

Total No. of Questions : 3]

SEAT No. :

P2108

[5802] - 601

[Total No. of Pages : 2

B.B.A.

**601 : ESSENTIALS OF E-COMMERCE
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the condidetes:

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

Q1) Solve the following objective type questions.

[5×4=20]

A) Solve the following multiple choice questions.

[5×1=5]

- i) All electronically mediated exchanges are know as
 - a) E-Business
 - b) E-commerce
 - c) Digital Business
 - d) None of the above
- ii) It refers to the transaction conducted directly between a companys consumers who are the end users of its products & services
 - a) B2B
 - b) B2C
 - c) C2C
 - d) C2B
- iii) Electronic money is called as_____
 - a) E - cash
 - b) E - money
 - c) E - Rupee
 - d) E - cheque
- iv) Which of the following is not a benefit of content marketing?
 - a) Increase sales
 - b) Cost savings
 - c) Less engagement
 - d) None of these
- v) What is the name of the IT law that India is having in the Indian legislature?
 - a) India's Technology (IT) Act 2000
 - b) India's Digital Information Technology (DIT) ACT, 2000
 - c) India's information Technology (IT) Act 2000
 - d) The Technology Act, 2008

P.T.O.

B) Match the Pair. [5×1=5]

- | Group A | Group B |
|---------------------------------------------------------------|----------------------------|
| 1) Visual Search | a) Card skimming |
| 2) Cryptocurrency | b) BHIM |
| 3) ATM fraud | c) B2B |
| 4) UPI | d) Use of real world image |
| 5) Exchange of information goods & services to two businesses | e) Ethereum |

C) Answer the following questions in one sentence [5×1=5]

- i) What is the fullform of EDI?
- ii) Answer any one application of Internet
- iii) What is FIAT currency?
- iv) Pound is the example of which currency?
- v) Explain the fullform of B2C bussiness model?

D) Fill in the blanks. [5×1=5]

- i) _____ is a global web in which millions of users are communicating with each other with the help of computers.
- ii) RTGS stands for_____
- iii) Compromissing confidential information comes under_____
- iv) NEFT is_____
- v) SEO stand for_____

Q2) Solve any 3 long answers from the following. [3×10=30]

- i) What is UPI? How does it work?
- ii) Describe in detail various e-commerce models.
- iii) What is ecommerce and its role in business economy?
- iv) What is IT Act - 2000? Explain with its roles and needs
- v) Describe Artificial Intelligence and Augmented reality

Q3) Solve any 4 short notes from the following. [4×5=20]

- i) Chatbots
- ii) ATM frauds
- iii) Internet
- iv) EDI
- v) RTGS
- vi) QR code scanner



Total No. of Questions : 3]

SEAT No. :

P2109

[5802]-602

[Total No. of Pages : 3

B.B.A.

**602 : MANAGEMENT INFORMATION SYSTEM
(CBCS 2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Draw a Diagram whenever necessary.*
- 3) *Figures to the right indicate full marks.*

Q1) Solve the following objective type questions.

[20]

A) Multiple Choice Questions (Any 5)

[5×1=5]

- i) A MIS is compose of _____.
 - a) Data
 - b) Hardware
 - c) Software
 - d) All of these
- ii) Which of the decision model is based on the descriptive approach?
 - a) Administrative Model
 - b) Classical Mode
 - c) Herbert Simon's Model
 - d) None of these
- iii) A system that is part of a larger system is called _____.
 - a) System Unit
 - b) Subsystem
 - c) System Element
 - d) None of these
- iv) _____ expressly designed for the support of individual and collective decision making.
 - a) MIS
 - b) TPS
 - c) DSS
 - d) OIS
- v) Basic concepts of ER Diagram:
 - a) Entities
 - b) Attributes
 - c) Relationships
 - d) All of these

P.T.O.

- vi) Tactical Information is required by _____.
- a) Top management b) Executive managers
c) Middle managers d) None of these

B) Match the Pairs **[5×1=5]**

Column - I

Column - II

- | | |
|----------------------------|-------------------------------------------------------------------------------|
| i) Types of IS | a) Tactical Information |
| ii) Decision Making Models | b) Graphical Model, Physical Model, Mathematical Model |
| iii) Elements of System | c) ESS, TPS, MIS, KMS |
| iv) Types of DSS Models | d) Inputs and Outputs, Processors, Control, Feedback, Environment, Boundaries |
| v) Types of information | e) Classical Model, Administrative Model, Herbert Simon's Model |

C) Answer in one sentence (Any 5) **[5×1=5]**

- i) List the objectives of MIS.
- ii) What is decision making?
- iii) Write the name of System Development Model?
- iv) List the components of GDSS.
- v) Write the characteristics of IS?
- vi) What is E - Communication?

