) _____ is one integral part of the total marketing and advertising plan.
 - a) Media Research
 - b) Media Mix
 - c) Media Profile
 - d) Media Planning

P.T.O.



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

- | A | B |
|------------------------|-------------------------------------|
| a) Advertising | i) Displays |
| b) Portfolio Tests | ii) Benefit of Internet Advertising |
| c) POP | iii) Paid form |
| d) Brand Awareness | iv) Type of Internet Advertising |
| e) Keyword Advertising | v) Recall |

Q2) a) Explain the types and purpose of Internet Advertising. **[10]**

OR

b) State the various factors affecting sales promotion Growth **[10]**

Q3) a) Define Advertising Copy. State the various types of Advertising copy. **[10]**

OR

b) State the objectives of measuring Advertising Effectiveness. **[10]**

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

- a) AIDA formula.
- b) Bait & Switch Advertising Issues
- c) Advertising Media.
- d) Advertising Agency.
- e) Cross Promotion.
- f) Social Media Advertising.



Total No. of Questions : 4]

SEAT No. :

P2086

[Total No. of Pages : 5

[5802]-406

Second Year B.B.A.

B405 : BUSINESS TAXATION

(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) From the following choose the correct answer (Any 5) **[5]**

- i) The term previous year means _____.
 - a) Current year
 - b) Calender Year
 - c) Accounting year
 - d) Financial year before the Assessment year
- ii) Permanent Account Number (PAN) is a _____ digit unique alphanumeric number issued by the Income Tax Department.
 - a) Twenty
 - b) Fifteen
 - c) Ten
 - d) Five
- iii) Deduction from salary is allowed under _____.
 - a) Section 14
 - b) Section 15
 - c) Section 16
 - d) Section 17
- iv) In case of rental house property only such municipal tax is deducted which is _____.
 - a) Paid by tenant
 - b) Actual payable amount
 - c) Paid by owner
 - d) All of the above

P.T.O.



- v) The full form of STT is _____.
- a) Security Transaction Tax
 - b) State Toll Tax
 - c) Share Transfer Tax
 - d) Security Transmission Tax
- vi) Which of the following is not a capital asset.
- a) Goodwill of a business
 - b) Stock-in-Trade
 - c) Jewellery
 - d) Agricultural land in Delhi
- vii) The maximum amount of deduction under section 80 D in the case of a senior citizen is _____.
- a) ₹ 10,000
 - b) ₹ 15,000
 - c) ₹ 20,000
 - d) ₹ 30,000

B) Write short notes (any two) [10]

- a) Assessment year & Previous year
- b) Gross Total Income
- c) Advance Payment of Tax
- d) Short term and long term capital gain

Q2) Write a detail note on exemptions and deductions of section 80. [10]

- a) 80 C
- b) 80 D
- c) 80 G
- d) 80 DD

OR

Explain Income Exempted u/s 10. [10]

Q3) From the particulars of Mr. Pranit an employee of SRK company Ltd. Pune. Find out his taxable income from salary for the assessment year 2022-23.

[15]

- a) Basic salary Rs. 30, 000 p.m.
- b) Dearness Allowance Rs. 6,000 p.m. (Part of the salary)
- c) Bonus @20% p.a. of salary.
- d) Entertainment allowance Rs. 9,000 p.m.
- e) Employer's contribution to R.P.F. @13%
- f) Interest credited on R.P.F. balance @12% Rs. 24,000.
- g) Free furnished room was allotted to him by the employer at Pune. Fair Rent Rs. 5000 p.m. and the cost of furniture Rs.3,00,000.
- h) Gas, Electricity & water charges Rs. 5000 p.a. paid by employer.
- i) Reimbursement of medical expenses Rs. 12,000 p.a.
- j) His contribution to R.P.F Rs. 4000.
- k) A motor Car (cc of the engine is 1-8 liters) is provided to Mr. Pranit. The motor Car used for both office & personal purpose. Expenses on maintenance of private use are borne by Mr. Pranit.
- l) Insurance premium on his own policy Rs. 4200 p.a. and on his wifes policy Rs.3600 p.a. are paid by the employer.
- m) His son is studing in I.I.T. Pune. His fees for Rs. 50,000 was paid by employer direct to the institute.

