

End Semester Examination, May 2018

BBA (G) IB – First Semester

MARKETING PRINCIPLES (2.103 / 367.103)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

Q.1 Answer (**any five**) out of following:

- What are the extended 7 P's of services marketing?
- What are the advantages of secondary data?
- Explain selling concept of marketing.
- Explain the term Rural Marketing.
- What is the importance of MIS?
- Write any three types of demands prevalent in market.

2×5

PART-A

- Q.2 a) Draw BCG matrix and explain with the help of examples. **5**
b) What is a mission statement? What are its features? **5**

Q.3 Answer the following:

- Discuss the benefits which a firm in the cosmetics sector would reap from segmentation of its product or services.
- What are the limitations of positioning of a product? **5×2**

- Q.4 Explain the consumer buying process of purchasing a new product, using an example of purchasing a mobile phone. **10**

PART-B

- Q.5 Draw a neatly labelled diagram of Product Life Cycle and explain the various stages. Explain the marketing strategies adopted in the growth stage. **10**

- Q.6 Explain briefly the product line pricing strategies and psychological pricing. Take an example of tourism sector to explain the same. **10**

- Q.7 Explain the factors affecting promotion mix decisions for an FMCG organization. **10**

End Semester Examination, May 2018
BBA (G) IB – First / Third Semester
BUSINESS COMMUNICATION (2.111 / 367.104)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Explain the following concepts briefly:

- a) Meeting.
- b) Informal Communication.
- c) Memo.
- d) Negotiation.
- e) Visual aids.

2×5

PART-A

Q.2 Explain the types of barriers which make communication incomplete. Why is communication incomplete without a feedback? **10**

Q.3 Discuss in detail the procedure to be followed before preparing for a presentation. What points should be kept in mind before delivering a good presentation? **10**

Q.4 Write short notes on **(any two)**:

- a) Meetings in business.
- b) Negotiation.
- c) Listening skills.

5×2

PART-B

Q.5 Why are business letters important? Write a business letter to a firm to order 100 corporate gifts for Diwali. **10**

Q.6 Highlight the importance of nonverbal communication in making communication effective. Explain each detail with an example. **10**

Q.7 “Internet is an effective business tool”. Explain the above by highlighting its advantages and disadvantages. **10**

End Semester Examination, May 2018
BBA (G) IB – Third Semester
INFORMATION TECHNOLOGY AND CONCEPTS (2.112)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

Q.1 Attempt the following:

- a) Explain ERP.
- b) Main memory is also known _____.
 - i) auxiliary memory.
 - ii) primary memory.
 - iii) secondary memory.
 - iv) None of above.
- c) Give two examples of software.
- d) Expand RAM. What is the purpose of RAM.
- e) Define system.

5×2

PART-A

- Q.2 Define computer system. Explain the different functional units of computer system with block diagram. **10**
- Q.3 What do you understand by Information System? Discuss about the different characteristics of Information System. **10**
- Q.4 Define 'networks'. Explain the advantages and disadvantages of communication network. **10**

PART-B

- Q.5 What are the different categories of Information System? Give reason to adopt decision support system in an organization. **10**
- Q.6 Define E-Commerce. What are the different advantages and disadvantages of E-Commerce? **10**
- Q.7 What are the different threats in an Information System? Discuss the preventive measures for protecting Information System. **10**

End Semester Examination, May 2018
BBA (G) IB – First Semester
BUSINESS ECONOMICS (2.113 / 367.106/367.106A)

Time: 3 hrs.

Max Marks: **60**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Write short notes on the following:

- a) Gross domestic product.
- b) Production possibility curve.
- c) Price elasticity of demand.
- d) Monopoly.

3×4

PART-A

Q.2 Explain the concept of price elasticity of demand and its degree. Also, explain the various methods of measuring price elasticity of demand. **12**

Q.3 Define 'market'. Explain the various types of markets in brief. **12**

Q.4 Discuss the various concepts of short run and long run cost curves. **12**

PART-B

Q.5 What do you understand by inflation? Explain the various types of inflation and also explain the measures to control inflation. **12**

Q.6 State the main characteristics of a perfect competition market. Also show short run equilibrium of perfect competition market with the help of suitable diagrams. **12**

Q.7 Write short notes on the following:

- a) Unemployment.
- b) Aggregate demand.
- c) Balance of payments.
- d) Foreign exchange rate.

3×4

End Semester Examination, May 2018
BBA (G) IB- Second Semester
BUSINESS MATHEMATICS AND STATISTICS (2.115)

Time: 3 hrs

Max Marks: **50**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. All questions carry equal marks.

Q.1 Answer the following:

- a) Give an example of individual and continuous series.
- b) What do you mean by frequency?
- c) If $a = 3$ and $d = -2$; find sum of 25 terms.
- d) Calculate mode for the series:
298, 301, 305, 290, 310, 258, 250.
- e) Find roots of the equation: $x^2 - 3x + 2 = 0$
2x5

PART-A

- Q.2 a) If $3^x = 5^y = 15^z$; prove that $z = \frac{xy}{x+y}$ **5**
- b) Draw the graph for the equation: $y = x^2 - 13x + 42$ and also find intercept of x and y.
5

- Q.3 a) The sum of three numbers in A.P. is 18. If the numbers be increased by 3, 4, 10 respectively, they form a G.P. Find the numbers.
5
- b) Sum the series: $3+33+333+\dots$ upto n-terms.
5

- Q.4 a) The difference between compound interest and simple interest for a certain sum of money is Rs. 55 for 2 years at 20% per annum compounded annually. Find the sum.
5
- b) Find the amount and the compound interest on Rs. 8,000 at 10% p.a. for $1\frac{1}{2}$ years, if the interest is compounded half-yearly.
5

PART-B

- Q.5 a) Define "Tabulation". Explain different parts of a table by giving an example. **6**
- b) Draw a suitable bar diagram for the data given below:

Item of expenditure	Family A	Family B	Family C
Food	100	160	130
Clothing	50	80	60
Rent	80	100	90
Education	40	80	70
Recreation	20	50	40
Misc.	10	30	20

Q.6 a) Calculate mean, median and mode for the data given below:

C.I:	0-4	4-8	8-12	12-16	16-20	20-24	24-28
F:	2	5	9	13	6	4	1

5

b) A person divides his journey of 120 kms. into 4 parts, first 40 kms. He covered with the speed of 60 km/hr, next 30 kms with the speed of 53 km/hr, next 30 kms with the speed of 38 km/hr and last 20 kms with the speed of 30 km/hr. Find the average speed of the entire journey.

5

Q.7 a) Two dice are tossed. Find the probability that the sum of dots on the faces that turn up is (i) 8 and (ii)11.

5

b) A bag contains 30 balls numbered from 1 to 30. One ball is drawn at random. Find the probability that the number of the ball is a multiple of 5 or 8.

5

End Semester Examination, May 2018

BBA (G) IB – Second Semester

ENGLISH STUDY WRITING (2.120)

Time: 3 hrs.

Max Marks: **30**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

Q.1 Write an essay on **(any one)**:

a) AIDS-The dreaded disease.

b) Animal Abuse.

6

PART-A

Q.2 Write the characteristics of good handwriting in essay writing.

6

Q.3 What are research methodologies? Explain the various methods involved in it. **6**

Q.4 What is the importance of good introduction and conclusion while writing an essay? Give examples to support your answer. **6**

PART-B

Q.5 What is literature review? Explain the stages involved in it.

6

Q.6 What is report writing? Explain the structure of report writing in detail.

6

Q.7 What is decision making? What is the importance of group discussion?

6

End Semester Examination, May 2018

BBA (G) IB – Third Semester

ORGANIZATIONAL BEHAVIOUR (2.218)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

- Q.1 Attempt the following:
- a) What is custodial model of Organizational Behaviour?
 - b) What are the reasons for stress at workplace?
 - c) How to manage misbehavior at workplace?
 - d) Mention any two advantages of group decision making.
 - e) Write a note on 'Organizational culture'. **2×5**

PART-A

- Q.2 Why is it important to have effectiveness in organizations? Discuss the various roles of a manager in an organization. **10**

- Q.3 Write short notes on any two of the following:
- a) Team building.
 - b) Personality traits.
 - c) Stress Management. **5×2**

- Q.4 a) Differentiate between formal and informal groups. **5**
b) How can we manage individual behaviour at workplace? **5**

PART-B

- Q.5 Discuss why has communication assumed importance in modern industrial organizations? **10**

- Q.6 What is the role of departmentation in organizational effectiveness? Discuss the various bases of departmentation. **10**

- Q.7 Write short notes on:
- a) Organizational culture.
 - b) Leadership. **5×2**

End Semester Examination, May 2018

BBA (G) IB – Fourth Semester

STRATEGIC MANAGEMENT (2.222)

Time: 3 hrs.

Max Marks: **50**

No. of pages: 3

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

Q.1 Answer the following questions in brief:

- a) Define strategy. What is strategic management?
- b) As per 'organization and the competitive advantage', name the two factors on which organizations can compete. Explain.
- c) As per the BCG matrix, what are question marks? What does it take question mark to become a star? Explain.
- d) What are the three levels at which strategy needs to be formulated in an organization?
- e) What is the difference between strategy formulation and strategy implementation?
- f) Maruti Udyog Limited dispatches cars produced at their Gurgaon and Manesar plants to its dealers all over India on container trucks. These trucks return empty to the plant. It was decided to offer to Maruti's suppliers in West and South India, to utilize the empty trucks for supply of components to the Maruti plants.
What level/name would you give to this brilliant strategy which saves Maruti's costs on transportation?
- g) What are the 4 Ps of marketing strategy? Explain.
- h) What is PEST and what is it used for?
- i) Explain the difference between job description and job specification.
- j) What is Real Options Analysis and where is it used? Explain with example.

1×10

PART-A

- Q.2 a) Explain the strategic management process with illustration. (Hint: include all elements such as environmental scan, strategy evaluation, etc., showing their interrelationship and sequencing). **5**
- b) What is social responsibility of an organization? Explain with illustration, showing the various Stakeholders and the organization's social responsibilities towards each of them. **5**
- Q.3 a) What is SWOT analysis and how is it useful? Explain with illustration. **5**
- b) What is Michael Porter's five forces model and how is it useful? Explain with illustration. **5**
- Q.4 a) What is portfolio theory for corporate strategy and how is it useful? Explain with illustration. What is it popularly known as? **5**
- b) What sort of organization structure would you like to propose for a multi-business organization? Explain with illustration showing the SBUs. **5**

PART-B

- Q.5 a) What is meant by Staffing? Explain its different components/stages and the activities undertaken therein. **5**

b) What is functional level strategy? How is it different from corporate level and business level strategy? Explain the functional level strategy for three functions. **5**

Q.6 a) What is strategic review? Explain the process of strategic review and its four main stages. **5**

b) A company has ₹100 Cr. of its surplus cash to invest. The following investment options exist: **5**

- Option A – Investing ₹80 Cr. in setting up a new plant
- Option B – Investing ₹60 Cr. in developing a new product
- Option C – Investing ₹40 Cr. in improving its service network

The investments spread over their respective investment periods and the returns over a 10-year period are as shown on the next page. The residual value of the investments are also shown. Which project(s) should the company take up based upon maximizing the NPV? **5**

Q.7 a) What are the different types of strategic control? Explain. **5**

b) Explain the difference between intended strategy, realized strategy, deliberate strategy, unrealized strategy and emergent strategy. Give an example. **5**

Student Roll No.: _____

	Year											
	0	1	2	3	4	5	6	7	8	9	10	
Option A												
Investment	- 50.00	- 30.00										
Income		5.00	7.00	10.00	15.00	25.00	30.00	30.00	30.00	30.00	30.00	
Total Inflow												
Present Value												
Option B												
Investment	- 5.00	- 20.00	- 35.00									
Income				20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00
Total Inflow												
Present Value												
Option C												
Investment	- 40.00											
Income		0.00	8.00	10.00	12.00	14.00	15.00	15.00	15.00	15.00	15.00	15.00
Total Inflow												
Present Value												
Selected Option (Name :)												
Investment												
Income												
Total Inflow												
Present Value												

Q.6 b) Fill all shaded cells; all calculations to be accurate upto 2 decimal places. (Attach this page to your Answer Copy)

End Semester Examination, May 2018

BBA (G) IB – Fourth Semester

OPERATIONS MANAGEMENT (2.225)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on **(any four)** of the following:

- a) Customer benefit package.
- b) Quality management.
- c) Inventory control.
- d) Productivity.
- e) Process layout.

2½×4

PART-A

Q.2 a) Explain the definition of operations management with the help of an example. **5**

b) What are the various factors that affect productivity? **5**

Q.3 What is performance measurement? Explain the key steps and critical practices in performance based management. **10**

Q.4 Write short notes on the following:

- a) Value chain in operations
- b) Differences in goods and services.

5×2

PART-B

Q.5 a) Explain the concept of Work Measurement **5**

b) Explain various functions that affect plant location. **5**

Q.6 An auto industry purchases spark plugs at the rate of ₹25 per piece. The annual consumption of spark plug is 18000 nos. If the ordering cost is ₹250 per order and carrying cost is 25% per annum, what would be the EOQ? If the supplier of spark plugs offers a discount of 5% for order quantity of 2000 nos. per order, do you accept the discount offer? **10**

Q.7 Explain the characteristics of quality. Also, explain the different dimensions of quality. **10**

End Semester Examination, May 2018

BBA (G) IB – Fourth Semester

HUMAN RESOURCE MANAGEMENT (2.226)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

Q.1 Answer the following in brief:

- a) Define 'job design'.
- b) Write any two characteristics of a successful HR Manager.
- c) Explain the term: 'incentives'.
- d) Differentiate between HRD and HRM.
- e) Differentiate between Transfer and promotion.
- f) Define 'personal management'.
- g) Explain the term: 'ethics'.
- h) Two objectives of wages and salary administration.
- i) Write full form of OCTAPACE.
- j) Define 'pension'.