D) Fill in the Blanks (Any 5) **[5×1=5]**

- i) _____ can thus help firms increase revenue while sharing in size (Information System, DSS, Expert System)
- ii) _____ are also known as objects, purposes, aims and outcomes. (Parameters, Targets, Goals)
- iii) _____ of the system from various angles is the basic necessity to build a computerized system. (An Analysis, Shape, Processor)

- iv) _____ involves the collection, storage and processing of financial and accounting data.
(Financial Information System, Manufacturing Management System, Bank Management System)
- v) _____ looks at the problem domain, with the aim of producing a conceptual model of the information that exists in the area being analyzed.
(Object Oriented Program, Object Oriented Analysis, Process Analysis)
- vi) _____ includes any process that a business organisation conducts, business over a computer mediated network.
(E - Development, E - Business, E - Computer Network)

Q2) Write Long Answer (Any 3)

[3×10=30]

- a) Discuss the meaning and basic concept of Information System in detail?
- b) Explain Attributes of Information?
- c) Explain the stages of Structured System Analysis and Design?
- d) Explain component and functions of DSS?
- e) What is E-Commerce? Discuss the different types of E-Commerce?

Q3) Write Short Notes (Any 4)

[4×5=20]

- a) Characteristics of MIS
- b) Explain Type of Information
- c) Waterfall Model
- d) Components of Expert System
- e) ERP
- f) Need of Information



Total No. of Questions : 3]

SEAT No. :

P2110

[5802]-603

[Total No. of Pages : 3

T.Y. B.B.A.

**603 : BUSINESS 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) Fill in the Blanks (any 5)

[5]

- i) The basic nature of a project is a _____ one.
 - a) Project
 - b) Process
 - c) Project management
 - d) Project cycle
- ii) Project involving an investment level of less than rupees 5 crores are considered as _____.
 - a) Small scale project
 - b) MSME
 - c) Public sector
 - d) Domestic project
- iii) _____ means predicting or forecasting future activities and jobs in advance.
 - a) Planning
 - b) Organising
 - c) Controlling
 - d) Managing
- iv) _____ can be thought of as a meta plan or a plans & is a collection of similar plans and strategies.
 - a) Managing plans
 - b) Project management plan
 - c) Domestic project
 - d) WBS

P.T.O.

v) Work break down structure (WBS) is of the work with increasing detail in each year.

- a) Layered description b) Step change
- c) Ball Park estimate d) Project execution

vi) _____ Method does not take into considered the entice operating life of the project.

- a) ROI b) Payback period
- c) Capital cost d) ARR

B) Match the following [5]

- i) Project a) Designed a bar chart for planning and controlling his shipbuilding project
- ii) Herry Gantt b) Scope of the project
- iii) CPM c) Quality management tool
- iv) Fishbone diagram d) Invested task to be executed over a fixed period
- v) Work breakdown structure e) Critical Path Method

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

- i) Full form of SIPOC is Suppliers, inputs, process, outputs, and customers.
- ii) Project management is divided in 5 process groups.
- iii) Training requirement is a HR factor.
- iv) Capacity planning increases cost.
- v) Activity in a network diagram is represented by triangles.

Q2) Short Answer (any 3)

[24]

- a) What is Business Project management? What are its advantages?
- b) State and Explain the steps for Change Management plan?
- c) What is PERT? What are the advantages of PERT Tools.
- d) What are the limitations of the Pay Back Period?

Q3) Long Answer (any 2)

[32]

- a) What is Business Project Management? Explain the Process of Business Project Management.
- b) Explain the steps involved in developing Business Project Management Plan.
- c) State and explain different types of the Organisational Structure.
- d) What is the meaning of Project Life Cycle in Project Management? Explain its Phases.



Total No. of Questions : 3]

SEAT No. :

P2111

[5802] - 604

[Total No. of Pages :3

T.Y. B.B.A.

**604 : MANAGEMENT OF INNOVATION & SUSTAINABILITY
(2019 CBCS Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Solve the following objective type questions: [4×5=20]

A) Solve the following Multiple Choice questions : [5×1=5]

- a) _____ shows the process of creating something new.
 - i) Innovation
 - ii) Business Model
 - iii) Modeling
 - iv) Creative Flexibility
- b) Technical innovator is also referred as _____
 - i) Perfect scientist
 - ii) All Rounder
 - iii) Mad scientist
 - iv) Expert
- c) The services which are bought by the customer for self - consumption are termed as
 - i) End consumer services
 - ii) Business consumer services
 - iii) Service connected to tangible goods
 - iv) Professional services
- d) Sustainability can also be defined as a _____ characterised by the pursuit of a common ideal.
 - i) Socio - Ecological process
 - ii) Socio - Political process
 - iii) Socio - Economic process
 - iv) Socio - Cultural process
- e) Green organisation also called as _____
 - i) Green company
 - ii) Green Business
 - iii) Green management
 - iv) All of the above

P.T.O.

B) Match the pair : [5×1=5]

Group A	Group B
i) Approach to Innovation	a) Is a form of radical innovation
ii) Space for creativity	b) Key feature of innovative organisations
iii) Major Innovation	c) Research Driven Ideas
iv) Conventional Economics	d) Organizational characteristics that facilitate the innovation process
v) Autonomy of Individuals	e) Denoted as 'chrematistics'

C) Answer in one sentence. [5×1=5]

- a) Define innovation.
- b) What is Product Development?
- c) What is innovation strategy?
- d) Define services.
- e) Define Sustainable Development.