OR

Mr. Prajyot a computer engineer working in KPT Ltd. Pune has provided you the following information in respect of the year 2022-23.

[15]

- a) Basic Salary Rs. 45,000 P.M.
- b) Bonus Rs. 40,000

- c) Dearness Allowance Rs. 6,000 P.M.
- d) Project Allowance Rs. 2,500 P.M.
- e) Transport Allowance Rs. 1,500 P.M.
- f) Education Allowance Rs. 250 P.M. for one son and Rs. 150. P.M. for a daughter.
- g) He owns a flat at kolhapur for which he had borrowed Rs. 7,00,000 on 31st March 2005. During the year he had paid interest Rs. 70,000 and repaid the principal amount Rs. 50,000 of this loan.
- h) He received :
 - i) Interest from Bank Deposit Rs. 20,000.
 - ii) Dividend from Domestic Company Rs. 10,000.
 - iii) Interest on Govt. Securities Rs. 15,000
 - iv) Income from units of UTI Rs. 12,000
- i) His savings and investments were as under :
 - i) Contribution to R.P.F. 35,000 p.a.
 - ii) Payment of Life Insurance Premium Rs. 30,000
 - iii) Donation to National Defence Fund Rs. 15,000
 - iv) Medical Insurance Premium on the health of dependent mother, aged 66 years Rs. 26,000.
- j) Employee paid professional tax Rs. 200 P.M.
- k) The company has deducted tax at source Rs. 40,000.
- l) Income from business Rs. 2,10,000.

You are required to compute the tax liability of Mr. Prajyot for A. Y. 2022-23.

- Q4)** Mr. Sohil owns house property and given on Rent basis for financial year 2021-22. He has submitted the following details in respect of house property. **[10]**

Particulars	Rs.
Fair Rent	2,72,000
Municipal valuation	2,60,000
Standard Rent	2,76,000
Municipal Tax paid	26,000
Insurance Premium Paid	24,000
Repairs	50,000
Interest on Borrowed Capital	1,60,000

Date of construction completed. Sept. 2016

You are required to compute taxable income from house property for the assessment year 2022-23.

OR

Mr. Manik owns two houses which he occupied for his own residence. He submits the following particulars in respect of the houses for the financial year 2022-23. **[10]**

Particulars	House No.1 ₹	House No.2 ₹
Municipal Valuation	1,00,000	50,000
Fair Rent	1,20,000	65,000
Standard Rent	1,00,000	66,000
Repairs	15,000	16,000
Insurance	9,000	8,000
Municipal Tax	10%	10%
Interest on Loan for construction	1,05,800	5,000
Date of completion of construction	31/8/2016	31/8/2015
Date of borrowing the Loans	01/07/2014	01/11/2013
Interest on Loan for pre-construction period	50,000	-

As a Tax consultant compute the Income from House property of Mr. Manik for the assessment year 2022-23.



Total No. of Questions : 4]

SEAT No. :

P2087

[Total No. of Pages : 2

[5802]-407

S.Y. B.B.A.