1×10

PART-A

Q.2 Define 'human resource management'. Explain the nature and objectives of human resource management in detail. **10**

Q.3 Define 'job analysis'. Discuss the objectives of job analysis in detail. **10**

Q.4 Write short notes on the following:

- a) Steps of Human Resource Planning.
- b) Workforce diversity.

5×2

PART-B

Q.5 Define 'performance appraisal'. Also discuss the various methods of performance appraisal. **10**

Q.6 Write short notes on the following:

- a) Objectives of recruitment.
- b) Steps in selection of an employee.

5×2

Q.7 a) What is compensation system? Explain the advantages of compensation management in brief. **5**

b) Explain the concept of social security and welfare measures in detail. **5**

End Semester Examination, May 2018

BBA (G) IB – Third Semester RETAIL MANAGEMENT (2.227)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

- Q.1 Attempt (**any five**) from the following:
- a) What is Retail Management?
 - b) How is culture different from core values in a retail organization? Illustrate it with an example.
 - c) What is the significance of inventory turnover in a retail organization?
 - d) Advertising moves people toward goods; merchandising moves goods toward people. Illustrate it with an appropriate example.
 - e) What is demand network management?
 - f) Differentiate between supermarkets and hypermarkets. **2×5**

PART-A

- Q.2 a) Write in detail about the general merchandise retailers in India. **5**
b) What do the retail organisations do to build and sustain relationships with its customers? Illustrate it with appropriate examples. **5**
- Q.3 a) Explain in detail the strategic retail planning process of a retail chain. **5**
b) How do cost leadership and differentiation strategies help in gaining competitive advantage? **5**
- Q.4 a) You have been appointed consultant to Big Bazaar. How would you conduct its situation audit? **5**
b) What do you understand by financial strategy in retail management? What parameters would you measure under it for Big Bazaar? **5**

PART-B

- Q.5 a) Ebony Holdings achieved a profit margin of 5%, whereas Aditya Birla Retail achieved 10% in the last financial year. In the same year, Aditya Birla Retail achieved asset turnover of 5, whereas Ebony Holdings achieved asset turnover of 10. What do these figures convey about these companies? Can we say Aditya Birla is performing better than Ebony Holdings? Why or why not? **5**
b) What is Customer Relationship Management (CRM)? How does CRM process function? **5**
- Q.6 a) Illustrate the difference between staple merchandise and fashion merchandise. How is merchandising performance analyzed? **5**
b) Today the competition is not company against company but rather supply chain against supply chain. Why do we say like that? Illustrate with appropriate examples. **5**
- Q.7 a) Differentiate between demand-oriented and cost-oriented strategies. **5**
b) What are the internal and external factors that influence pricing? **5**

End Semester Examination, May 2018

BBA (G) IB – Second Semester

INTRODUCTION TO INTERNATIONAL BUSINESS (2.231/367.207)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

Q.1 Explain (**any five**):

- a) Manufacturing versus assembly operations.
- b) Political economy.
- c) Neo-mercantilist policy.
- d) Consequences of export-led growth.
- e) Exporting versus licensing.
- f) Law of one price.

2×5

PART-A

- Q.2 a) One of the dimensions of political system is collectivism as opposed to individualism. Distinguish between these dimensions with examples. **5**
b) How does public-private partnership model function? Illustrate it with few examples. **5**

Q.3 What the countries do when they have the skewed resources? Explain Absolute Advantage theory with examples. **10**

Q.4 Describe all the instruments of trade policy with suitable examples. **10**

PART-B

Q.5 Describe the strategic role of global HRM (Human Resource Management). Who are the expatriates? How is the expatriate pay determined? **10**

Q.6 What are the ethical dilemmas? Illustrate with suitable examples. How do the managers make ethical decisions in international firms? **10**

Q.7 a) Distinguish between “joint venture” and “strategic alliance.” Explain their benefits and shortcomings in detail. **5**

b) What are the possible reasons to invest in manufacturing facilities abroad? **5**

End Semester Examination, MAY 2018

BBA (G) IB- Second Semester

MACRO ECONOMICS (2.234 / 367.204)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. All questions carry equal marks.

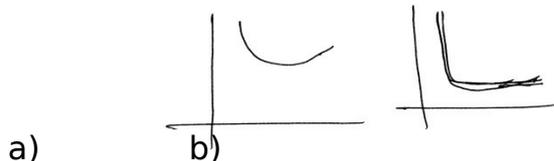
Q.1 **State whether the following statements are TRUE or FALSE:**

- a) The GDP at market prices is called real GDP.
- b) CPI and GDP deflator measure average change in prices.
- c) Investment is a function of income.
- d) Budget deficit is responsible for inflation.
- e) Real exchange rate is obtained after adjustment of inflation.

Answer the following:

f) The study of aggregates is called micro economics macroeconomics

g) The correct shape of Phillips curve is (a) or (b) _____.



h) Write the Two functions of money.

i) Selective credit control is a function of _____.

j) The impact of devaluation over the time is represented by _____ curve.

1x10

PART-A

Q.2 Define 'GDP'. Explain the national methods of measurement of income in detail. **10**

Q.3 Define 'CPI'. How is it used to measure inflation? What are its uses? **10**

Q.4 Explain frictional, seasonal, and cyclical unemployment. What are their causes? Explain them in Indian context. **10**

PART-B

Q.5 What is the Philips curve? How is it obtained? What is its significance? **10**

Q.6 What are the various functions of the money? Explain the various roles of RBI in detail. **10**

Q.7 What do you mean by aggregate demand and aggregate supply curve? How does shift in aggregate demand curve take place? **10**

End Semester Examination, May 2018

B.A. (Hons.) Economics — Fourth Semester

POPULATION STUDIES (BHE-002)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- a) Sample surveys.
- b) Malthusian theory.
- c) Maternal mortality rate.
- d) Immigration.
- e) Cultural lag theory of fertility.
- f) Push factors in migration.
- g) Rural areas as per census of India.
- h) Rights based approach.
- i) Fertility rate.
- j) Migration.

2×10

PART-A

- Q.2
- a) Enumerate the uses of population data. 5
 - b) Explain different sources of population data in detail. 10
 - c) Briefly explain the population growth trends in 20th century. 5
- Q.3
- a) What do you understand by mortality? 4
 - b) Elaborate on the factors affecting maternal mortality in a country. 8
 - c) Elaborate on the factors affecting infants mortality in a country. 8
- Q.4
- a) Define 'urban areas'. 4
 - b) Explain the factors responsible for migration in detail. 8
 - c) Discuss the issues pertaining to urbanization process in India. 8

PART-B

- Q.5
- a) What do you understand by the concept of sustainable development? 5
 - b) Explain the sustainable development goals set by United Nations for 2030. 15
- Q.6
- a) Critically explain the demographic transition theory. 10
 - b) Define demographic dividend. Suggest steps to avoid demographic dividend from turning into demographic burden. 10
- Q.7
- a) Critically evaluate the family planning programmes adopted in India since independence. 10
 - b) Write a note on National Population Policy of 2000. 10

End Semester Examination, May 2018

B.A. (Hons.) Economics – First Semester

CORPORATE FINANCE (BHE-104)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part A** and **TWO** questions from **Part B**. Each question carries equal marks.

Q.1 **State whether the following statements are True or False:**

- Profit maximization is the sole objective of finance manager.
- Present value tables for annuity can be directly applied to mixed stream of cash flows.
- Agency problem occurs when the management tries to fulfill its own interest at the cost of value of the firm.
- Any action by finance manager that increase the risk will reduce the value.
- Value of a bond with semi-annual interest rate, is greater than the value of bond providing interest on annual basis.
- The sustainable growth rate is the maximum rate at which the company can grow by using retained earnings.
- Current ratio will be useful in indicating the symptom of liquidity ratio.
- The ARR (Accounting Rate of Return) is obtained by dividing annual average profit before taxes by average investment.
- Horizontal merger is a merger when two or more firms dealing in similar lines of activity combine together.
- Trend ratio involved evaluation of financial performance over a period of time using financial ratio analysis. **2×10**

PART-A

- Q.2 a) Discuss the various elements of capital market. **10**
b) A promise to pay ₹1,000 a year for three years is a three year annuity. If you were to receive such an annuity and were to deposit each annual payment at the end of each year in a saving accounts paying 8% interest. How much would you have at the end of three years? **10**

Q.3 a) Calculate G.P. ratio from the following:

₹		₹	
Opening Inventory	50,000	Sales	2,75,00
Purchases	1,50,00	Sales return	0
Purchase return	0	Closing inventory	25,000
carriage	20,000		40,000
	10,000		

- b) Current liabilities of a company are 3,50,000. Its current ratio is 3:1 and acid test ratio is 1.75:1. Calculate the value of current assets, liquid assets and inventories. **5**
c) From the following statement of profit and loss of Jai Third Trading Co. for the year March 2015 and 2016, you are required to prepare a compare a comparative statement of P & L account. **5**

Particulars	31-03-2015	31-03-2016
Revenue from operations (sales)	600	720

Add: other income (Dividend received) Total revenue			30	90
			360	810
Less : Cost of goods sold	420	560		
Administrative express	50	66		
Selling and distribution express		25 23		
Interest on debentures	12	12		
Loss on sale of plant	6	4		
Provision for income tax	40	48	553	713
Net Profit		553 713	77	97

10

- Q.4 a) Explain the two approaches which are adopted for valuation of shares with an example. **10**
- b) Mr. A holds a debenture of ₹1,000 carrying interest rate of 12%p.a. The interest is payable half yearly on 30th June and 31st Dec. The debenture is payable at a premium of 10% after 8 years. The required rate of return is 16% p.a. calculate the value of debenture. **10**

PART-B

- Q.5 a) A project involves the following cash flow stream over its life of 5 years.

	₹
Initial investment	3,00,000
Cash inflows	60,000
Year ½	60,000
3	90,000
4	90,000
5	1,10,000

The discount rate may be taken at 10%. Calculate net present value of the project. **20**

- Q.6 a) Define public private partnership (PPPs). Discuss its advantages and disadvantages. **12**
- b) Write short notes on:
- i) Agency cost of debt.
 - ii) Feasibility study of a project. **4×2**
- Q.7 a) Define mergers and discuss its types with suitable example. **10**
- b) What is the economic value added approach? **10**

End Semester Examination, May 2018

B.A. (Hons.) Economics – First Semester

CORPORATE FINANCE (BHE-104)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Answer the following questions:

- Explain time value of money.
- What is ratio analysis?
- What is money market?
- Discuss any two corporate objectives.
- What is the EVA?
- What is an example of a conglomerate merger?
- Why do we need ratios?
- What are the methods of capital budgeting?
- What is financial close in a project finance?
- How stocks are valued?

2×10

PART-A

Q.2 The trading and profit and loss account of Fantasy Ltd. for the year 31/03/2015 is given below:

<u>Particulars</u>	₹	<u>Particulars</u>	₹
To opening stock	76,250	By sales	5,00,000
To purchases	3,15,250	By closing stock	98,5000
To carriage and freight	2,000		
To wages	5,000		
Gross profit b/d	2,00,000		
	<hr/>		<hr/>
	5,98,500		5,98,500
To administration expenses	1,01,000	By Gross profit b/d	2,00,000
To selling and dist. expenses	12,000	By Non-operating income	
To Non-operating expenses	2,000	By Interest on securities	1,500
Financial expenses	7,000	By Dividend on share	3,750
Net profit c/d	84,000	By Profit on sale of shares	750
	<hr/>		<hr/>
	2,06,000		2,06,000

Calculate

- Gross profit ratio
- Expenses ratio
- Operating ratio
- Net profit ratio
- Stock turnover ratio

4×5

Q.3 a) Differentiate between 'capital market' and 'money market'. **10**
b) Illustrate the various instruments of capital market in detail. **10**

Q.4 Explain various approaches which are adopted for valuation of shares with examples. **20**

PART-B

Q.5 a) What are the major types of mergers and acquisitions? **10**
b) Why do companies attempt to merge? Explain in detail. **10**

- Q.6 a) What is project financing? Discuss the sources of a project financing. **10**
b) What are the benefits and challenges of public private partnership (PPPs)?
10

- Q.7 a) Define 'capital budgeting'. Explain the need and importance of capital budgeting in detail. **10**
b) A choice is to be made between two competing proposals which require equal investment of ₹50,000 and are expected to generate net cash flows as under:

Year	Project I (₹)	Project II (₹)	P/v at 10% P.a
1.	25,000	10,000	.909
2.	15,000	12,000	.826
3.	10,000	18,000	.751
4.	Nil	25,000	.683
5.	12,000	8,000	.621
6.	6,000	4,000	.564

Which project proposal should be chosen and why? Evaluate the project proposals under discounted cash flow methods.

10

End Semester Examination, May 2018

B.A. (Hons.) Economics – Second Semester ECONOMIC HISTORY OF INDIA (BHE-205)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part A** and **TWO** questions from **Part B**. Each question carries equal marks.

- Q.1 Answer the following in brief:
- Explain the dual mandate of British in terms of technological development in India.
 - What do you understand by 'The Guarantee' with relation to railway development in India?
 - Briefly explain the process of deindustrialization in India under British Rule.
 - Enumerate any two factors that impacted the composition of Indian foreign trade in 19th century.
 - Enumerate factors that led tribal communities to emerge as a labor class under British rule.
 - 'Indian population growth was stagnant under British rule'. Comment.
 - Define 'commercialization'.
 - What are commons?
 - Briefly explain Ryotwari system.
 - What was the significance of opium trade of the early 19th century? **2×10**

PART-A

- Q.2
- Explain the features of Zamindari System. **5**
 - How was it different from the land revenue system existing in pre-British India? **5**
 - Discuss its impact on peasant class and agriculture sector as a whole. **10**
- Q.3
- Elaborate on the credit system developed under British rule. **10**
 - Explain the role played by British rule in technological advancement in India. **10**
- Q.4 Discuss the change in direction, pattern and composition of India's foreign trade since the beginning of 19th century. **20**

PART-B

- Q.5
- What were the causes of agricultural stagnation in colonial India? **10**
 - In this context, comment on the role played by commercialization process as stimulus for agricultural growth or cause of its slowdown. **10**
- Q.6
- Examine the benefits reaped and costs paid for establishment railways by agricultural and industrial sector of India. **10**
 - In what manner did the railways affect employment creation in Indian economy during colonial period? **10**
- Q.7 Critically analyze fiscal and government policy adopted by the government under British Rule. **20**

End Semester Examination, May 2018

B.A. (Hons.) Economics — Third Semester

ECONOMIC STATISTICS-II (BHE-303)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Each question carries equal marks.