D) Fill in the blanks. [5×1=5]

- a) _____ is a process of receiving and using new ideas to satisfy the stakeholders of an organisation.
- b) The _____ structure which offer less suitable environment for innovation & creativity is effective.
- c) _____ is provided by seller to buyer in exchange of money but it also not provide the ownership of the services provided to the buyer, only values are exchanged.
- d) _____ results due to modest changes in the existing services.
- e) _____ relates with maintenance of carrying capacity of natural resource base & life support system.

Q2) Solve any 3 long answers from the following.

[3×10=30]

- a) Discuss the approaches to innovation. State the differences between invention and innovation.
- b) What are the organisational characteristics that facilitate the innovation process? State the factors enabling the organisational innovation.
- c) Explain different types of services in detail.
- d) Describe the parameters of sustainable development. Mention the reasons for business to embrace sustainability.
- e) Classify the characteristics of service innovation. Also mention several forms of service innovation.

Q3) Solve any 4 short notes from the following.

[4×5=20]

- a) Product Portfolios.
- b) Dynamic Capabilities
- c) Growth in service
- d) Sustainability Innovation
- e) Socio - Political aspects of sustainable development.
- f) Contribution of IT in organisations.



Total No. of Questions : 4]

SEAT No. :

P2112

[5802] - 605

[Total No. of Pages :2

T.Y. B.B.A

**A 605 : INTERNATIONAL BRAND MANAGEMENT
(2019 CBCS Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Select correct alternatives from given. [5]

- a) _____ helps in identifying the product or brand and describe several things about the product
- | | |
|---------------------|---------------|
| i) Labelling | ii) Packaging |
| iii) Store branding | iv) Supplying |
- b) The brand image includes two aspects of a brand one is association and second is _____
- | | |
|---------------|-----------------|
| i) Awareness | ii) Personality |
| ii) Labelling | iv) Packaging |
- c) Brand _____ is the customers personal opinion about & evolution of the brand.
- | | |
|--------------|--------------|
| i) judgement | ii) evaluate |
| iii) imagery | iv) identity |
- d) The offering of all brands and the brand lines by a particular company is considered as _____.
- | | |
|----------------------|--------------------------|
| i) company portfolio | ii) brand line portfolio |
| iii) brand portfolio | iv) corporate portfolio |
- e) A measure of the value and strength of brand, including an assessment of brands wealth is known as _____.
- | | |
|---------------------|--------------------|
| i) brand stretching | ii) brand heritage |
| iii) brand name | iv) brand equity |

P.T.O.

B) Match the pairs.

[5]

Column I	Column - II
1) Brand	a) Qualitative Research
2) Digital Marketing	b) Quantitative Research
3) Projective technique	c) Joint venture
4) Brand awareness	d) Social media
5) Strategic alliance	e) Identifying product

Q2) Define Branding? Explain types of branding?

[10]

OR

Explain qualitative & Quantitative tools for measuring brand image?

[10]

Q3) Explain use of digital platforms for marketing of brand?

[10]

OR

Define strategic alliances? Explain advantages & disadvantages of it?[10]

Q4) Write short notes (Any 4)

[20]

- a) Brand Equity
- b) Brand Loyalty
- c) Brand Portfolio
- d) Email marketing
- e) Brand extension
- f) Advantages of brand management.



Total No. of Questions : 4]

SEAT No. :

P2113

[5802] - 606

[Total No. of Pages :2

T.Y. B.B.A

B 605 : FINANCIAL MANAGEMENT

(Specialization Finance)

(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 indicate full marks.*

Q1) Fill in the blanks and Rewrite the sentence **[5]**

- a) _____ shares also known as ordinary shares.
- b) The sources that provide funds for a period exceeding 5 years are called _____
- c) Owned source of capital = share capital + _____.
- d) Capital Budgeting deals with _____.
- e) An excess of true asset values over the aggregate of stocks and bonds outstanding is called as _____.

Q2) Write short notes (Any three) **[15]**

- a) Hire Purchasing.
- b) Bank overdraft & Bill Discounting.
- c) Over capitalization and under capitalization.
- d) Net present value(NPV).
- e) Types of preference shares.

P.T.O.

Q3) Write long answer.

[15]

- a) What do you mean by sources of finance? Explain in detail long term sources of finance?

OR

- b) What is cost of capital? Explain in details types & measurement of cost of capital with suitable examples?

Q4) a) A firm has sales of ₹20,00,000, variable cost of ₹14,00,000, fixed cost of ₹4,00,000 and debentures of ₹10,00,000, in its capital structure obtained @ 10% interest. What are its financial, operating and combined leverage? **[5]**

- b) Calculate operating leverage, financial leverage and combined leverage from the following information. **[10]**

Particulars	P company Ltd. (₹)	Q Company Ltd. (₹)
Sales	25,00,000	35,00,000
Variable cost	7,00,000	11,00,000
Fixed cost	8,00,000	10,00,000
Interest	3,00,000	4,00,000

Also state change in the above leverage if selling price is increased by 15% of both the companies?



Total No. of Questions : 4]

SEAT No. :

P2114

[5802]-607

[Total No. of Pages : 3

T.Y. B.B.A.