**405 C- HUMAN RESOURCE MANAGEMENT
FUNCTIONS & PRACTICES
(2019 Pattern) (CBCS) (Semester - IV)
(HRM - Specialisation)**

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) Which of the following statement indicates the importance of controlling.
 - i) It is a power to influence people's behaviour.
 - ii) It is a process of regulating the activities.
 - iii) It is an important mental process on the part of manager
 - iv) It ensures that all the activities are co-ordinated as per the plan.
- b) Which of the following is not a part of direct compensation?
 - i) HRA
 - ii) Bonus
 - iii) Medical Assistance
 - iv) All of the above
- c) Worker's participation in Management does not aim to _____.
 - i) Raise quality of work life
 - ii) Promote industrial democracy
 - iii) Enhance stress
 - iv) Establish mutual co-operation
- d) Organization Development is _____ term effort.
 - i) Short
 - ii) Long
 - iii) Medium
 - iv) Short - medium
- e) _____ is considered to be a vertical move in terms of rank & responsibilities.
 - i) Appraisal
 - ii) Promotion
 - iii) Reward
 - iv) Demotion

P.T.O.



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

- | A | B |
|---|----------------------------|
| a) It can be formed at all levels, i.e. at plant level, regional level or zonal level. | i) Defining the Job |
| b) A better understanding analysis & improvement in the behaviour of group members can be accomplished by | ii) Joint council |
| c) First step of performance appraisal is | iii) Competitive advantage |
| d) It is concerned with pre planning of activities to be done in future | iv) Process consultation |
| e) SHRM considers people as a strategic resource for attaining | v) Planning |

Q2) Long answer questions (Attempt any 1) : **[10]**

- a) Explain the managerial functions of HRM.
- b) Explain various determinants of employee compensation.

Q3) Long answer questions (Attempt any 1) : **[10]**

- a) Enumerate HRM Practices in Indian organisations.
- b) State objectives & importance of organisation development.

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

- a) Sources of individual power.
- b) Levels of WPM.
- c) Fringe benefits.
- d) Types of promotion.
- e) Transfer & its types.
- f) Prerequisites for successful workers participation.



Total No. of Questions : 5]

SEAT No. :

P2088

[Total No. of Pages : 2

[5802]-408

Second Year B.B.A.

BANKING AND INSURANCE MANAGEMENT

(2019 Pattern) (Semester - IV) (CBCS) (405 D)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Select the correct option

[5]

- i) RBI pays interest on CRR balances of banks at_____.
 - a) Bank Rate
 - b) Repo Rate
 - c) Zero%
 - d) Bank Rate minus 2%
- ii) RBI is Headquartered at
 - a) Delhi
 - b) Nasik
 - c) Kanpur
 - d) Mumbai
- iii) The prime objective of the SEBI Act, 1992 is to protect the interests of _____.
 - a) Creditors
 - b) Directors
 - c) Investors
 - d) Agents
- iv) Who issues currency notes on behalf of the Central Government in India?
 - a) NABARD
 - b) RBI
 - c) World Bank
 - d) IDBI
- v) RBI is the lender of last resort for _____.
 - a) Central Government
 - b) State Government
 - c) Stock Market
 - d) Commercial Banks

P.T.O.



Q2) Match the pairs **[5]**

- | | |
|-----------------------------|------------------|
| a) Account Balance Enquiry | i) 1995 |
| b) Credit Card | ii) Investment |
| c) PMS | iii) 1988 |
| d) SEBI | iv) Grace Period |
| e) Banking Ombudsman Scheme | v) Pull |

Q3) Solve any one Question. **[10]**

- a) Explain Health and Education Insurance.
- b) What is NRI Remittance? Explain its role in Indian economy.

Q4) Solve any one Question. **[10]**

- a) Explain the online procedure of opening a Savings and Current Bank account.
- b) What are the different types of complaints included in Ombudsman Scheme?

Q5) Short notes (Attempt any four) **[20]**

- a) Travel Insurance
- b) Top-up Loans
- c) E-CRM
- d) Unified Payment Services
- e) Aadhar Linking
- f) CRM in Banks



Total No. of Questions : 4]

SEAT No. :

P2089

[5802]-409

[Total No. of Pages : 2

S.Y.B.B.A.