Q.1 Answer the following questions:

- If $\bar{X} = 50$, mode = 48, $\sigma = 20$, calculate coefficient of skewness.
- What are the limits of the value of 'r'? What do positive, negative and zero values of 'r' indicate?
- Explain the concept of Regression.
- What is an index number?
- What is meant by seasonal variations of a time-series?
- What are the various methods of collecting secondary data?
- What are Yate's corrections?
- Find r if $N = 100$, P.E. = 0.05.
- What is Z test?
- Define 'null hypothesis' with the help of an example.

2x10

PART-A

Q.2 The following table shows the ages (x) and blood pressure (y) of 8 persons.

X:	52	63	45	36	72	65	47	25
Y:	62	53	51	25	79	43	60	33

Obtain the regression equation of y on x and find the expected blood pressure of a person who is 49 years old.

20

Q.3 a) Calculate Karl Pearson's coefficient of correlation from the following data and interpret its value:

Roll No. of Students:	1	2	3	4	5
Marks in Accountancy:	48	35	17	23	47
Marks in Statics:	45	20	40	25	45

15

b) Distinguish between positive and negative correlation with the help of an example. **5**

Q.4 For the data given below, calculate the under number by taking:

- 2006 as the base year
- 2013 as the base year
- 2006 to 2008 as the base period

Year:	2006	2007	2008	2009	2010	2011	2012	2013
Price of Commodity x	4	5	6	7	8	10	9	10

20

PART-B

Q.5 a) Calculate the 5 yearly moving averages of the number of students studying in a college shown below and draw the trend.

Year:	2002	2003	2004	2005	2006	2007	2008	2009	2010
No. of Students	332	317	357	392	402	405	410	427	405

10

b) What is time series analysis? What are the various components of a time-series? **10**

Q.6 In an experiment on immunization of cattle from tuberculosis, the following results were obtained:

	Affected	Not Affected
Inoculated	12	26
Not Inoculated	16	6

Calculated χ^2 and discuss the effect of vaccine in controlling susceptibility to tuberculosis (5% value of χ^2 for one degree of freedom = 3.84).

20

Q.7 What is the population and sample in statistics? Discuss various techniques of sampling in detail.

20

End Semester Examination, May 2018

B.A. (Hons.) Economics — Third Semester

MICRO ECONOMICS EXTENSIONS AND APPLICATIONS (BHE-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Each question carries equal marks.

Q.1 **Fill in the blanks:**

- a) If $u = x + y$, then the two goods x and y are _____.
- b) If $u = \min\{x_1, x_2\}$ and prices are $\{P_1, P_2\}$ and the consumers income is $\{M\}$, then the optimal bundles $x_1^* = \underline{\hspace{2cm}}$ and $x_2^* = \underline{\hspace{2cm}}$,
- c) The curve that joins all *pareto-optimal* points in an edge-worth box is called _____.
- d) If a perpetuity pays an individual Rs. 1000 each year forever, and the rate of interest is 5%, then the present value of the perpetuity is _____.
- e) One reason for shift of Budget line is _____.
- State whether the following statements are TRUE or FALSE:**
- f) Gross Demand = Net Demand + Endowment.
- g) If X and Y are two bundles such that $X \geq Y$ and $Y \geq X$ then $X \sim Y$
- h) If X and Y are two bundles such that $X \geq Y$ then it is always true that $X > Y$
- i) Smoking is an example of a positive externality.
- 2x10**

PART-A

- Q.2 a) Suppose a consumer consumes two goods x and y with price P_x and P_y . If the consumers utility function is given by $u = x^a y^b$, then find out the optimal bundles of the consumer, assuming that his income is Rs. M.
- 15**
- b) Using the bundles found above, find optimal bundles if prices are $\{10, 5\}$, income is $\{100\}$ and $u = x^2 y^3$.
- 5**
- Q.3 a) Decompose price effect into income and substitution effects as demonstrated by Slutsky. Use a well labeled diagram.
- 10**
- b) Suppose that the demand function for a good is given as $x^* = \frac{1}{2} \cdot \frac{M}{P}$ and the income of the consumer is Rs. 24. If the goods price falls from Rs. 3 to Rs. 2, find out:
- i) Compensation variation.
- ii) Price effect, income effect, substitution effect.
- 10**
- Q.4 a) In a neatly labeled diagram mark two bundles X and Y, such that X is directly revealed preferred to Y. Also explain the principle of revealed preference.
- 5**

- b) State WARP and SARP. Use the following information and explain if the consumers choices satisfy the above axioms:

Prices	Choice of Bundle
(P_1, P_2)	(X_1, X_2)
(2, 2)	(10, 1)
(2, 1)	(5, 5)
(1, 2)	(5, 4)

15

PART-B

- Q.5 a) What are intertemporal choices? Suppose an individual makes a choice of consumption ones two time periods t_1 and t_2 . He earns m_1 in t_1 and consumes C_1 in t_1 . Similarly, he earns m_2 in t_2 and consumes C_2 in t_2 . if the price of the good is Rs. 1 in each period and the rate of interest is 'r', then construct his budget line in present value and future value terms. Plot his budget line and calculate its slope. **5**

- b) How does a change in the rate of interest affect two budget lines. Show that for a borrower (in t_1), a use in the rate of interest makes line worse off it, he continues to borrow in period 1.

7½

- c) Suppose a corporate bank agrees to make payments of Rs. 100 per year for next two years and a payment of Rs. 1000 at the end of the third year, then find the present value of the bond.

7½

- Q.6 a) Distinguish between partial and general equilibrium analysis. In a edgeworth box, show various pareto-optimal points and derive the contract curve. Explain the first and second welfare theorems.

15

- b) What are social welfare functions? Explain any one in detail.

5

- Q.7 a) What is market failure? What are the various reasons for market failure?

15

- b) Write short notes on **(any two)** of the following:

- i) Free Riding Problem.
- ii) Public Goods.
- iii) Externalities.
- iv) Principal Agent Problem.

5

End Semester Examination, May 2018
 B.A. (Hons.) Economics — Third Semester
MATHEMATICS FOR ECONOMICS-II (BHE-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Each question carries equal marks.

- Q.1 a) Find $\frac{dy}{dx}$ for function $y = \frac{x_1}{x_1 + x_2}$
- b) Find dy if $y = 3x_1(2x_2 - 1)(x_3 + 5)$ given that $dx_2 = dx_3 = 0$.
- c) Given $y = 3x_1^2 + x_1x_2 + 4x_2^2$, find f_1 and f_2 .
- d) If supply function is $Q = P^2 + 7P$, find out its marginal and average functions. Also find out the value of P when elasticity of supply is perfectly elastic.
- e) Find the relative extremum of the average cost function $Ac = Q^2 - 5Q + 8$
- f) Find out $f^{(4)}$, if $y = \frac{x}{1+x}$.
- g) Find $\frac{dx_1}{dx_2}$ from $x_1 = x_2^3 \log x_2^2$
- h) If $r = q^3 + 5pq - p^2$ find out d^2r
- i) Solve the equation $\frac{dy}{dt} = 2$ with the initial condition $y(0) = 5$
- j) An amount of Rs. 1000 is invested and attracts interest at a rate equivalent to 10% per annum. Find the total after one year of the interest is compounded annually and daily.

2x10

PART-A

- Q.2 a) If average cost $AC = 15 - Q$, find out marginal cost.

2

- b) Find out $\frac{\partial y}{\partial x_1}$ and $\frac{\partial y}{\partial x_2}$ for the following functions:

i) $y = 2x_1^3 - 11x_1^2x_2 + 3x_2^2$

ii) $y = (2x_1 + 3)(x_2 - 2)$

8

- c) Find out f_{xx} , f_{xy} , f_{yy} and f_{yx} from function $z = f(x, y) = x^2e^{-y}$

8

- d) If $q = G(p_1, p_2) = ap_1^b p_2^c$, then find out $bGp_1 + cGp_2$

2

- Q.3 a) Using a suitable diagram explain the importance of 1st and 2nd order derivatives to determine relative maximum point of a function $f(x)$.

8

- b) Suppose the revenue and cost function of a firm are:

$$R(q) = 1200q - 2q^2 \quad \text{and}$$

$$C(q) = q^3 - 61.25q^2 + 1528q$$

Using 1st and 2nd order derivatives test, find out the value of q when profit would be at maximum and minimum.

6

- c) Find out the relative maxima and minima of $y = \frac{1}{3}x^3 - 3x^2 + 5x + 3$

6

- Q.4 a) Find $f^4(z=2)$ if $f(z) = 32z^{-4}$ **5**

- b) Find out $f'''(x)$, if $f(x) = 40 + 32a + 3x^3$ **5**

- c) Find out $f'(x)$, if $f(x) = \alpha^x - \beta^{-x}$

5

- d) Find out the concavity/convexity of utility function $u = ax^b$ given that $b = 0.6$ **5**

PART-B

- Q.5 a) Find the extreme values, if any, of the function $z = f(x_1, x_2, x_3) = -x_1^3 + 3x_1x_3 + 2x_2 - x_2^2 - 3x_3^2$ **8**

- b) Check $z = -x^4$ for concavity/convexity by the derivative conditions.

6

- c) Find the extremum of $y = z_1^2 + z_2^2$ subject to $z_1 + 4z_2 = 2$

6

- Q.6 a) Suppose the elasticity of demand is constant r such that $|e| = r$ for all p . Using the first order differential equation, show that demand function

would be $q = \frac{k}{p^r}$ where q is quantity demand and k is any positive constant. **6**

- b) Solve the differential equation $\frac{dy}{dx} = \frac{ty}{t^2 + 1}$, $y(0) = 1$

8

- c) Solve the equation $2tdy + ydt = 0$

6

- Q.7 a) Suppose that the interest rate is 7%, find out the present value of a payment of Rs. 70 in a year's time.

6

- b) At the end of every year, Manav puts Rs. 100 in a saving account which pays 5% interest. He does it for eight years. How much does he get at the end? **7**

- c) A loan of Rs. 2500 at a rate 6.5% is paid off in 10 years, by paying 10 equal installments at the end of every year. How much is each installment. **7**

End Semester Examination, May 2018

B.A. (Hons.) Economics — Fourth Semester

RESEARCH METHODS (BHE-402)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Explain ordinal scale.
- b) Define sampling.
- c) Define an independent variable.
- d) List out the steps in research process.
- e) What are the primary scales of measurement?
- f) Distinguish between qualitative research and quantitative research.
- g) Explain the term "Research Plan".
- h) Explain any three need of research.
- i) What is research?
- j) What is experiment design? **2×10**

PART-A

- Q.2 a) Define the research and its significance in economics. **10**
b) What are the characteristics of a good research? **10**

Q.3 Discuss measurement in research. What difference does it make whether we measure in terms of nominal, ordinal, interval and ratio scale? Explain with examples. **20**

Q.4 What do you mean by problem definition? Explain the process of problem definition in detail. **20**

PART-B

Q.5 Explain the meaning of sample and sample design. Discuss the methods of non-probability sampling. **20**

Q.6 Define the term 'research report'. Discuss in detail the ingredients of a research report. **20**

- Q.7 a) What should be the ideal structure of a questionnaire? **10**
b) Distinguish between non-formalized, unconcealed and non-formalized concealed questionnaires. **10**

End Semester Examination, May 2018

B.A. (Hons.) Economics — Fourth Semester

MACRO ECONOMICS - II (BHE-403)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- a) Transaction demand for money.
- b) Concept of investment under Keynesian model.
- c) Cost push inflation.
- d) LM curve.
- e) Current account deficit.
- f) Vertical Aggregate supply.
- g) Unemployment.
- h) Purchasing power parity.
- i) Current account convertibility.
- j) Phillips curve.

2×10

PART-A

- Q.2 a) What do you understand by a liquidity trap? **5**
b) Explain the concept of full, partial and no crowding out effect. Support your answer with suitable diagrams. **15**

- Q.3 a) $C = 125 + 0.75(Y-T)$
 $I = 200 - 10r$
 $G = 150$
 $T = 100$
 $M_s/P = 800$
 $L(Y,r) = 0.8Y - 16r$
a) Using the above equations derive IS and LM equations. Graphically represent IS and LM curve. **10**
b) Calculate equilibrium output and rate of interest. **5**
c) Calculate changes in equilibrium output and rate of interest when government expenditure is increased by 50. **5**

- Q.4 a) What do you understand by natural rate of unemployment? **5**
b) Explain classical theory of inflation. **5**
c) Explain the short run tradeoff between inflation and unemployment. **10**

PART-B

- Q.5 With in the Mundell-Fleming model assuming perfect capital mobility, analyze the effect of a lump-sum tax increase for the case of a flexible exchange rate. Will the tax cut be effective? Explain. **20**
- Q.6 a) What are the basic assumptions on which Solow model is based? **5**
b) Derive the basic equilibrium condition depicted by Solow model. **10**
c) What is the golden rule steady state for an economy? **5**
- Q.7 Elaborate different approaches to correct balance of payments disequilibrium. **20**

End Semester Examination, May 2018

B.A. (Hons.) Economics — Fourth Semester

PUBLIC ECONOMICS (BHE-404)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- What are the main roles of government usually considered in public economics?
- Differentiate between global and local public goods.
- "Pure public goods sometimes appear as quasi-public goods". Justify the statement.
- Distinguish private and social benefits.
- What do you mean by incidence of a tax?
- Why horizontal equity is relevant in fiscal federal structure of India?
- Give two important reasons for the importance of Finance Commission in India?
- Why GST Council has been formed in India?
- Why revenue deficit is important in public budget?
- What is cooperative fiscal federalism?