**605 - C : GLOBAL HUMAN RESOURCE MANAGEMENT
(CBCS 2019 Pattern) (Semester - VI)**

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 questions. [10]

A) Multiple choice questions [5]

- i) The non citizens employees of a country in which they are working is classified as _____
 - a) Subordinates
 - b) Expatriates
 - c) Coordinates
 - d) None of the above
- ii) _____ is the widely accepted technique of recruitment through it mostly provides one way communication.
 - a) Advertising
 - b) Communication
 - c) Marketing
 - d) None of the above
- iii) _____ is given to the employees to impact knowledge about cultural difference.
 - a) Global Training
 - b) On-the-job Training
 - c) Off-the-job Training
 - d) None of the above
- iv) _____ means the procurement, allocation, utilization and motivation of human resource in the international area.
 - a) IHRM
 - b) HRM
 - c) KMS
 - d) None of the above

P.T.O.

- v) MNC stands for _____.
- Multi-national cooperation
 - Multi-national corporation
 - Multi-national co-ordination
 - Multi-national collaboration

B) Match the pairs:-

[5]

Column A	Column B
i) GHRM	a) Pay practices relating to employees who are working on international assignments in another country.
ii) E-Recruitment	b) Element of Knowledge Management
iii) Global Compensation	c) Procedure of sourcing, assigning & using the human resource in an effective manner in MNCs
iv) Knowledge Creation	d) Local managers who are hired by MNCs
v) Host Country Nationals	e) This recruiting can be extremely effective in generating applicants due to its low cost, speed & ability to target applicants with technical skills.

Q2) Write long answer from the following (any one)

[10]

- Explain the features & objectives of Global Human Resource Management.
- What is Global Staffing? Explain the process of Global Staffing.

Q3) Write long answer from the following (any one) [10]

- a) Discuss various approaches to global compensation. Also elaborate key components of global compensation.
- b) Explain in detail the evolving role of HRM functions in MNCs and also explain the Performance Appraisal in MNCs.

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

- a) Difference between Global HRM & Domestic HRM
- b) Staffing Policy approaches in International HRM
- c) Importance of Global Training & Development
- d) Importance of Knowledge Management System
- e) Categorization of countries & employees in Global HRM
- f) Global Recruitment & E-Recruitment



Total No. of Questions : 4]

SEAT No. :

P2115

[5802]-608

[Total No. of Pages : 2

T.Y. B.B.A.

**D 605 : GLOBAL TOURISM & HOSPITALITY MANAGEMENT
(2019 Pattern) (Semester - VI)**

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) Pull factors in tourism are _____
 - a) Rest and relaxation
 - b) Escape
 - c) Amenities
 - d) None of the above
- ii) _____ is not served by 'Toy Train'.
 - a) Darjeeling
 - b) Coonoor
 - c) Mount Abu
 - d) Matheras
- iii) Which is not a major sea port on eastern coast of India?
 - a) Paradip
 - b) Visakhapatnam
 - c) Ennore
 - d) Puri
- iv) The restaurant service orders are taken by:
 - a) Captain
 - b) Steward
 - c) Busboy
 - d) Waiter
- v) Concept of hospitality includes:
 - a) Swagat
 - b) Suchana
 - c) Suvidha
 - d) All of the above

P.T.O.

- B) Match the following: [5]
- | | |
|----------------------------|-------------------------------------------------|
| i) Educational tourism | a) Low cost accommodation |
| ii) Gambling tourism | b) Destination |
| iii) Dharmashala | c) Legally appointed agent |
| iv) Termination of journey | d) To study culture of a place |
| v) Travel agent | e) Participation in money-winning activity/Game |

- Q2)** Answer the following questions in long answers (1 out of 2) [10]
- Explain in detail different types of tourism.
 - Explain in detail various opportunities presented by development of tourism.

- Q3)** Answer the following questions in long answers (1 out of 2) [10]
- Write a detailed note on emerging trends in accommodation.
 - Define the term hotel. Explain how hospitality & travel & tourism industries are linked to each other?

- Q4)** Short notes (any 4 out of 6) [20]
- Components of tourism
 - Travel organisation in India.
 - Bed & breakfast hotels
 - Travelers at rest
 - Types of airlines
 - Poshtel tourism



Total No. of Questions : 3]

SEAT No. :

P2116

[5802]-609

[Total No. of Pages : 2

T.Y. B.B.A.

**E 605 : AGRICULTURAL EXPORTS
(CBCS 2019 Pattern) (Semester - VI)**

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

[5×1=5]

- i) White revolution is related to _____.
 - a) Food production
 - b) Milk production
 - c) Beekeeping
 - d) Flower production
- ii) Green revolution was confined to _____.
 - a) Rice in West Bengal
 - b) Cotton in Maharashtra
 - c) Wheat in Punjab & Haryana
 - d) Oil seeds in Punjab
- iii) The Apex Bank for providing Agricultural Refinance in India is _____.
 - a) RBI
 - b) NABARD
 - c) LDB
 - d) SBI
- iv) Which of the following is the international trade?
 - a) Trade between provinces
 - b) Trade between regions
 - c) Trade between countries
 - d) (b) & (c) of above
- v) A tariff is _____.
 - a) A restriction on the number of export firms
 - b) Limit on the amount of imported goods.
 - c) Tax & imports
 - d) (b) & (c) of above

P.T.O.