**405 - E : RURAL MARKETING (Concept & Practices)
(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

[5×1=5]

- i) Integrated rural development programme (IRDP) was first introduced in _____
 - a) 1978 - 79
 - b) 1973 -74
 - c) 1979 - 80
 - d) None of these
- ii) According to Katar Sing “ _____ as the overall development of rural areas, which aims at improving quality of life of rural people”.
 - a) National Income
 - b) Rural Development
 - c) Net Capital Income
 - d) None of these
- iii) _____ is a system of governance in which gram panchayats are the basic units of administration.
 - a) Gram Sabha
 - b) Panchayati Raj
 - c) Zila Parishad
 - d) None of these
- iv) _____ refers to the provision of financial services to poor or low-income clients, including consumers and the self-employed.
 - a) Micro - debit
 - b) Mini finance
 - c) Micro finance
 - d) Bank loan
- v) When was e-Choupal launched?
 - a) June 2000
 - b) July 2000
 - c) June 2001
 - d) June 2020

P.T.O.



B) Match the Pairs [5]

- | | |
|--|-------------------------------|
| i) Packaging | a) E-nam |
| ii) It is a big electronic market platform about agricultural product | b) Bubble Packs |
| iii) Farmers need to call toll free number 1800-180-1551 to seek expert advice is known as | c) 12 th July 1982 |
| iv) NABARD was established on | d) 2012 |
| v) Sampoorna Swachhta Abhiyan programme was introduced in | e) Kisan Call Centre |

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

- a) Explain the factor affecting Rural Marketing.
- b) Explain the structure of Indian Rural Market.

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

- a) Discuss various micro financing tools.
- b) Explain the role of internet in rural marketing.

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

- a) Concept of Digital village
- b) Ayushman Scheme
- c) Role of self Help Groups (SHG)
- d) Role of APEDA
- e) Role of NGOs
- f) Distribution models in rural market.



Total No. of Questions : 3]

SEAT No. :

P2090

[5802]-410

[Total No. of Pages : 2

S.Y. B.B.A.

DIGITAL MARKETING

406 - A - MM : Specialization (Marketing)

(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 (any four) [4]

- i) _____ marketing is also referred to as “interruption” or “push” marketing.
 - a) Inbound
 - b) Outbound
 - c) Creative
 - d) Transmission
- ii) SEO stands for _____.
 - a) Search Engine Optimization
 - b) Search enzyme Optimization
 - c) Search Engine Optimization
 - d) Search Engine Organization
- iii) _____ is the use of social media platforms and websites to promote a product or service.
 - a) Impulsive marketing
 - b) Conventional marketing
 - c) Social media marketing
 - d) Societal Marketing
- iv) The word Blog is shortened version of _____.
 - a) Weblog
 - b) Blog
 - c) Web
 - d) Webliography
- v) The _____ translates internet domain and host names to IP address.
 - a) System
 - b) HTML
 - c) WWW
 - d) Domain Name System

P.T.O.



- B) Match the following. [4]
- | | |
|---------------------|--------------------------------|
| i) Higher Sales | a) Impressions |
| ii) Hits | b) Higher Conversion rate |
| iii) Google AdWords | c) Pay Per Click |
| iv) PPC | d) Online advertising Platform |

- C) True or False (any 4) [4]
- i) Full form of CRO is Conversion Rate Optimization.
 - ii) The focus of Web analytics is to understand users of a site.
 - iii) Hashtag is not a feature of Facebook page.
 - iv) SEO is a technique used for designing and developing a website to rank low in search engine results.
 - v) Digital marketing required physical market.

Q2) Short Answer (any 2) [14]

- a) Write a short note on Types of Visibility.
- b) Definition Web Analytics and Explain its process.
- c) What are the Benefits of YouTube Advertising.
- d) What is Conversion Rate?

Q3) Long Answer (any 2) [24]

- a) What do mean by Digital Marketing and explain their types.
- b) What is SEO? Explain the types & strategies of SEO.
- c) What is Social Media Marketing? What are the Advantages and Disadvantages of Social Media Marketing?
- d) What is Email Marketing? How is it beneficial for digital marketing?