2×10

PART-A

- Q.2
- "Lack of property right may cause 'free-riding' in the use of public goods". Justify. 5
 - How the government determines equilibrium in public goods in a Lindahl economy. 7
 - Write a note on the "Distribution" and "Stabilization" roles of government in economy. 8
- Q.3
- Write a brief note on the network externality. 4
 - Diagrammatically explain the economic impact of positive externality. 8
 - Explain a merit goods solution for distribution between private and public supplies. 8
- Q.4
- Distinguish impact of a tax from its incidence. How the impact and incidence of tax can be used to differentiate direct and indirect taxes? 4
 - Explain very briefly the ability to pay principle of taxation. 8
 - Suppose the government imposes t amount of unit tax on production of a commodity which caused price of the commodity to increase from p_0 to p_1 such that $p_1 = p_0 + a$ and $t = a + b$. Explain the situation using suitable diagram from producer side. 8

PART-B

- Q.5
- Write a concise note on 'federal power of taxation in India'. 7
 - What are the salient features of GST? 7
 - Let a producer charged ₹1000 for the product along with 12% excise duty and 15% VAT. Now, the same in GST regime, there are 9% CGST and 9% SGST. Justify whether the GST is beneficial or detrimental? 6
- Q.6
- Explain the role of three key funds in federal fiscal structure as per constitution of India. 6
 - Consider a recent public budget of State or National government and comments on government's two broad main sources of tax and non-tax revenues respectively. Briefly explain the pattern of expenditure on merit goods by government considered above. 8
 - Write a short note on 'Peacock-Wiseman Hypothesis'. 6
- Q.7
- Briefly explain the key channels of vertical devolution in India. 6
 - What are the key features of cooperative fiscal federalism? Briefly explain the role of NITI Aayog for promoting cooperative fiscal federalism? 8
 - What are the terms of reference before 15th Finance Commission of India? 6

End Semester Examination, May 2018
BBA (G) International Business — Sixth Semester
PROJECT MANAGEMENT (BIB-003)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer **any ten** of the following questions:

- a) Give full form of the following:
 - i) TEFR.
 - ii) CPI.
 - iii) HUF.
 - iv) PER.
- b) What is "Percentage Work Completed" and what is it used for?
- c) What is the salient difference between "Theory X" and "Theory Y", as proposed by McGregor?
- d) Explain the difference between "Tall Organization" and "Flat Organization", draw both types of organizations.
- e) Explain the difference between "Job Description" and "Job Specification", give an example.
- f) What do you mean by IRR? Explain.
- g) Name the 4 types of "Dependency Relationships" in project management. Which one is most commonly used?
- h) What is WBS and how it's useful in project management?
- i) What is "Variance" in project cost tracking? What is "Favourable Variance"?
- j) What is "Project Closure" and why is it important?
- k) Which is more accurate - feasibility report or pre-feasibility report? Generally, what are the levels of accuracy of both?
- l) What is cost of quality? Is it true that the cost of quality always keeps falling as the quality is improved? Explain. **2×10**

PART-A

- Q.2
 - a) Which are the 3 main objectives of project management? Describe them with a diagram. Can all the 3 objectives be maximized together or is there a trade-off between them? **5**
 - b) Select a project from your experience and describe it. Why does it qualify to be called a project? What were the 3 main objectives of this project? Draw the project network of the project you have selected above and show the at least 10 activities and milestones -including serial and parallel, along with their durations. What is the project duration? **5**
- Q.3
 - a) What are the various steps from the stage of identification of investment opportunities to their approval for implementation? Explain with a diagram showing their sequencing and activities that are required to be done serially and those which can be done in parallel. **5**
 - b) Select an infrastructure project of your choice. From which all angles would you check its feasibility? Which all financial statements would you ask the consultant to prepare? Give the names of at least 5 financial statements and what they should contain. Explain with reference to your chosen Project. **5**

- Q.4 a) For a given investment, interest rate and time period, which one generates more income - simple interest or compound interest? What happens to the gap between the two incomes when interest rate increases and time period increases? Explain with graphs. **5**
- b) What is an S-Curve and why is it important? Graphically show the budgeted cost and actual cost of a project which has a time delay and cost escalation. Label the time delay and cost escalation on the graph. **5**

PART-B

- Q.5 a) Which are the 4 main types of organization structure?
Titan is a large technology company which prides itself in developing and launching new products based upon cutting edge technology. Competitive pressures compel the Titan to keep launching new products in the marketplace at regular, short intervals-each launch is a project in itself. Titan management has found that bringing together concerned people from the different functions, having responsibilities of product development, production, and administrative management. Market planning, sales management, customer services (After-Sales) and funds organization, and making them work together gives good results. Often, people work on two or maximum three products simultaneously. Draw the suggested organization structure for Titen and explain your choice. What is the name of such an organization structure? **5**
- b) What is employee retention and why is it important?
BOE projects are a large projects company, they appoint several fresh and experienced projects professionals every year. Last year they had appointed 6 students from your campus placement. All but one of them is facing some problems on the job, which they are finding very monotonous. These employees have been posted in far-away sites and do not have access to their HR department. They find that their project managers are hard task masters. They are disillusioned as they are unable to connect their roles with what they learnt at college, and fail to see how they could be contributing to the cause of the organization. What are the problem and its suggested solution? **5**
- Q.6 a) You have been recently promoted as a project manager and given an important project to handle. What are the steps you would take to manage the project timeline? **5**
- b) What is "Scope Creep" in a project and why is it important? Explain giving an example. **5**
- Q.7 a) What are the 3 major modes of communication? Explain giving examples. **5**
Can you say that one of these is the best mode for business communication? Explain your answer. **5**
- b) What are the topics that should be included while drawing out the contract for awarding construction work to a contractor? Illustrate at least 5 important points and state why these are important to be included in the contract. **5**

End Semester Examination, May 2018
BBA (G) International Business — Sixth Semester
PROJECT MANAGEMENT (BIB-003)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer **any ten** of the following questions:

- a) Give full form of the following:
 - i) TEFR.
 - ii) CPI.
 - iii) HUF.
 - iv) PER.
- b) What is "Percentage Work Completed" and what is it used for?
- c) What is the salient difference between "Theory X" and "Theory Y", as proposed by McGregor?
- d) Explain the difference between "Tall Organization" and "Flat Organization", draw both types of organizations.
- e) Explain the difference between "Job Description" and "Job Specification", give an example.
- f) What do you mean by IRR? Explain.
- g) Name the 4 types of "Dependency Relationships" in project management. Which one is most commonly used?
- h) What is WBS and how it's useful in project management?
- i) What is "Variance" in project cost tracking? What is "Favourable Variance"?
- j) What is "Project Closure" and why is it important?
- k) Which is more accurate - feasibility report or pre-feasibility report? Generally, what are the levels of accuracy of both?
- l) What is cost of quality? Is it true that the cost of quality always keeps falling as the quality is improved? Explain. **2×10**

PART-A

- Q.2
 - a) Which are the 3 main objectives of project management? Describe them with a diagram. Can all the 3 objectives be maximized together or is there a trade-off between them? **5**
 - b) Select a project from your experience and describe it. Why does it qualify to be called a project? What were the 3 main objectives of this project? Draw the project network of the project you have selected above and show the at least 10 activities and milestones -including serial and parallel, along with their durations. What is the project duration? **5**
- Q.3
 - a) What are the various steps from the stage of identification of investment opportunities to their approval for implementation? Explain with a diagram showing their sequencing and activities that are required to be done serially and those which can be done in parallel. **5**
 - b) Select an infrastructure project of your choice. From which all angles would you check its feasibility? Which all financial statements would you ask the consultant to prepare? Give the names of at least 5 financial statements and what they should contain. Explain with reference to your chosen Project. **5**

- Q.4 a) For a given investment, interest rate and time period, which one generates more income - simple interest or compound interest? What happens to the gap between the two incomes when interest rate increases and time period increases? Explain with graphs. **5**
- b) What is an S-Curve and why is it important? Graphically show the budgeted cost and actual cost of a project which has a time delay and cost escalation. Label the time delay and cost escalation on the graph. **5**

PART-B

- Q.5 a) Which are the 4 main types of organization structure?
Titan is a large technology company which prides itself in developing and launching new products based upon cutting edge technology. Competitive pressures compel the Titan to keep launching new products in the marketplace at regular, short intervals-each launch is a project in itself. Titan management has found that bringing together concerned people from the different functions, having responsibilities of product development, production, and administrative management. Market planning, sales management, customer services (After-Sales) and funds organization, and making them work together gives good results. Often, people work on two or maximum three products simultaneously. Draw the suggested organization structure for Titen and explain your choice. What is the name of such an organization structure? **5**
- b) What is employee retention and why is it important?
BOE projects are a large projects company, they appoint several fresh and experienced projects professionals every year. Last year they had appointed 6 students from your campus placement. All but one of them is facing some problems on the job, which they are finding very monotonous. These employees have been posted in far-away sites and do not have access to their HR department. They find that their project managers are hard task masters. They are disillusioned as they are unable to connect their roles with what they learnt at college, and fail to see how they could be contributing to the cause of the organization. What are the problem and its suggested solution? **5**
- Q.6 a) You have been recently promoted as a project manager and given an important project to handle. What are the steps you would take to manage the project timeline? **5**
- b) What is "Scope Creep" in a project and why is it important? Explain giving an example. **5**
- Q.7 a) What are the 3 major modes of communication? Explain giving examples. **5**
Can you say that one of these is the best mode for business communication? Explain your answer. **5**
- b) What are the topics that should be included while drawing out the contract for awarding construction work to a contractor? Illustrate at least 5 important points and state why these are important to be included in the contract. **5**

End Semester Examination, May 2018
BBA (G) International Business — Sixth Semester
PROJECT MANAGEMENT (BIB-003)

Time: 3 hrs.

Max Marks: **50**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer (**any ten**) of the following questions:

- a) What is uncertainty in a project?
- b) What is SWOT analysis and how is it useful in project management?
- c) What are the quantitative indicators used while appraising projects?
- d) What is cost of quality? Is it true that the cost of quality always keeps falling as the quality is improved? Explain.
- e) What is Maslow's theory of hierarchy of needs? Explain.
- f) Name the four types of "dependency relationships" in project management. Which one is most commonly used?
- g) What are the important features of a contract that needs to be awarded to a project implementation agency?
- h) What is project collaboration and whom does it benefit?
- i) What is depreciation? How does it impact during the project planning and in implementation phase?
- j) Differentiate between agenda and minutes of meeting. **2×10**

PART-A

- Q.2
- a) Which are the three main objectives of project management? Describe with illustrations. A builder has pre-sold flats at given prices and must complete and sell well within the budgeted costs in order to make a decent profit. The prices of some major building materials have increased significantly due to a temporary shortage in the market. Which of the three objectives of project management are under pressure? How can the builder transfer this pressure to either of the other two objectives? **10**
 - b) What are checklists and why are they important? Explain. Your family has decided to have a two-week vacation abroad. You have offered to apply your project management skills for planning this project. Develop a checklist covering all important aspects of this project. **10**
- Q.3
- a) What is Michael Porter's five forces model and how is it useful? Explain with illustrations. **10**
 - b) What do you understand by commercial viability of a project? Which all factors should you consider to ensure commercial viability? **10**
- Q.4
- a) What is a project's payback period and how is it useful? Explain. A project requires a specific investment now for which it will give a stream of income for the next several years. What happens to the payback period if the discounting rate increases? Will the payback period increase or decrease? Explain with reasons. **10**
 - b) How do you manage risks in a project? What are the different steps involved? **10**

PART-B

- Q.5 a) Why is leadership important in project management? Can good leadership be a substitute for good management? What does successful management of a project require? **10**
- b) What risk does an organization run if its employees do not have job satisfaction? What factors would you like to consider/implement in the organization so that the employees are satisfied from their jobs? **10**
- Q.6 a) What is a project Gantt chart? How is it different from a project network? Explain by illustrating a simple project having 8-10 activities. **10**
- b) Why do conflicts arise in projects and what are the common occurrences? What steps would you take as a project manager to manage conflicts? Explain. **10**
- Q.7 a) A meeting had been called to discuss the delays and cost increases in a project and to take suitable corrective steps. Prepare the formal minutes of meeting. (Hint: use a proper structure showing all the important elements of MoM). **10**
- b) What is project closure and why is it important? You are the team leader and are shortly completing a project to develop new software for a bank (your client). How would you go about doing the project closure? **10**

End Semester Examination, May 2018

BBA (G) IB – First Semester

ENGLISH FOR ACADEMIC PURPOSE-IIA (BIB-101 / BIB-101A / EAP-IIA)

Time: 3 hrs.

Max Marks: **50**

No. of pages: 2

Note: All questions are **compulsory**. Marks are indicated against each question.

Q.1 Look at the passage and then answer the questions below:

Advice for Employees

Safe computer use

Most people suffer no ill-effects from using VDUs (Visual Display Units) as they don't give out harmful levels of radiation and rarely cause any kind of skin complaint. If you do suffer ill-effects, it may be because of the way you're using the computer and this can be avoided by well-designed workstations. When working at a VDU, make sure you keep a good posture and that your eyes are level with the screen.

Under health and safety regulations your employer should look at VDU workstations, and reduce any risks by supplying any equipment considered necessary (e.g. a wrist rest). They should also provide health and safety training. This also applies if you're working at home as an employee and using a VDU for a long period of time. There is no legal limit to how long you should work at a VDU, but under health and safety regulations you have the right to breaks from work using a VDU. This doesn't have to be a rest break, just a different type of work. Guidance from the Health and Safety Executive (HSE) suggests it's better to take frequent short breaks but if your job means spending long periods at a VDU, for example as in the case of data input, then longer breaks from your workstation should be introduced.

If you're disabled, your employer's duty to make reasonable adjustments for you may mean that they will provide you with special computer equipment. You can also get advice and maybe help with paying for equipment from the local job centre. Studies haven't shown a link between VDU use and damage to eyesight, but if you feel that using a VDU screen is making your eyes tired, tell your employee safety representative. You have the right to a free eyesight test if you use a VDU a lot during work hours. If you're prescribed glasses your company must pay for them, provided they're required in your job.