B) Match the Pairs [5]

Group - A	Group - B
i) Food corporation of India	a) Laws relating to domestic agriculture
ii) Agricultural Policy	b) Exchange of products
iii) Imports & Exports	c) Run by government of India
iv) Trade	d) Backbone of India Economy
v) Agriculture sector	e) Components of international trade

Q2) Long answer questions (Solve any Q2 out of Q4) [20]

- Discuss the need of import & export.
- Explain the role of agriculture in Indian Economy.
- Role of Technology in agricultural development.
- Explain the import export procedure in detail.

Q3) Write a short note on (Any four) [20]

- Agricultural policy in India.
- Marketing plans for reports.
- Export assistance
- International Trade
- World agriculture
- Institutional infrastructure for export promotion in India.



Total No. of Questions : 4]

SEAT No. :

P7270

[Total No. of Pages : 6

[5802]-610

T.Y. B.B.A

**A606 : CASES IN MARKETING
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Write Short Notes : (In 150 words only) (attempt any 1) : [5]

- a) What are the ideal elements included in a case study?
- b) Why case studies are essential?

Q2) Case Study 1 : [15]

Over a period spanning six and a half decades, the Haldiram's Group (Haldiram's) had emerged as a household name for ready-to-eat snack foods in India. It had come a long way since its relatively humble beginning in 1937 as a small time sweet shop in Bikaner, in the Rajasthan state of India. In 2001, the turnover of the Haldiram's was Rs. 4 billion.

The company offered a wide variety of traditional Indian sweets and snacks at competitive prices that appealed to people belonging to different age groups. Haldiram's had many 'firsts' to its credit. It was the first company in India to brand 'namkeens³'. The group also pioneered new ways of packaging namkeens.

Its packaging techniques increased the shelf life of namkeens from less than a week to more than six months. It was also one of the first companies in India to open a restaurant in New Delhi offering traditional Indian snack food items such as "panipuri," "chatpatri," and so on, which catered to the needs of hygiene conscious non-resident Indians and other foreign customers. Since the very beginning, the brand 'Haldiram's' had been renowned for its quality products.

P.T.O.

The company employed the best available technology in all its manufacturing facilities in India. Given the increasing popularity of Haldiram's products, the group planned to expand its operations. Similarly, Haldiram's launched 'Bhelpuri,' keeping in mind customers residing in western India. The company offered certain products such as 'Nazarana,' 'Panchratan,' and 'Premium' only during the festival season in gift packs. These measures helped Haldiram's compete effectively in a market that was flooded with a variety of snack items in different shapes, sizes and flavors.

Haldiram's offered its products at competitive prices in order to penetrate the huge unorganized market of namkeens and sweets. The company's pricing strategy took into consideration the price conscious nature of consumers in India. Haldiram's launched namkeens in small packets of 30 grams, priced as low as Rs.5. The company also launched namkeens in five different packs with prices varying according to their weights. The prices also varied on the basis of the type of namkeens and the raw materials used to manufacture it. The cost of metallized packing⁷ also had an impact on the price, especially in the case of snack foods. The company revised the prices of its products upwards only when there was a steep increase in the raw material costs or additional taxes were imposed.

Haldiram's developed a strong distribution network to ensure the widest possible reach for its products in India as well as overseas. From the manufacturing unit, the company's finished goods were passed on to carrying and forwarding (C&F) agents. C&F agents passed on the products to distributors, who shipped them to retail outlets. While the Delhi unit of Haldiram's had 25 C&F agents and 700 distributors in India, the Nagpur unit had 25 C&F agents and 375 distributors.

Haldiram's also had 35 sole distributors in the international market. The Delhi and Nagpur units together catered to 0.6 million retail outlets in India. C&F agents received a commission of around 5%, while distributors earned margins ranging from 8% to 10%. The retail outlets earned margins ranging from 14% to 30%. At the retail outlet level, margins varied according to the weight of packs sold.

Retailers earned more margins ranging from 25% to 30% by selling 30 gms pouches (priced at Rs.5) compared to the packs of higher weights. Apart from the exclusive showrooms owned by Haldiram's, the company offered its products through retail outlets such as supermarkets, sweet shops, provision stores, bakeries and ice cream parlors. The products were also available in public places such as railway stations and bus stations that accounted for a sizeable amount of its sales.

- a) What strategies were used by Haldiram to sell their products?
- b) What pricing strategy Haldiram adopted?
- c) What distribution strategy was adopted by Haldiram?

Q3) Case Study 2 :

[15]

In 1997, BIL, whose business seemed to be doing well, instead of concentrating on it, virtually charted a new course by seeking to reinvent itself. It built a new corporate identity and adopted a colourful and identifiable logo with a new base line - 'Eat Healthy, Think better.' From being a manufacturer of baked products, BIL kicked off a diversification exercise to become a comprehensive foods and beverages company making cheese and other dairy products, in addition to its bakery products.

Others felt that BIL's makeover decision may have been influenced, by the threat of potential competition. They also felt that with the organised biscuit market in India being commoditised, and the major chunk being controlled by the unbranded segment, reliance on biscuits alone could be detrimental to its long-term interests.