Total No. of Questions : 6]

SEAT No. :

P2091

[5802] - 411

[Total No. of Pages : 2

S.Y. B.B.A.

**B406 : FINANCIAL SERVICES
(2019 Pattern) (Semester - IV)**

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]

- i) The _____ market is also known as securities markets.
 - a) Money
 - b) Forex
 - c) Credit
 - d) Capital
- ii) _____ is the issue of a new securities to existing share holders at a ratio to those already held.
 - a) Equity shares
 - b) Preference shares
 - c) Right shares
 - d) Bonus shares
- iii) Cost of factoring = Finance cost + _____
 - a) Marketing cost
 - b) Fixed cost
 - c) Variable cost
 - d) Operating cost
- iv) CRI SIL has been promoted by _____ & _____.
 - a) ICICI, UTI
 - b) IDBI, SBI
 - c) Axis, UTI
 - d) PNB, SBI
- v) Multi commodity Exchange of India (MCX) was established in the year.
 - a) 2005
 - b) 1991
 - c) 1990
 - d) 2003

P.T.O.



B) Match the pairs. [5]

- | Group A | Group B |
|--------------------------------|-----------------------------|
| i) Cumulative preference share | a) Wholesale Debt market |
| ii) Swap | b) Smaller in value |
| iii) Options | c) Accumulation of Dividend |
| iv) SEBI | d) Hedging of Risk |
| v) Money Market | e) Protection of Investors |

Q2) Attempt any one from the following: [10]

- Define the term Merchant Banking & explain the role/ functions of Merchant Banking in the Capital market?
- Explain the concept of Mutual funds? Explain the major advantages of Mutual Funds?

Q3) Attempt any one from the following: [10]

- What is factoring? Explain the types of Factoring.
- What is secondary market & explain the main financial products Instruments in Secondary Market.

Q4) Write short notes (any 4) [20]

- Exchange Traded Funds.
- Financial Instruments.
- Commercial papers.
- Bombay Stock Exchange (BSE).
- Venture capital.
- Underwriters.



Total No. of Questions : 3]

SEAT No. :

P2092

[5802] - 412

[Total No. of Pages : 2

S.Y.B.B.A.

**C406:EMPLOYEE RECRUITMENT AND RECORD MANAGEMENT
(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) Fill in the blanks.(Attempt any 4 out of 5) [4]

- i) Delphi Technique is a _____ forecasting technique.
- ii) _____ is also known as Manpower planning.
- iii) _____ mean searching a potential candidate for vacancies.
- iv) _____ refers to the method of studying people process functions, challenges.
- v) _____ involves information created, received & maintained as evidence in the business.

b) Match the following: [4]

Group A

Group B

- | | |
|------------------------|-----------------------------------|
| i) Transfer | a) Follows recruitment |
| ii) Selection | b) Internal source of recruitment |
| iii) Recruitment | c) Type of employee record |
| iv) Performance record | d) Positive process |

c) True or False (Attempt 4 out of 5) [4]

- i) Individual service record is not an employee record.
- ii) Selection is considered as a process of rejection.
- iii) Trade unions is a internal source of recruitment.
- iv) Lifecycle of record management starts from creation of record.
- v) Principle of compliance is not a part of record management.

P.T.O.



Q2) Short Answers (Attempt 2 out of 4)

[14]

- a) Explain precautions to be taken while keeping records.
- b) Explain Advantages & disadvantages of Internal source of recruitment.
- c) Explain any 4 demand forecasting technique.
- d) Explain the concept of Block-chain along with definition.

Q3) Long Answers (Attempt 2 out of 4)

[24]

- a) Explain stages of record management in detail.
- b) Explain all factors influencing estimation of manpower.
- c) Explain the concept of talent acquisition & difference between recruitment & talent acquisition.
- d) Explain HR Analytics process.