If you have any health problems you think may be caused by your VDU, contact your line manager. He/she has a duty to consult you on health and safety issues that affect you, and should welcome early reporting of any issue.

Complete the sentences below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes **1-5** on your answer sheet.

- 1) It is unusual to get a _____ as a result of using computers.
- 2) Employers may be required to provide you with items such as a _____ to use while at work.
- 3) If your job involves tasks such as _____, the advice from the HSE may not apply.
- 4) Financial assistance in the case of special requirements may be available from the _____.
- 5) The company is obliged to cover the cost of _____ if you need them while working. **2×5**

Q.2 Match the following words with their antonyms.

Hours of Work

There are no prescribed hours of attendance for office managers. The main office hours comprise a 37½ hour week worked from 8.30 am to 5.00 pm on Monday to Friday, with one hour for lunch. All sections work a flexitime scheme of attendance which features core hours from 9.30 am to 4.00 pm with a lunch break of between 30 minutes and two hours' duration, with the opportunity to work from 7.30 am to 6.00 pm daily, at which time the premises are locked. Office managers do not qualify for overtime rates for any additional hours worked, but time off may be taken for any hours required to be worked at weekends.

In one calendar year, a total of 5 weeks' holiday may be taken. Staff are reminded that they may not take more than two consecutive weeks of holiday.

Questions 1-5

Do the following statements agree with the information given in the passage
In boxes 1-5 on your answer sheet, write

- TRUE** *if the statement is true according to the passage*
FALSE *if the statement is false according to the passage*
NOT *if the information is not given in the passage*
GIVEN *passage*

- 1) Office managers must work from 8.30 am to 5 pm with one hour for lunch.
- 2) All employees must work between 9.30 am and 4 pm, except for lunch time.
- 3) The building shuts at 5 pm.
- 4) All employees who are not office managers are paid overtime if they work later than 5 pm.
- 5) Office managers are paid extra money for working at weekends. **2×5**

Q.3 Writing Task 1 : Write about the following topic **(Write at least 200 words)**:

In many countries, very few young people read newspapers or follow the news on TV. What do you think are the causes of this?

What solutions can you suggest?

15

Q.4 Writing Task 2 **(Write at least 150 words)**:

You have just spent a weekend at a hotel. When you returned home, you discovered you have left a coat containing some belongings in the hotel.

Write a letter to the manager of the hotel telling him that you left the coat. Tell him what the coat looks like, where you think you left it and what was inside it. Make some suggestions about how to get it back.

15

End Semester Examination, May 2018

BBA (G) IB – First Semester

PROCESS OF GLOBALIZATION (BIB-103)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

- Q.1 Attempt any eight from the following:
- a) Why is arguing against globalization is like arguing against the laws of gravity?
 - b) As developing countries develop, aren't they becoming more like America? How?
 - c) What were the consequences of financial markets deregulation and capital flows liberalization in 1970s?
 - d) How is economic globalization measured?
 - e) Give any two examples of counter trade in the present world.
 - f) What is currency swap? Explain it with examples.
 - g) What is sovereignty?
 - h) Why does an MNC choose a different location, another country for manufacturing?
 - i) What do you understand by globalization of law? **2½×8**

PART-A

- Q.2
- a) We find a regionalized world today where Americanization and globalization are no longer one and the same. What are the risks and opportunities of this unprecedented combination? **10**
 - b) Why is Bretton Woods Agreement regarded to be a landmark system for monetary and exchange rate management? Illustrate it with appropriate examples. **10**
- Q.3
- a) As a result of McDonalization, consumers' needs and preferences have become similar. What are the other components that are accelerating globalization? **10**
 - b) What is structural adjustment? How does International Monetary Fund help in stabilizing global economy? **10**
- Q.4
- a) Explain the nature of money and capital markets with suitable examples. **10**
 - b) Differentiate the concepts of “globalization of markets” and “globalization of production” with examples. **10**

PART-B

- Q.5
- a) Carefully observe your daily life and state whether you find globalization to be a curse or boon. Support your answer taking examples from your life. **10**
 - b) Differentiate cultural globalization from political globalization. **10**
- Q.6
- a) What are the benefits of international investment? How does it promote globalization? **10**
 - b) What are the requirements of technology transfer? What are patents, copyrights and trademarks? How do they help in protecting the technology transfer? **10**
- Q.7
- a) Your bank has quoted you the following exchange rates today:

\$1 = CHF 1.2725

\$1 = JPY 111.25

Determine CHF/JPY.

10

- b) Tanzanite, the blue/violet stone, swamped global markets with the release of Titanic (the famous Hollywood movie), in which it was worn by Hollywood actress Kate Winslet. How does this concept work in the present world? What do the proponents of this amazing concept say? **10**

End Semester Examination, May 2018
BBA (G) IB – Second Semester
**ENGLISH FOR ACADEMIC PURPOSES (BIB-203/BIB-203A/EAP-
IIB/)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: 4

Note: **All questions are compulsory.** Marks are indicated against each question.

Q.1 Read the passage and answer the following questions:

- a) Traditionally uniforms were – and for some industries still are – manufactured to protect the worker. When they were first designed, it is also likely that all uniforms made symbolic sense – those for the military, for example, were originally intended to impress and even terrify the enemy; other uniforms denoted a hierarchy – chefs wore white because they worked with flour, but the main chef wore a black hat to show he supervised.
- b) The last 30 years, however, have seen an increasing emphasis on their role in projecting the image of an organisation and in uniting the workforce into a homogeneous unit – particularly in ‘customer facing’ industries, and especially in financial services and retailing. From uniforms and workwear has emerged ‘corporate clothing’. "The people you employ are your ambassadors," says Peter Griffin, managing director of a major retailer in the UK. "What they say, how they look, and how they behave is terribly important." The result is a new way of looking at corporate workwear. From being a simple means of identifying who is a member of staff, the uniform is emerging as a new channel of marketing communication.
- c) Truly effective marketing through visual cues such as uniforms is a subtle art, however. Wittingly or unwittingly, how we look sends all sorts of powerful subliminal messages to other people. Dark colours give an aura of authority while lighter pastel shades suggest approachability. Certain dress style creates a sense of conservatism, others a sense of openness to new ideas. Neatness can suggest efficiency but, if it is overdone, it can spill over and indicate an obsession with power. "If the company is selling quality, then it must have quality uniforms. If it is selling style, its uniforms must be stylish. If it wants to appear innovative, everybody can't look exactly the same. Subliminally we see all these things," says Lynn Elvy, a director of image consultants House of Colour.
- d) But translating corporate philosophies into the right mix of colour, style, degree of branding and uniformity can be a fraught process. And it is not always successful. According to Company Clothing magazine, there are 1000 companies supplying the workwear and corporate clothing market. Of these, 22 account for 85% of total sales – £380 million in 1994.
- e) A successful uniform needs to balance two key sets of needs. On the one hand, no uniform will work if staff-feel uncomfortable or ugly. Giving the wearers a choice has become a key element in the way corporate clothing is introduced and managed. On the other, it is pointless if the look doesn't express the business's marketing strategy. The greatest challenge in this respect is time. When it comes to human perceptions, first impressions count. Customers will size up the way staff-look in just a few seconds, and that few seconds will colour their attitudes from then on. Those few seconds can be so important that big companies are prepared to invest years, and millions of pounds, getting them right.

- f) In addition, some uniform companies also offer rental services. "There will be an increasing specialization in the marketplace," predicts Mr. Blyth, Customer Services Manager of a large UK bank. The past two or three years have seen consolidation. Increasingly, the big suppliers are becoming 'managing agents', which means they offer a total service to put together the whole complex operation of a company's corporate clothing package - which includes reliable sourcing, managing the inventory, budget control and distribution to either central locations or to each staff member individually. Huge investments have been made in new systems, information technology and amassing quality assurance accreditations.
- g) Corporate clothing does have potentials for further growth. Some banks have yet to introduce a full corporate look; police forces are researching a completely new look for the 21st century. And many employees now welcome a company wardrobe. A recent survey of staff found that 90 percent welcomed having clothing which reflected the corporate identity.

Questions 01 - 06

The passage first impressions count has seven paragraphs A - G. Which paragraphs discuss the following points? Write the appropriate letters A - G in boxes 01-06 on your answer sheet.

Example answer the number of companies supplying the corporate clothing market D

- | | |
|-----|---|
| 01. | Different types of purchasing agreement |
| 02. | The original purposes of uniforms |
| 03. | The popularity rating of staff uniforms |
| 04. | Involving employees in the selection of a uniform |
| 05. | The changing significance of company uniforms |
| 06. | Perceptions of different types of dress |

Questions 34 - 40

Do the following statements agree with the views of the writer of the passage? In boxes 34 - 40 on your answer sheet write

YES if the statement agrees with the writer's views

NO if the statement contradicts the writer's views

NOT GIVEN if it is impossible to say what the writer thinks about this

07. Uniforms were more carefully made in the past than they are today.
08. Uniforms make employees feel part of a team.
09. Using uniforms as a marketing tool requires great care.
10. Being too smart could have a negative impact on customers.
11. Most businesses that supply company clothing are successful.
12. Uniforms are best selected by marketing consultants.
13. Clothing companies are planning to offer financial services in the future.

26

Q.2 Read the passage and answer the following questions:

A Planning Process for Middle -Sized Projects

Any business project - Such as reducing energy cost, or improving efficiency-needs-to be planned, and time spent planning will save far more time later on. The typical stages in this planning process are explained below.

Your first task is to spot what needs to be done. Examine your firm's current position, perhaps making a formal analysis of its strengths and weakness. Then think about how you might improve that position: what opportunities are there for achieving this.

The next step is to decide precisely what the aim of your plan is. This is best expressed in a simple single sentence, to ensure that it is clear and sharp in

your mind. Doing this help you to avoid wasting effort on irrelevant side issues.

Next you should work out how to do it. It is tempting just to grasp the first idea that comes to mind, but it is better to consider a wide range of options: this way you may come up with less obvious but better solutions

Once you have explored the options available to you, the selection of which option to use is the next step. If you have the time and resources, you might decide to evaluate all options, carrying out some planning, such as costing, for each. Normally you will not have this luxury.

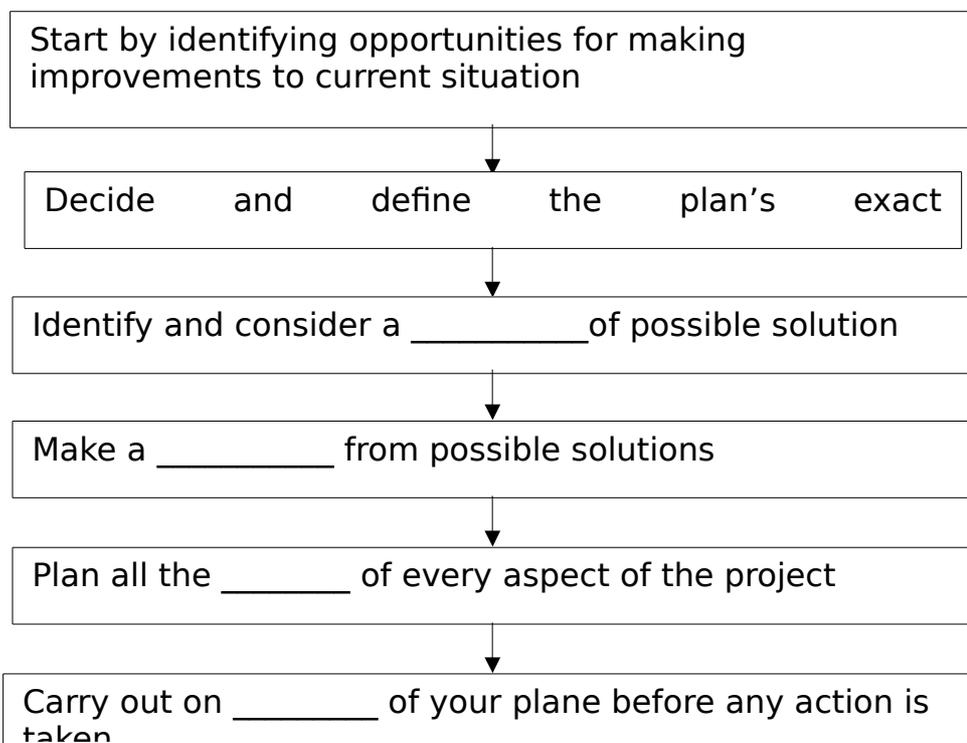
You already have a broad idea of what your project will consist of. Now is the time to work out the full details, identifying the most efficient and effective method of carrying it out, including answering of 'who', 'what' and 'when'.

The next stage is to review your plan and decide whether it will work satisfactorily, it is time for implementation. Your plan will cover how this to be done.

Once you have achieved a plan, you can close the project. At this point it is often worth assessing the project to see whether there are lessons that you can learn.

Complete the flow chart below:

Choose ONE WORD ONLY from the text for each answer.



10

Q.3 Read the following passage and answer:

Hours of Work

There are no prescribed hours of attendance for office managers. The main office hours comprise a 37½ hour week worked from 8.30 am to 5.00 pm on Monday to Friday, with one hour for lunch. All sections work a flexi-time scheme of attendance which features core hours from 9.30 am to 4.00 pm with a lunch break of between 30 minutes and two hours' duration, with the opportunity to work from 7.30 am to 6.00 pm daily, at which time the premises are locked. Office managers do not qualify for overtime rates for any additional hours worked, but time off may be taken for any hours required to be worked at weekends.

In one calendar year, a total of 5 weeks' holiday may be taken. Staff are reminded that they may not take more than two consecutive weeks of holiday.