However, some analysts were of the opinion that the diversification of BIL into relatively new areas was risky, and that it should have concentrated on its core competence, the biscuit business.

As a first step in its makeover plan, BIL hired a Paris based design studio-Shining Strategic design, to craft a new logo and corporate slogan. Its work involved understanding the perceived and potential value of the brand where everything from colours and symbols to the typeface, was evaluated. The work also involved looking at the potential of the market and seeing where BIL could venture in future.

Research³ showed that the brand 'Britannia' was synonymous with trust and quality, and the wide portfolio of products was seen as a source of strength. But, BIL was aiming at faster growth, by expanding its business within the bakery segment and in select synergistic areas.

The fact that the existing brand was too closely associated with the bakery business, could have been a hindrance to BIL's diversification efforts. Therefore, Britannia needed a more dynamic expression. So there was a need to restage the logo, with the twin objectives of communicating modernity and dynamism.

While developing the new logo and brand statement, the existing red and white shield like unit was retained with a modern rendition. The new corporate identity had three colours red (symbolising energy and vitality), green (nutrition and freshness) and white (purity) which collectively represented what consumers looked for in foods and beverage. Research had shown that the brand statement, Eat Healthy, Think Better, captured the essence of the Indian concept of the unity of body and mind.

- a) What potential challenges BIL had to face?
- b) What steps BIL took as its makeover plan?
- c) What ideas were behind designing a new logo?

Q4) Case Study 3 :

[15]

In 2002, Luxor Writing Instruments Private Limited (LWIPL) had emerged as the market leader in the premium pens² segment in India, with a market share of 60%. The company held a 10% share in the writing instruments industry, next only to the market leader, Reynolds that held 12%. LWIPL had been in the pen industry for nearly four decades. The company adopted innovative marketing strategies that had made it one of the most popular pen manufacturers in India.

The 1980s witnessed an increased acceptance of ball point pens and Wilson Jotter was considered to be the market leader in this segment. The pens manufactured by Jotter were popularly called Jotter pens. The market for ball point pens was also dominated by domestic players in the unorganized market. With the increase in demand, existing players started expanding their capacities while many new players began entering the market.

In 1982, Deepak Jain, managing director of Luxor Pen Company (Luxor) entered into an agreement with the Pilot Corporation of Japan to officially launch Pilot pens in India. In 1984, Suraj Mal Jain⁵ started a manufacturing unit for ball point pens and refills in Kolkata and named it as Line Writing Aids Private Limited. The company launched new varieties such as disposable pens into the market.

In 1986, the French pen company, Reynolds entered the Indian market through its subsidiary, GM Pens International Limited by setting up a manufacturing plant at Chennai. It used the latest technology to make pens and refills of better quality and offered them at an affordable price. The Reynolds 045 pens became very popular among the regular pen users; especially among the school and college students.

By early 2002, some of the most popular brands in the Indian pen market comprised of domestic brands such as Reynolds, Luxor, Cello, Rotomac, Kores, Today's, Montex and Add pens and foreign brands such as Mont Blanc, Flair (with Pierre Cardin), Uniball and more. Consumers now had a wider choice, both in terms of different variety and the number of brands available.

Gradually, the competition among different pen brands intensified, which in turn, prompted these companies to increase their spending on promotional activities. According to the 2001-2002 figures, the writing instruments industry in India was worth approximately Rs.15 billion¹⁰. Studies¹¹ on the industry has revealed that there were around fifteen organized players, which included both domestic and international companies and more than 600 unorganized players.

Though, in the past, unorganized players accounted for a sizable share of the industry, their share had decreased significantly from around 90% in 1990 to just 20% in 2002. The huge potential that the industry offered prompted existing companies to expand their manufacturing facilities and encouraged new companies to enter the industry. This had led to intense competition in the industry. The studies also revealed that the companies in the organized sector were putting efforts in offering good quality products at competitive prices. At the same time, impetus was given to increase the visibility of their products in the minds of target customers.

In November 2001, LWIPL launched 'Special Moment', a gift pack consisting of Parker Vector and Parker Beta pens, which had the signature of the brand ambassador, Amitabh Bacchan inscribed on it.

These pens were primarily targeted at pen collectors, who were fond of Parker pens. In February 2002, Parker launched the 'Black and White' range of Parker Vector ball pens which were priced at Rs.145 each.

In mid 2002, the company launched the 'Football Legends World Cup edition' of Parker Vector pens in order to cash in on the popularity that the event enjoyed. The pens had photographs of famous football stars such as Maradona, and Pele inscribed on them. These pens were primarily targeted at avid football fans, who would be interested in collecting pens bearing photographs of their favorite players.

In December 2002, LWIPL launched the "Gajgamani" range of Parker Sonnet fountain pens. The limited edition of pens (only 500 pens were released) was named after the paintings created by noted artist MF Hussain¹⁶ and also had his signature inscribed on them. LWIPL priced these pens at Rs.5000 each.

As the Parker pens were initially targeted at the premium segment and carried a high price tag, they were launched only in the four metros - Delhi, Mumbai, Kolkata and Chennai. The pens were made available in large stationary stores and point of purchase displays were attached a lot of significance.