Total No. of Questions : 4]

SEAT No. :

P3011

[Total No. of Pages : 2

[5802]-413

S.Y. B.B.A

**406 D : SOCIAL SERVICES & NGO MANAGEMENT
(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]

- i) Social workers practice under all of the following auspices EXCEPT.
 - a) Public
 - b) Not-for-profit
 - c) For-profit
 - d) Media
- ii) _____ is the father of sociology.
 - a) August Comte
 - b) Durkheim
 - c) Spencer
 - d) Cooley
- iii) Which of the following is not the techniques of social case work?
 - a) Interview
 - b) Observation
 - c) Counselling
 - d) Lobbying
- iv) The success of group work does NOT depend on?
 - a) Achievement of goals
 - b) Understanding and agreement on major problems
 - c) Handling of behavioral problems
 - d) Ignoring individual problems
- v) The Central Social Welfare Board was established in the year -
 - a) 1953
 - b) 1963
 - c) 1973
 - d) 1983

P.T.O.



B) Match the Pair. [5]

Group A

- i) Charity
- ii) Volunteerism
- iii) Welfare
- iv) NGO
- v) Social Case Work

Group B

- a) Offering services in a social agency without accepting any pay for it
- b) Act of extending love and kindness to others unconditionally
- c) Non profit Origination
- d) The art of adjusting personal relationship
- e) The state or condition of doing or being well

Q2) Long Answer Question (Attempt 1 out of 2) : [10]

- a) Define Social work. Write down the objective & Functions of Social Work?
- b) Explain the concept of CSR management. Write down its purpose & need of CSR.

Q3) Long Answer Question (Attempt 1 out of 2) : [10]

- a) Explain the concepts of NGO. Write down the characteristics & functions of NGO's?
- b) What are different Schemes offered by Government for NGOs in India?

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

- a) Distinctions between needs and wants
- b) Principles of Group work
- c) Difference between NGO & Trust
- d) Importance of Communication Skills
- e) NGO registrations in India
- f) Qualities of EQ



Total No. of Questions : 3]

SEAT No. :

P2093

[5802] - 414

[Total No. of Pages : 2

S.Y. B.B.A.

**E406 : BANKING OPERATIONS AND FINANCE
(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 indicates full marks.*

Q1) a) Fill in the blanks. (Attempt any 4 out of 5) [4]

- i) Money lenders and Zamindars are known as _____ sources of agriculture finance.
- ii) The formal sector loans does not consist the _____.
- iii) NABARD was established as on_____1982.
- iv) The Kisan Credit Card scheme was launched _____ year.
- v) _____ is known as on marginal cost of capital.

b) Match the following. [4]

- | | |
|-----------------------------|------------------------------|
| i) PACS | a) 12 July 1982 |
| ii) Landlord | b) Non Institutional finance |
| iii) NABARD | c) Primary credit |
| iv) Cooperative society act | d) 1925 |

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

- i) Time value of Money indicates that a unit of money obtained today is worth more than a unit of money obtained in future
A) True B) False
- ii) Money lenders and Zamindars are the formal source of agricultural finance
A) True B) False

P.T.O.



- iii) Inflation does not affect the time value of money.
A) True B) False
- iv) The ratio analysis helps to management in taking several decisions.
A) True B) False
- v) The Shivraman Committee was recommended to establish the NABARD
A) True B) False

Q2) Short answer questions (attempt any 2 out of 4) [14]

- a) Land development bank - Explain.
- b) Explain the scope of banking operations and finance in India.
- c) Define cost of capital. Explain in detail weighted average cost of capital with example.
- d) Write a note on traditional source of finance.

Q3) Long answer questions (attempt any 2 out of 4) [24]

- a) Explain in detail the importance and scope of agriculture finance.
- b) Describe in detail various types of finance for agriculture.
- c) Explain in detail the role of NABARD in agricultural finance.
- d) Write a detail note on traditional and modern source of finance.