Questions 1 - 5

Do the following statements agree with the information given in the passage
In boxes 1 - 5 on your answer sheet, write

TRUE if the statement is true according to the passage

FALSE if the statement is false according to the passage

NOT GIVEN if the information is not given in the passage

1. Office managers must work from 8.30 am to 5 pm with one hour for lunch.
2. All employees must work between 9.30 am and 4 pm, except for lunch time.
3. The building shuts at 5 pm.
4. All employees who are not office managers are paid overtime if they work later than 5 pm.
5. Office managers are paid extra money for working at weekends. **10**

Q.4 Writing Task 2

Question 5

Write about the following topic:

Beside a lot of advantages, some people believe that the Internet creates many problems. To what extent do you agree or disagree with this statement?

Write at least 200 words. **22**

Q.5 Match the following words with their synonyms:

The table below gives data on the hour of leisure time per year for people in some land.

Write a report for a university lecturer describing the information in the table below.

You should write at least 150 words. **22**

Hours of leisure time per year in Someland							
	Teens	20s	30s	40s	50s	60s	70s +
Watching TV/Videos	1,200	700	400	500	600	700	1,100
Socialising with 4 or less people	150	150	300	250	250	200	200
Socialising with 4 or more people	350	350	50	50	25	25	25
Individual exercise	150	100	200	200	50	75	150
Group exercise/sport	450	350	200	150	50	0	0
Cinema	100	75	50	25	25	50	75

Q.6 M

contrac tion	detach ed	Join	Ambiti ous
alive	excitin g	Quarrels ome	Endles s

traditio nal	determ ined		
-----------------	----------------	--	--

1. to separate, not to take part in
2. boring
3. long form, expansion
4. innovative
5. connected
6. dead
7. finite
8. not be able to take decisions
9. unmotivated
10. amiable

10

End Semester Examination, May 2018

BBA (G) IB - Third Semester

INTERNATIONAL ECONOMICS (BIB-301)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

- Q.1
- a) Richardian Theory deals with absolute cost advantage. **(Yes/No)** **1**
 - b) World trade has not grown more than the GDP. **(True/False)** **1**
 - c) Quota is not an instrument of trade policy. **(True/False)** **1**
 - d) Some companies enjoy better technology and some lack technology is a contrary of trade policy. **(True/False)** **1**
 - e) Exchange rate policy is important for deciding the import and export. **(True/False)** **1**
 - f) How international monetary system is important for maintaining balance of payment? **3**
 - g) Give example which can prove it is a new trade theory. **3**
 - h) Whether outsourcing has increased the business prospects of firm? How? **3**
 - i) Explain the role of Central Bank of the country in two lines in International Monetary system. **3**
 - j) Whether child labour should be treated as restriction of trade policy? Why? **3**

PART-A

- Q.2 Write short notes on:
- a) Advantage of International Economics.
 - b) Growth of World Trade. **10×2**
- Q.3 Describe in detail Heckscher-Ohlin Model of International Trade. How is the importance of New Trade Theory is realized? **20**
- Q.4 Explain how multinational enterprises have succeeded in pushing up the growth of developing countries? **20**

PART-B

- Q.5 What are the various instruments of trade policy? Explain each one of them briefly. **20**
- Q.6 Write short notes on:
- a) IMF is the Central Part International Monetary System.
 - b) Necessity of exchange rate policy in economic growth. **10×2**
- Q.7 In your words, explain that globalization has benefitted many developing countries, but finally financial crisis has hurt the developing countries less than the advanced countries. **20**

End Semester Examination, May 2018

BBA (G) IB – Third Semester

INTERNATIONAL MARKETING (BIB-302)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part A** and **TWO** questions from **Part B**. Marks are indicated against each question.

Q.1 **Write short notes on:**

- a) Factors affecting choice of cleaners.
- b) Technical considerations for media planning.
- c) Administered pricing.
- d) Asian Hierarchy of Needs.
- e) Product adaptation.

Comment whether following statement is true or false:

- f) The major factor that favour product standardization for International Market include 'high adaptation costs'.
- g) While _____ product for global market 'cultural difference' attribute has negligible ourpact.
- h) Primary data exists and it's available through variety of sources (i.e. outernet, publications, government records, etc.

PART-A

Q.2 Write short notes on:

- a) Advantage of International Economics.
- b) Growth of World Trade.

10×2

Q.3 Describe in detail HeckSCher-Ohlin Model of International Trade. How the importance of New Trade Theory is realized. **20**

Q.4 Explain how multinational enterprises have succeeded in pushing up the growth of developing countries? **20**

PART-B

Q.5 What are the various instruments of trade policy? Explain each one of them briefly. **20**

Q.6 Write short notes on:

- a) IMF is the Central Part International monetary system.
- b) Necessity of exchange rate policy in economic growth.

10×2

Q.7 In your words, explain that globalization has benefitted many developing countries, but finally financial crisis has hurt the developing countries less than the advanced countries. **20**

End Semester Examination, May 2018
BBA (G) International Business — Third / Fourth Semester
INTERNATIONAL MARKETING (BIB-302 / BIB-404A)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 a) **Write short notes on the following:**
- i) Factors affecting the choice of channels of distribution.
 - ii) Tactical considerations for media planning.
 - iii) Administered Pricing.
 - iv) Asian Hierarchy of Needs.
 - v) Product Adaptation. **2×5**
- b) **State whether the following statements are TRUE or FALSE.**
- i) The major factor that favours product standardization for international market includes “High adaptation costs”.
 - ii) While designing product for global market “cultural difference” attribute has negligible impact.
 - iii) Primary data exists and is available through variety of sources (i.e. internet, publications, government records etc.)
 - iv) International Marketing Research is a process of designing product for global market.
 - v) EPRG stands for “Enterprise Planning and Research for global market”. **2×5**

PART-A

- Q.2 What are the motives for any company to go for International Marketing? Describe the Driving and Restraining forces for global integration. **20**
- Q.3 Describe steps wise research process of International Marketing. What are the problems usually faced in obtaining relevant data? **20**
- Q.4 How “Product Life Cycle in international Market” helps in deriving appropriate strategy in International business? **20**

PART-B

- Q.5 What are the Public Relations, Advertising Legal and Cross Cultural issues in International Marketing? **20**
- Q.6 Write short notes on the following:
- a) Channel exclusivity.
 - b) Channel quality.
 - c) Choosing distribution strategy.
 - d) Retail concentration.
 - e) Channel length. **4×5**
- Q.7 Describe pricing process, methods and approaches to International Marketing. **20**

End Semester Examination, May 2018
BBA (G) International Business — Third Semester
OPERATIONS RESEARCH (BIB-303)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Each question carries equal marks.

Q.1 Answer the following questions briefly:

- a) What do you mean by mixed strategy in game theory?
- b) Write two requirements of L.P.P.
- c) Write the concept of duality in L.P.P.
- d) What do you mean by prohibited routes in transportation problem?
- e) Define the concept of maximization in transportation problem.
- f) Define degeneracy in transportation problem.
- g) Define competitive game in game theory.
- h) What do you understand by queue discipline?
- i) Write the concept of unbalanced assignment problem.
- j) What do you mean by Saddle point?

2×10

PART-A

Q.2 a) Explain the scope and methodology of O.R., the main phases of O.R. and techniques used in solving an O.R. problem. **10**

b) What do you mean by Operation Research? Explain the features and applications of O.R. **10**

Q.3 a) Explain the graphical method of solving a L.P. problem by using an example. **10**

b) Consider two different types of food stuffs, say F_1 and F_2 . Assume that these food stuffs contain vitamin V_1, V_2 and V_3 respectively. Minimum daily requirement of these vitamins are 1 mg of $V_1, 50mg$ of V_2 and 10 mg of V_3 . Suppose that the food stuff F_1 contains 1 mg of V_1 , 100 mg of V_2 and 10 mg of V_3 ; whereas the food stuff F_2 contains 1 mg of V_1 , 10 mg of V_2 and 100 mg of V_3 . Cost of one unit of food stuff F_1 is Re. 1 and that of F_2 is Re. 1.5. Formulate the given problem as a L.P. problem. **10**

Q.4 a) Explain vogel's approximation method for obtaining an initial basic feasible solution of a transportation problem by giving an example. **10**

b) Find the basic feasible solution by VAM method:

	P	Q	R	S	Supply
A	6	3	5	4	22
B	5	9	2	7	15
C	5	7	8	6	8
Deman	7	12	17	9	

d

Also, check the optimality by MODI method.

10

PART-B

Q.5 a) Solve the following assignment problem:

		To			
		A	B	C	D
From	1	4	7	5	6
	2	M	8	7	4
	3	3	M	5	3
	4	6	6	4	2

10

b) Solve the following travelling salesman assignment problem:

	A	B	C	D	E
A	∞	8	4	9	9
B	8	∞	6	7	10
C	4	6	∞	5	6
D	9	7	5	∞	4
E	9	10	6	4	∞

10

Q.6 a) Solve the following game by using dominance rule:

		Player B			
		B ₁	B ₂	B ₃	B ₄
Player A	A ₁	2	-2	4	1
	A ₂	6	1	12	3
	A ₃	-3	2	0	6
	A ₄	2	-3	7	1

Also, find the value of game.

10

b) Use graphical method in solving the following game and find the value of the game."

		Player B	
		B ₁	B ₂
Player A	A ₁	1	-3
	A ₂	3	5
	A ₃	-1	6
	A ₄	4	1
	A ₅	2	2
	A ₆	-5	0

10

Q.7 a) Explain by giving suitable examples about the queue. Also, explain the concept of behavior of arrivals and queue discipline.

b) At Bharat petrol pump, customer arrives according to a poisson process with an average time of 5 minutes between arrivals. The service time is exponentially distributed with mean time of 2 minutes. On the basis of this information, find out:

i) What would be the average queue length?

ii) What would be the average number of customer's in the queuing system?

iii) What is the average time of a car before receiving petrol?

iv) What is the average time spent by a car in the petrol pump?

5×4

End Semester Examination, May 2018
BBA (G) IB- Fourth Semester
INTERNATIONAL BUSINESS ENVIRONMENT (BIB-402)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. All questions carry equal marks.

- Q.1 Answer the following questions:
- a) What do you understand by GATT?
 - b) What is FDI (Foreign Direct Investment)?
 - c) Write any two elements of business environment.
 - d) Describe any two functions of IMF.
 - e) What is tariff?
 - f) Explain objection of World Bank.
 - g) What is strategy?
 - h) What do you mean by financial system?
 - i) What is globalization?
 - j) What is human resource management?
- 2x10**

PART-A

- Q.2 Define international business and discuss the scope and importance of international business.
20
- Q.3 What is WTO? Discuss its functions and objectives.
20
- Q.4 What is meant by regional economic integration? What is the purpose and benefit of regional integration?
20

PART-B

- Q.5 a) What are the different types of foreign investment?
10
- b) What is FDI? What is the difference between FDI net inflows and net outflows? **10**
- Q.6 a) What are the factors affecting exchange rate?
10
- b) Explain purchasing power parity theory of exchange rate.
10
- Q.7 Explain the characteristics of MNCs. How are they different from domestic companies? Discuss the advantages and disadvantages of MNCs.
20

End Semester Examination, May 2018
BBA (G) IB – Fourth Semester
FINANCIAL MANAGEMENT (BIB-403 / BIB-403A / IB-401)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Write short notes on any five of the following:

- a) Forms of dividend.
- b) Process of financial management.
- c) EBIT-EPS analysis.
- d) Overall cost of capital.
- e) Cash flow.
- f) Reasons for time preference of money.

4x5

PART-A

Q.2 a) Mr. X has to receive Rs.5000 per year for 5 years. Calculate the present value of the annuity assuming that he can earn interest on his investment at 10% p.a. (annuity discounting value = 3.791).

10

b) "Maximization of profits is regarded as the proper objective of investment decision but it is not." Explain.

10

Q.3 A company ABC Ltd. has the following information:

Net operating Income	-	Rs.5,00,000/-
6% Debentures	-	Rs.9,00,000/-
Overall capitalization rate	-	10%

Calculate value of the firm and equity capitalization rate according to net operating income approach (NOI) and briefly explain the NOI approach.

20

Q.4 What is leverage? Explain briefly various types of leverage in detail.

20

PART-B

Q.5 Calculate net present value from the following information:

Years	Outflows	Inflows	Present value @ 10%
0	1,20,000	-	1
1	20,000	45,000	0.909
2		40,000	0.826
3		30,000	0.751
4		20,000	0.683

20

Q.6 What is working capital management? Explain briefly types of working capital and the aspects of working capital management.

20

Q.7 Attempt the following:

a) Explain different types of dividend policy in detail.

10

b) A company is expected to pay a dividend of Rs.8/- per share next year. The dividends are expected to grow perpetually at the rate of 9%. What is the value of its share if required rate of return is 15%?

10

End Semester Examination, May 2018

BBA (G) IB - Fourth Semester

INTERNATIONAL MARKETING (BIB-404 / BIB-404A)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. All questions carry equal marks.

Q.1 Write short notes on the following:

- a) Any two opportunities in international marketing.
- b) Primary v/s secondary data of market research.
- c) Single segment concentration.
- d) Full market coverage.
- e) Desire v/s demand
- f) Packaging
- g) Adaptation of product.
- h) Sales promotion
- i) Public relation
- j) Any two objectives of India's Exim policy.

2x10

PART-A

Q.2 What is international marketing? Discuss the nature and scope of international marketing.

20

Q.3 Write notes on the following:

a) Marketing strategies in global environment

10

b) Foreign market entry modes

10

Q.4 How digital revolution can contribute to the growth of global marketing? Discuss in detail.

20

PART-B

Q.5 "Price is the only marketing mix element which generates revenue." Discuss the statement along with the objectives and factors.

20

Q.6 "Personal selling is a very effective tool of promotion-mix." Explain the objectives and process of personal selling in context with international arena.

20

Q.7 Describe international distribution channel. Also describe the travels and factors to be considered while designing a distribution channel.

20

End Semester Examination, May 2018
BBA (G) IB – Fourth Semester
FOREIGN EXCHANGE MANAGEMENT (BIB-406 / BIB-DE-402)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Marks are indicated against each question.