These pens were put on display in special racks so that people could notice the complete range of pens. As the demand of Parker pens grew, they were made available in other urban areas of the country. In order to increase the reach of Parker pens, the low priced versions were made available in small stationary shops. LWIPL later opened exclusive outlets of Parker Pens in all major cities in India. When LWIPL launched Papermate pens in India, it changed its distribution strategy vis-a-vis that of Parker pens. The pens were targeted at a wider cross - section of people, which included students, executives and elderly.

- a) What strategy Reynolds adopted after entering in India?
- b) What promotional strategies Luxor adopted?
- c) What distribution strategies were adopted by Luxor?



Total No. of Questions : 4]

SEAT No. :

P2117

**[5802]-611
T.Y. B.B.A.**

[Total No. of Pages : 3

**B 606 : CASES IN FINANCE+ PROJECT
(2019 Pattern) (Semester - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question No.1 is compulsory.*
- 2) *Answer any TWO questions from the remaining.*
- 3) *Use of Calculator is allowed.*

Q1) SKS Pvt. Ltd. company is considering a new project to increase its production capacity of machine. Two alternative projects have been suggested each costing Rs. 1,00,000. Earning after tax is expected to be as follows. **[20]**

Year	Project 1	Project 2
1	30,000	10,000
2	40,000	30,000
3	50,000	40,000
4	30,000	60,000
5	20,000	40,000

Company has target return on capital of 10% and present value of Rs.1 @10% follows.

1 st year	2 nd year	3 rd year	4 th year	5 th year
0.91	0.83	0.75	0.68	0.62

Calculate :-

- a) Payback period
- b) Discounted payback period
- c) NPV
- d) Profitability Index and give your opinion to the management about the option which is financially more preferable.

P.T.O.

Q2) The Board of directors of PQL Engineering Co. Pvt. Ltd. requests you to prepare a statement showing the working capital requirement. A level of activity of 1,56,000 units of production. **[15]**

Particular	Per unit (Rs.)
Raw materials	90
Direct labour	40
Overheads	<u>75</u>
Total cost	<u>205</u>
Profit	60
Selling price per unit	<u>265</u>

- a) Raw materials are in stock on an average for one month.
- b) Materials are in process 50% complete on an average for two weeks.
- c) Finished goods are in stock on an average for one month.
- d) Credit allowed by suppliers for one month.
- e) Time lag in payment from debtors is two months.
- f) Lag in payment of wages 1 1/2 weeks.
- g) Lag in payment of overheads one month.

20% of the output is sold against cash. Cash in hand and bank expected Rs. 60,000. Assume that production is carried on evenly throughout the year, wages and overheads occurred similarly and a time period of 4 weeks is equivalent to a month.

Q3) M/S. Riya and Co., has the following capital structure as on 31st December, 2021: **[15]**

Particulars	Amount (Rs.)
10% Debentures	3,00,000
9% Preference Shares	2,00,000
Equity 5,000 Shares of Rs. 100 each	5,00,000
Total	10,00,000

The equity shares of the company are quoted at Rs. 102 and the company is expected to declare a dividend of Rs. 9 per share for 2021. The company has acquired a dividend growth rate of 5% which is expected to be maintained.

- a) Assuming the tax rate applicable to the company is 50%. Calculate the weighted average cost of capital. State your assumptions if any.
- b) Assuming in the above exercise, that the company can raise additional term loan at 12% for Rs. 5,00,000 to finance an expansion. Calculate the revised weighted cost of capital. The company assessment is that it will be in a position to increase the dividend from Rs. 9 per share to Rs.10 per share, but the business risk associated with new financing may bring down the market price from Rs. 102 to Rs. 96 per share.

Q4) Existing Capital structure of XYZ Co. Ltd. is as follows. **[15]**

14% Term Loan from SBI Bank	5,00,000
12% Debentures (1000 each)	3,00,000
Equity Share Capital (20,000 Shares)	2,00,000

The equity shares of the company are at Rs. 225. It is expected that the company will pay a current dividend of Rs. 15 per share. A growth rate of 9% was registered in the past which is expected to be maintained. The tax rate applicable may be assumed at 40%.

Calculate the Weighted Average Cost of Capital (WACC).

What will the effect on weighted average cost of capital after addition of Rs. 5,00,000 debt by issue of 14% Debentures?



Total No. of Questions : 3]

SEAT No. :

P2118

[5802]-612

[Total No. of Pages : 2

T.Y. B.B.A.

**DSE - C 606 HRM: RECENT TRENDS AND HR ACCOUNTING
(Semester - VI) (CBCS 2019 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks (any 4 out of 5) [4]

- i) Employee Engagement is an indicator of _____ approach of an employee towards the work. (optional, compulsive, positive, neglect)
- ii) _____ plays a very important role to strategize qualitative employee commitment. (constructive, feedback, work life imbalance, casual employment contract, employer empowerment)
- iii) Team oriented and Selfless approach is an indicator of _____ employee. (Highly engaged, Moderately engaged, Barely engaged, disengaged)
- iv) _____ cost is associated with income or foregone or sacrificed to acquire or replace a resource (opportunity cost, direct cost, outlay cost, original cost)
- v) _____ method relates to real life problem.
(Case study, Experiential method, historical method, Exploratory method)

B) Match the following [4]

- | | |
|----------------------------------|-----------------------------------|
| i) Open door policy | a) Human resource as an asset |
| ii) HRIS | b) Non-Monetary method |
| iii) Human Resource Accounting | c) Measure to Employee Engagement |
| iv) Discounted Net Present value | d) Composite of database |

P.T.O.

- C) True or False (any 4 out of 5) [4]
- i) Engaged employees drag themselves to the office and count down the time to go home. (True / False)
 - ii) HRIS is an integrated system to gather, store and analyze information regarding the financial balance sheet of the company (True / False)
 - iii) Efficient Job Analysis is one of the essential pre-requisites of Employee engagement (True / False)
 - iv) Database in HRIS helps to reduce paper work in the administrative process of Personnel Management. (True / False)
 - v) Human Resource Accounting helps in creating goodwill for an organization. (True / False)

Q2) Short notes (any 2 out of 4) [14]

- a) Hurdles to effective Employee Engagement.
- b) Benefits of Human Resource Information System
- c) Human Resource Audit
- d) Monetary method of Human resource valuation.

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

- a) Define Employee Engagement? Explain the factors affecting the Employee's Engagement?
- b) What are the strategies the companies implement to improve the Employee Engagement?
- c) What is Personnel Research? Explain in detail various approach of personnel Research.
- d) Define human resource Accounting? State the importance of Human resource Accounting with its merits and demerits?



Total No. of Questions : 3]

SEAT No. :

P2119

[5802]-613

[Total No. of Pages : 2

T.Y. B.B.A.

**SM-606 -D: RECENT TRENDS IN SERVICES AND PROJECT
(CBCS 2019 Pattern) (Semester - VI)**

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.

A) Multiple choice type questions (MCQ)

[5]

- i) ITES stands for _____
 - a) Information Technology enabled services
 - b) Information Technology end services
 - c) Information Technology enabled server
 - d) None of the above
- ii) Service processes that are developed to producing knowledge based or advice based services are called _____
 - a) Customer Centric services
 - b) Professional services
 - c) Value services
 - d) Customised services
- iii) Tele-marketing is a part of _____
 - a) Viral marketing
 - b) Social marketing
 - c) Direct marketing
 - d) Relationship marketing
- iv) Banking is the example of _____
 - a) Production services
 - b) Business services
 - c) Consumer services
 - d) Government provided services
- v) Which of the following is not a service?
 - a) Insurance
 - b) Mail Delivery
 - c) Medical checkup
 - d) None of these

P.T.O.

B) Match the Pairs. [5]

Group - A	Group - B
i) Intangibility	a) Determinant of service quality
ii) Physical evidence	b) Creating new service
iii) Responsiveness	c) Meeting customers expectations
iv) New service development	d) Characteristics of services
v) Customer - Centric Services	e) Employee training

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

- State and explain the benefits of services.
- Explain the disadvantages of franchising
- Impact of technology and innovations on service sector, discuss.
- Explain the benefits of IT services.

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

- It enabled services
- Tourism industry
- Globalisation of services
- Current trends in Agriculture service
- Telecom industry
- Characteristics of services



Total No. of Questions : 3]

SEAT No. :

P2120

[5802] - 614

[Total No. of Pages : 2

T.Y. B.B.A.

**E 606 : TOURISM DEVELOPMENT IN RURAL INDIA
(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 indicate full marks.*

Q1) Objective type questions. [10]

A) Multiple Choice Questions. [5]

- i) The main aim to tourism industry in India is _____.
 - a) To spread word of mouth & create repeat visitors.
 - b) Create repeat visitors
 - c) To spread word of mouth
 - d) None of the above
- ii) A tourism policy includes _____.
 - a) Rules
 - b) Regulations
 - c) Objectives & Strategies
 - d) All of the above
- iii) In the following which is not a basic purpose of travel in ancient times.
 - a) Trade
 - b) Seeking knowledge
 - c) For religious purpose
 - d) Recreation
- iv) Push factors in Tourism are _____.
 - a) Facilities
 - b) Prestige
 - c) Services
 - d) None of the above
- v) Which type of tourism is focused on protection of agriculture?
 - a) Farm
 - b) Social
 - c) Cultural
 - d) Agro-Tourism

P.T.O.

- B) Answer in one sentence. [5]
- i) Rural Territory means what?
 - ii) What is cost associated with Rural Tourism?
 - iii) What is Rural development?
 - iv) What is Agro-tourism?
 - v) Define sustainable tourism.

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

- a) Explain the types of Rural Tourism.
- b) Role of technology in Rural development.
- c) The village as a primary tourism product showcase the rural life, art, culture & heritage. Comment.
- d) Role of professional agencies in the development of Rural Tourism.

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

- a) Tourism projects in India.
- b) Inspirational Tourism.
- c) Impact of Rural Tourism on the rural community.
- d) Rural Tourism in Indian context.
- e) Benefits of Rural Tourism.
- f) Financial Assistance required for Rural Tourism.