Q.1 State whether the following statements are TRUE or FALSE:

- a) Interest rate affects the exchange rate.
- b) In fixed exchange rate, exchange rate can be changed very often.
- c) Normal interest is paid on non-resident deposit account.
- d) Dollar was an international currency in Gold standard.
- e) Investment by resident is in rupees.
- f) Market crash happened during global financial crises.
- g) Capital account convertibility should be full in USA, but partial in India.

Answer the following:

- h) When currency is readjusted draw value is called _____.
- i) Bretton Wood system comes into existence in _____.
- j) Export-Import bank performs various functions (indicate two functions).

2×10

PART-A

- Q.2 Construct a numerical on future and SWAP. **20**
- Q.3 What do you mean by a project export? How it can be done? Explain. **20**
- Q.4 What are the determinants of exchange rates? Explain in detail. **20**

PART-B

- Q.5 Explain all features of resident foreign currency account. **20**
- Q.6 What is IMF? What are its functions? Explain how it has been controlling exchange rate since 1944? **20**
- Q.7 What do you mean by current account and capital account convertibility? Explain how it is operating in India. **20**

End Semester Examination, May 2018
BBA (G) International Business – Fifth Semester
EXPORT AND IMPORT POLICY, PROCEDURES AND DOCUMENTATION (BIB-504)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Attempt (**any eight**) from the following:

- a) What do you understand by the Economic Policy of India?
- b) What is tiger economy?
- c) Differentiate between positive-sum and negative-sum games.
- d) How are exports and imports treated in GST regime?
- e) Why does an MNC choose a different location, another country for manufacturing?
- f) How is Special Economic Zone (SEZ) different from Export Oriented Unit (EOU)?
- g) What is Merchandise Exports from India Scheme (MEIS)?
- h) What is high sea sales?
- i) What is revolving Letter of Credit?

2½x8

PART-A

Q.2 a) What is anti-dumping? What is its purpose in international trade? Does dumping mean cheap or low-priced imports? Explain with appropriate examples. **10**

b) Explain the role of any two institutes providing infrastructural support for India's Foreign Trade.

10

Q.3 a) Your friend is working at US Embassy and assures you regular orders for supply of few products from India. You contemplate the proposal and find it quite lucrative. Immediately you get into the process of setting-up an export company. What kind of company would you set-up? What are the other formalities you need to complete before you become functional?

10

b) Now your friend in 3(a) asks you to submit a quotation. What are the necessary terms and conditions that you would include in your quotation? Voila! The first order arrives. You get the products manufactured as per the specifications. The material is ready for shipment. What are the necessary shipment documents needed? Briefly explain about all the documents.

10

Q.4 a) Incoterms® have become an essential part of the daily language of international trade. Briefly explain all the terms.

10

b) Is there any difference between price quotation and pro forma invoice? Highlight the differences. What all is included in a pro forma invoice?

10

PART-B

- Q.5 a) What is the most rewarding, and sometimes frustration, aspect of being an exporter? Describe the five primary methods of payment. Rank them in the order of high risk to low risk for an exporter.
10
- b) Assume you were the importer based at India and you imported fireworks from Chuina Fireworks in Shanghai, China before Diwali, Terms of Sale of the contract were Documents against Payment. Somehow you managed to get the material without signing the bill of exchange. What options are available with China Fireworks to recover payment from you in India?
10
- Q.6 a) What is import finance? How does it work? Briefly write about the import finance available in India.
10
- b) What is Forex and how does it work? Illustrate it with an example. What are the functions of a Foreign Exchange Market?
10
- Q.7 a) Differentiate between Spot Exchange Rate and Forward Exchange Rate with an example.
10
- b) What is currency convertibility? Illustrate it with a few examples.
10

End Semester Examination, May 2018
BBA (G) IB – Fifth Semester
RESEARCH METHODS (BIB-507/BIB-502/367.503)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1** is **compulsory**. Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. All questions carry equal marks.

Q.1 State whether the following statements are TRUE or FALSE:

- a) In research, it is acceptable to generalize beyond the group from which the sample is drawn.
- b) In an experiment, the group that receives the treatment is called the control group.
- c) A population which is being sampled is also called the universe.
- d) Selection of every 15th subscriber to Business India is an example of random sampling.
- e) A total score can be calculated for each respondent by summing across his score for all the items.

2x5

Define any FIVE of the following:

- f) References.
- g) Interpretation.
- h) Non probability sampling.
- i) Null Hypothesis.
- j) Correlation.
- k) Extraneous variables.

2x5

PART-A

Q.2 Differentiate between (*any two*) of the following:

- a) Qualitative and Quantitative research.
- b) Primary and Secondary data.
- c) Judgment and Quota sampling.

10x2

Q.3 Explain various types of probability samplings. Which type of sampling is used in case of finite population and why?

20

Q.4 Explain the research process covering its meaning, flowchart, nature and importance. Give an example of an organizational problem and explain the process for it.

20

PART-B

Q.5 A researcher is interested in finding out why students at a large strength from college have decided to study Management. He is going to use a self-report questionnaire.

- a) Construct a research questionnaire comprising of eight questions for this study.
- b) Explain one strength in using closed questions in this study.
- c) Explain one weakness in using closed questions in this study.

20

Q.6 Explain in detail the steps for writing a research report. Illustrate various advantages of writing a research report in detail.

20

Q.7 Write short note on **(any two)** of the following:

- a) Bibliography.
- b) Preparation of the data.
- c) Interpretation of data.

10x2

End Semester Examination, May 2018

BBA (G) International Business — Fifth / Sixth Semester
INTERNATIONAL TRADE (BIB-602 / 367.502)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 a) **Answer the following questions:**

- i) Why has Indian trade grown after 1991?
- ii) Name two modes of entry into international business.
- iii) Why are MNC's important for national growth?
- iv) Write in correct order:

Complete economic integration, custom union, common market, free trade agreement.

- v) Expand UNCTAD.

2x5

b) **State whether the following statements TRUE or FALSE:**

- i) Whether World Bank is interested in mitigating poverty.
- ii) FDI is permanent or temporary.
- iii) Whether India is getting maximum FDI.
- iv) In common market whether factors can move from one country to the other country.

1x4

c) **Fill in the blanks:**

- i) IMF HQ is located at _____.
- ii) Current Account is the term used in Balance _____ Account.
- iii) H-O trade theory is also known as _____ endowment theory.
- v) Purchasing power _____.
- vi) In interest rate parity a relationship is derived between forward and _____.
- vii) EU is an example _____ economic integration.

1x6

PART-A

Q.2 a) What are the various stages of internationalization? Discuss these in detail. **10**

b) Explain any two foreign environments.

10

Q.3 a) Explain the HO theory and new trade theory.

10

b) What are the various tariff measures? Explain any two.

10

Q.4 Write detailed note on IMF and World Bank.

20

PART-B

- Q.5 Explain the meaning and nature of all the foreign investment. Illustrate your answer with examples in Indian situation. **20**
- Q.6 What are the various factors which can influence exchange rate? **20**
- Q.7 What are the salient features and benefits of MNC? How have these benefitted the Indian economy? **20**

End Semester Examination, May 2018
BBA (G) International Business — Sixth Semester
INTERNATIONAL LOGISTICS MANAGEMENT (BIB-603)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer (**any five**) the following questions:

- a) S & OP (Sales and operations planning).
- b) Reengineering.
- c) Independent v/s Dependent demand
- d) Warehouse v/s Distribution centre.
- e) Break bulk cargo.
- f) Mission of logistics.

4×5

PART-A

- Q.3 a) The economic order-quantity model considers the tradeoff between ordering cost and storage cost in replenishing the inventories. What are the assumptions of the model? How does it work? **10**
- b) What is the significance of reorder point? How is production order quantity model different from the one discussed in 2a)? **10**
- Q.3 a) Describe the needs and functions of a warehouse. **10**
- b) What is inventory management? Describe the different types of inventory. **10**
- Q.4 a) Container seems to be a low-tech innovation but its impact is humongous globally. What is containerization? Due to Inter-modalism system, containers can be easily transported to any accessible part of this globe. Differentiate between inter-modal and multi-modal transportation. **10**
- b) What are the functions of ICD (Inland Container Depot)? **10**

PART-B

- Q.5 a) Transportation is one of the most visible elements of logistics operations. Describe transportation functionality and principles. **10**
- b) What is air cargo tariff? Describe the role of IATA in international air transport. **10**
- Q.6 a) Xerox believes great customer service depends on excellent internal customer service. What does it mean? How is customer value determined? **10**
- b) Most traditional supply chains were designed to optimize the internal operations of the supplying company. What is the underlying principle under market-driven supply chains? What do you understand by the phrase "Demand network management?" **10**
- Q.7 a) How does logistics differ from distribution management? What is supply chain management? **10**
- b) Describe the role of reverse logistics. How is responsiveness different from efficiency in supply chains? What is more important and why? **10**

End Semester Examination, May 2018
BBA (G) International Business — Sixth Semester
INTERNATIONAL HUMAN RESOURCE MANAGEMENT (BIB-605)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions briefly:

- a) Distinguish between traditional and modern context of International HRM.
- b) Write ten characteristics of a successful International human resource manager.
- c) Describe expatriate management problems and tackling strategies.
- d) Write any five measures for enhancing interpersonal communication.
- e) Explain the term ethic management in cross border human resource. **4×5**

PART-A

Q.2 Define international human resource management. Discuss the scope and objectives of human resource management. **20**

Q.3 Attempt the following:

- a) Draw and describe the models of international human resource.
- b) Discuss the issues and complexities in managing HR across countries. **10×2**

Q.4 a) Explain the role and functions of PCN's and TCN's. **10**
b) Distinguish between ethnocentric approach and polycentric approach. **10**

PART-B

Q.5 Define control mechanism. Discuss the objectives and approaches to control mechanism. **20**

Q.6 Write short notes on the following:

- a) Compensation system.
- b) Performance management. **10×2**

Q.7 Define cross cultural training. How do the employers learn the culture of foreign companies? Explain in detail. **20**

End Semester Examination, May 2018

BBA (G) IB – Sixth Semester

E-COMMERCE (BIB-606)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 **Answer the following:**

- a) Expand:
 - i) EDI.
 - ii) SET.
- b) Difference between debit card and credit card.
- c) How traditional commerce is different from e-commerce?
- d) How internet is helpful in promoting your organization?
- e) What is the purpose of encoding data?
- f) What are the main security concerns for an online user?

2.5x6

State whether the following statements are true or false:

- g) E-commerce is subset of E-business.
- h) PayPal is a method of payment gateway.
- i) The SET protocol is specifically designed to provide secure electronic transaction.
- j) Social commerce is concerned with the creation of places where people can collaborate online and solicit advice.
- k) In C2C, a customer sells product to a business organization.

1x5

PART-A

Q.2 a) Define E-Commerce. Explain the different advantages and limitations of transacting online.

15

b) What are four C's of e-commerce?

5

Q.3 What are the different types of business model? Also compare brick and click mode with pure online business.

20

Q.4 What are the different ways of promoting your website? How does a user friendly website help the customer?

20

PART-B

Q.5 What is payment gateway? Explain the process of payment gateway mechanism with a proper diagram.

20

Q.6 Why network security is important in e-commerce. Explain how firewall is used to provide security?

20

Q.7 Write short notes on:

- a) Application of e-commerce in service sector.
- b) M-commerce.
- c) Cryptography.
- d) Modes of e-payment.

5x4

Q.6 What is video advertising? Write the advantages and limitations of video advertising. Also, explain how YouTube is helpful in promoting your brand?

20

Q.7 Write short notes on **(any two)** of the following:

- a) Image advertising.
- b) Email advertising.
- c) Google Analytics.

10x2

End Semester Examination, May 2018

BBA (G) IB – Fourth Semester

INTERNATIONAL ADVERTISING AND PROMOTION (BIB-DE-401)

Time: 3 hrs

Max Marks:

100

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Answer the following questions:

- a) Define advertising? Discuss its few objectives in international advertising.
- b) What is the relevance of colour schemes in an advertisement?
- c) Name the top five advertising agencies in India.
- d) What is Break Even Point of an advertising budget? How important it is as a part of advertising campaign?
- e) Discuss some of the promotional media you would suggest for the below given categories:
 - i. New restaurant in Mumbai.
 - ii. Inter school drawing competition.
 - iii. OSCARS Awards
 - iv. Launch ceremony of a “Kotler’s new edition of book” inviting delegates all over India.
 - v. New shampoo

4x5

PART-A

Q.2 a) “Advertising is the backbone of modern marketing”. Elaborate the statement with examples.

10

b) “Advertising is economically beneficial but socially not justifiable” Comment. **10**

Q.3 How important is creativity? Explain how we go about planning the creative strategy in advertising. Also, describe how advertising appeals can be a good source of attracting the target audience.

20

Q.4 a) “Modern advertising has made the luxuries of yesterday, the necessities of today”. Do you agree? Give reason.

10

b) Discuss the advantages of television as an advertising medium and the importance of these factors to major advertisers such as automobile

companies or packaged goods marketers. Discuss.

10

PART-B

Q.5 What do you understand by sales promotion? Discuss its various tools and techniques? What kind of sales promotion tools will you suggest for DVDs and Pens marketed by the same company?

20

Q.6 As a head of advertising department of your company, you are to decide on elements of advertising campaign for a new brand of scooters for ladies to be launched soon in the market. With reference to the above, discuss in detail the various elements of advertising campaign.

20

Q.7 **Case study:**

Washing Dirty Laundry

Bruce Seth, a project manager at a consumer products company, was wondering how he should proceed with his recommendation for the Endirt commercials. Endirt had been doing well in the market, but not a week went by without a customer (or former customer) writing to complain about the commercial.

There were variations of the commercial, but the central theme was “Dirt on your shirt.” It typically featured a woman saying, “Dirt on your shirt! Dirt on your shirt!” in a taunting voice to a man whose shirt was soiled. The man looked at another lady (presumably his wife), who was very embarrassed at the entire situation. Later shots showed her washing the shirt after rubbing dirt into it, and the other woman (or women) saying, “No more dirt on your shirt!” The complaining letters, almost exclusively from women, expressed objections to the commercial because it was demeaning to women and otherwise offensive as well. On the one hand, the brand was doing well; it was the brand leader in a growing market, though a much larger competing company was quite capable of beating Endirt with its brand. On the other hand, were the rights of the women being infringed? All the letters seemed to imply that. Bruce was a believer in the profit motive, but not at the cost of condoning unethical behavior. He had been asked to make a recommendation for the commercial for the next TV season. After reviewing the sales data and reading the letters of complaint, Bruce was contemplating his next move.

Marketing research managers and project managers worked along with brand managers on specific brand research issues. Bruce reported to Priscilla Wheeling, a marketing research manager, and would provide recommendations to her and to the brand manager responsible for Endirt. Priscilla was a capable, promising executive with excellent graduate degrees. She was supporting her husband through his Ph.D. in history. She did not like the Endirt commercial and made no secret of it. She proclaimed that she would never buy the brand because the message was offensive and because of the role of the woman in the commercial. Bruce was pursuing a graduate degree while working and putting his wife through college;

he certainly needed the job and the income. He was a recent recruit still in his probationary period.

Bruce had reviewed all the letters, practically all of which were from women and strongly negative. Many of them said, as Priscilla did, that they would not buy the brand because of the offensive commercial and because it was demeaning to women. Secondary data showed that the primary decision makers and purchasers of the product were women. Part of the reason for Endirt's success was believed to be the advertising message, which not only had a high level of recall but a high level of association with the brand. Bruce wondered if, in spite of its apparent success, it was ethical to continue with the advertising message if it infringed on the rights of women, the major buyers of the brand.

Read the case study carefully given above and answer the following questions:

- a) Discuss the above case with reference to ethical issues in advertising.
10
- b) Give your suggestions or recommendations for the above mentioned problem in the case.
10

End Semester Examination, May 2018

BBA (G) IB - Fourth Semester

PROGRAMME EXCHANGE MANAGEMENT (BIB-DE-402 / BIB-406)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Answer the following:

- a) Foreign exchange markets operate _____.
- b) If interest rate is higher, forward rate would be higher (True/False)
- c) If delivery is given in two working days, the foreign exchange rate is called _____ rate.
- d) What exchange rate is being followed in India? (floating/fix)
- e) Name one factor which can exchange influence rate.
- f) Expand SWIFT.
- g) How arbitrage operate?
- h) Marking to the market is used in _____.
- i) Whether liberalization has impacted foreign exchange market?
- j) Under full convertibility, India can increase foreign investment abroad. (Yes/No)

2x10

PART-A

Q.2 a) What do you mean by interest rate parity theory?

10

b) What do you mean by spot market?

10

Q.3 Explain Gold standard as a system of exchange rate.

20

- Q.4 Explain mechanism of foreign exchange transfer in:
a) CHIPS
b) SWIFTS
10x2

PART-B

- Q.5 a) Explain the factors that affect forward margin.
10
b) How forward contract can be executed?
10
- Q.6 How exchange risk management can be done with the help of:
a) Currency futures.
b) Option contract.
10x2
- Q.7 a) What happens if full convertibility is allowed in India?
10
b) How do multinational companies impact the foreign exchange?
10

End Semester Examination, May 2018
BBA (GEN) IB – Fifth Semester
CROSS CULTURAL COMMUNICATION (BIB-DE-502 / BIB-506)

Time: 3 Hours

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **PART-B**. All questions carry equal marks.

Q.1 Answer the following:

- a) Differentiate between micro culture and macro culture.
- b) What are the elements of inter cultural communication process?
- c) What are the objections of cross cultural communication?
- d) Write a short note on 'power distance'.
- e) Differentiate between listening and responding.

5x4

PART-A

Q.2 a) Write about the basics of culture.

10

b) What is cultural shock? Discuss its various stages.

10

Q.3 Differentiate between verbal communication and non verbal communication.

20

Q.4 a) Write some barriers to intercultural communication.

10

b) How is feedback important in intercultural communication process?

10

PART-B

Q.5 a) What are international negotiations? Also explain its insights.

10

b) Discuss the conflict management in different cultures.

10

Q.6 In order to manage multicultural and diverse teams in today's organizations, what are the attributes and abilities that a global manager must have?

20

Q.7 **Case Study:**

A case study on high context versus low context communication:

Rebecca works with United Technologies, a Chicago based company. She is talking on the phone to Abhishek, the manager of one of United Technologies vendors for customer service outsourcing.

Rebecca: We really need to get all of the customer service representatives trained on our new process in the next two weeks. Can you get this done?

Abhishek: That timeline is pretty aggressive. Do you think it's possible?

Rebecca: I think it will require some creativity and hardwork, but I think we can get it done with two or three days to spare.

Abhishek: OK

Rebecca: Now that our business is settled, how is everything else?

Abhishek: All's well, although the heavy monsoons this year are causing a lot of delays getting around the city.

Two weeks later.....

Abhishek: We've pulled all of our resources and I'm happy to say that 60% of the customer service representatives are now trained in the new process. The remaining 40% will complete the training in the next two weeks.

Rebecca: Only 60%? I thought we agreed that they all would be trained by now.

Abhishek: Yes, the monsoon is now over so the rest of the training should go quickly.

Rebecca: This training is critical to our results. Please get it done as soon as possible.

Abhishek: I am certain that it will be done as soon as possible.

Read the case study carefully given above and answer the following questions:

- a) Did Abhishek agree to the initial timeline requested by Rebecca?
- b) What might Rebecca be thinking about Abhishek?
- c) What might Abhishek be thinking about Rebecca?
- d) How will this incident affect their future interactions?

4x5

End Semester Examination, May 2018

BBA (G) IB - Second Semester

PERSONALITY DEVELOPMENT (BIB-GE-01)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. All questions carry equal marks.

Q.1 Explain the following terms briefly (in one or two sentences):

- a) Personality
- b) Mind mapping
- c) Extrovert
- d) Persona
- e) Introvert
- f) Ambient
- g) Synergize
- h) Etiquette
- i) Debate
- j) Public relations

2x10

PART-A

Q.2 What factors are responsible for shaping the personality of an individual? List out the personality traits of effective people?

20

Q.3 a) Write short notes on:

- i) 360° assessment.
- ii) Competence mapping

5x2

b) Draw a mind map on "Global Warming."

10

Q.4 "Effectiveness is a very important requirement to be successful". Discuss the habits of highly effective people to prove the above point.

20

PART-B

Q.5 a) Differentiate between intensive and extensive listening.

10

b) What are the barriers which make listening ineffective?

10

Q.6 a) Discuss the components of voice modulation which make communication interesting and effective.

10

b) Explain what is meant by "communication etiquette."

10

Q.7 Explain the different types of reading. What obstacles can arise resulting in different reading?

20

End Semester Examination, May 2018
BBA (G) IB- Second Semester
BUSINESS LEADERSHIP AND TEAM BUILDING (BIB-GE-03)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. All questions carry equal marks.

Q.1 Explain the following very briefly:

- a) Introverts
- b) Extroverts
- c) Persona
- d) Group dynamics
- e) Proactive
- f) Sharpen the saw
- g) Presentation
- h) Etiquettes
- i) Synergize
- j) Team building

1x10

Write short notes on:

- a) Business etiquette
- b) Competence mapping

5x2

PART-A

Q.2 "Being effective is very important to gain success in life." Discuss the seven habits of highly effective people and give examples. Differentiate between extroverts and introverts and explain the kind of jobs which are best suited for both types. **20**

Q.3 What is the purpose of 360° assessment? Who are the stakeholders who carry out this assessment? Make a mind map on "Good health." **20**

Q.4 How are groups formed? What is the process of group decision making in organizations? **20**

PART-B

Q.5 "A good leader is the backbone of any great organization." Discuss the above statement and explain the skills required to be a good leader. Highlight the different leadership styles followed in today's organizations. **20**

Q.6 Discuss the characteristics of a successful team. Explain the types of teams and the skills required to make a team effective. **20**

Q.7 What are the steps involved in preparing a good presentation? Prepare a speech as the CEO of your organization to motivate your employees to work smoothly and effectively. **20**

End Semester Examination, May 2018
BBA (G) IB – Third Semester
LEADERSHIP AND TEAM BUILDING SKILLS (BIB-GE-03)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Answer the following in brief:

- a) Define 'teamwork'.
- b) State any two advantages of teams.
- c) Define 'synergy'.
- d) Diagrammatically present Maslow's Need Hierarchy.
- e) Define 'communication'.
- f) Write steps of setting goal in a team.
- g) Define 'leadership'.
- h) Write the name any two influencing skills.
- i) Differentiate between 'feedback' and 'coaching'.
- j) Write two factors of building powerful groups.

2×10

PART-A

Q.2 Define 'team'. Discuss in detail the characteristics of a successful team. **20**

Q.3 Write notes on the following:

- a) Interpersonal communication.
- b) Building credibility.

10×2

Q.4 What is credibility? Explain the factors affecting in building credibility within a team. **20**

PART-B

Q.5 Write notes on the following:

- a) Advantage of behaviours of high trust leaders.
- b) Factors influencing group dynamics.

10

10

Q.6 Explain the term 'leader'. Discuss in detail various types of leadership styles. **20**

Q.7 Define 'skills'. Explain the type of skills required in a successful team. **20**

End Semester Examination, May 2018
BBA (G) IB - Third Semester
BUSINESS NEGOTIATION SKILLS (BIB-GE-04A)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and **TWO** questions from **Part-B**. All questions carry equal marks.

Q.1 Explain the following terms in one or two sentences only:

- a) Positioned Bargaining.
- b) Essentials of good negotiator.
- c) Why planning a negotiation is important?
- d) What is Red teaming?
- e) Crisis negotiation.
- f) What is negotiation?
- g) What is goal setting in negotiation?
- h) Define ZOPA.
- i) Explain any two types of negotiation.
- j) Define BATNA.

2x10

PART-A

Q.2 Explain the aspects of negotiation.

20

Q.3 What is BATNA and explain its relevance in negotiation?

20

Q.4 Explain the different styles of negotiation.

20

PART-B

Q.5 What is principled negotiation by Roger Fisher and William Ury?

20

Q.6 What is crisis negotiation and what is the process of handling crisis negotiation? **20**

Q.7 What is transactional analysis in negotiation?

20

Q.5 Écrivez en anglais:
(Write in English)

S.No.	Francais	Anglais
1	Bon matin	-----
2	Salut	-----
3	Mars	-----
4	Mardi	-----
5	Dix	-----
6	Trois	-----
7	À demain	-----
8	S'il vous plaît	-----
9	Excusez-moi	-----
10	Au revoir	-----

1×10

Q.6 Quel temps fait-il?
(How is the weather?)

	.
	.
	.
	.
	.

1×5

Q.7 Choisissez les bonnes questions pour les réponses suivantes:
(encircle the correct question for the following answers)
a) Ça va bien, merci

- Comment allez-vous?/Comment ça va?
 b) Je m'appelle Neha.
 Comment tu t'appelles/Comment vas-tu?
 c) J'habite en Inde.
 Quelle est ta nationalité?/Où habitez-vous?
 d) J'ai vingt ans.
 Quel âge avez-vous?/Combien d' ans as-tu?
 e) Je suis indienne.
 Quelle est ta nationalité?/Où habitez-vous?

1×5

Q.8 Complétez en utilisant les pronoms sujets (je,tu,il,elle,nous,vous,ils,elles.)
 (Complete the sentences by using subject pronouns)

- a) _____ parles anglais.
 b) _____ nageons dans la piscine.
 c) _____ fait le gâteau.
 d) _____ vas au cinéma.
 e) _____ voyagent à Paris.
 f) _____ veut des croissants.
 g) _____ buvons de l'eau.
 h) _____ pouvons t'aider.
 i) _____ avez des voitures.
 j) _____ est japonais.

1×10

Q.9 Complétez avec l'article défini (l',la,le,les):
 (Complete the sentences by using definite articles)

- a) J'aime _____ pizza.
 b) C'est _____ robe de ma mère.
 c) Ce sont _____ fleurs des voisins.
 d) Tu ne préfères pas _____ café.
 e) _____ horloge est grande.

1×5

Q.10 Complétez avec l'article indéfini (un,une,des):
 (Complete the sentences by using indefinite articles)

- a) C'est _____ fille.
 b) Ce sont _____ voitures.
 c) J'ai _____ gâteau.
 d) Il y a _____ oiseau.
 e) C'est _____ crayon.

1×5

Q.11 a) Décrivez votre ami(e) en cinq phrases.
 (Describe your friend in **five** sentences)

1×5

b) Présentez-vous en cinq phrases
 (Introduce yourself in **five** phrases)

1×5

Q.12 Complétez avec l'article partitif (du, de la, de l', des):
(Complete the sentences by using partitive articles)

- a) Tu bois _____ thé
- b) Je veux _____ lait.
- c) Elles mangent _____ croissants.
- d) Nick mange _____ pain.
- e) Vous mangez _____ bonbons.

1×5

Q.13 Écrivez en chiffres
(Write in numeral form)

- | | |
|-------|-------------------|
| 4 | Quatre |
| _____ | Cinquante-neuf |
| _____ | Quinze |
| _____ | Dix-sept |
| _____ | Trente-huit |
| _____ | Soixante-dix-neuf |

1×5

Q.14 Écrivez en français:
(Write in French)

S.N		
o	Anglais	Français
1	a car	_____
2	the girl	_____
3	a boy	_____
4	To do (name the verb)	_____
5	the pen	_____

1×5

Q.15 Lisez et dites vrai(true) ou faux (false):
(read and tell if the following statements are true or false)

Aneesh: Je suis indien et toi?

Manuel: Je suis français.

Aneesh: Caroline est française?

Caroline :

Oui, Manuel et moi, nous sommes français.

Aneesh: Voilà le professeur.

Manuel: Il est français aussi.

a) Aneesh est japonais. _____

b) Manuel est français. _____

c) Caroline est indienne. _____

d) Le professeur est aussi français. _____

e) Caroline et Manuel, ils sont chinois. _____

1×5

