

W-2023 Date: 01-11-23 Time: 08:15 AM to 10:30 AM
Regular / Backlog Exam

BBA (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA11501

Course Name: Service Management

Total Marks: 60

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Write each question from a separate page.

- Q.1 Answer the following questions in short** **12**
- A Enlist the elements of service product branding.
 - B Explain psychological cost. Give one example of it.
 - C Give two benefits of e-channels.
 - D What do you mean by delivery gap?
 - E Explain the reservation system as a strategy to manage waiting lines.
 - F Give two strategies to cater to demand in excess demand conditions.

- Q.2**
- A Discuss the key characteristics of services and explain why they are important in understanding the nature of services. **06**
 - B Classify services and provide real-world examples for each classification. **06**

OR

- Q.2** Analyze the significant factors contributing to the growth of the service sector in the modern economy. Highlight the role of technology, changing consumer preferences, globalization, urbanization, knowledge-based economy and consumer mobility in shaping the service sector's expansion. **12**

- Q.3**
- A Discuss in detail Revenue Management. **06**
 - B Write a Short Note on: Franchising. **06**

OR

- Q.3**
- A Explain the service product branding strategies. **06**
 - B Discuss the role of promotion in service product marketing. **06**

- Q.4**
- A Imagine you are a consultant hired by a luxury hotel to improve its servicescape. The hotel has been receiving feedback about the lack of ambiance and customer comfort. Develop a detailed plan outlining specific changes you would recommend to enhance the hotel's servicescape. **06**
 - B Draw a services blueprint for McDonald's drive-thru. Identify the different touchpoints in the blueprint and explain how they contribute to the overall customer experience. **06**

OR

- Q.4**
- A Airlines are known for their strong service culture and leadership. Describe the key elements of Airlines service culture and explain how the Airlines company's leaders contribute to creating and maintaining this culture. **06**
 - B Explain the concept of Service Process Redesign. Consider a beauty salon that offers co production services, where customers actively participate in the **06**

service delivery process (e.g., hairstyling, makeup). Discuss the challenges associated with redesigning processes and ways to address it to enhance customer experience and operational efficiency.

- | | | | |
|------------|----------|---|-----------|
| Q.5 | A | Discuss the gap model with suitable examples. | 06 |
| | B | Write a note on the reservation system to manage waiting lines. | 06 |

OR

- | | | | |
|------------|----------|---|-----------|
| Q.5 | A | Write a note on hard measures of service quality. | 06 |
| | B | Write a note on: Patterns of Demand. | 06 |

financial year 2022-23, he came to India for 70 days. Determine his residential status for the assessment year 2023-24 on the assumption that during financial year 2008-09 to 2021-22 he was present in India as follows:

2021-22	90 days	2014-15	180 days
2020-21	71 days	2013-14	100 days
2019-20	80 days	2012-13	71 days
2018-19	125 days	2011-12	5 days
2017-18	90 days	2010-11	10 days
2016-17	85 days	2009-10	50 days
2015-16	20 days	2008-09	290 days

b. Write a note on section 80TTA.

[04]

Q.3 During the previous year 2022-23, X (age: 42 years), a nationalized bank employee in Surat, receives the following emoluments:

[12]

- Basic salary: Rs.40,000 per month
- High cost of living allowance (but not forming part of salary): Rs.5,000 per month,
- Overtime allowance: Rs.3,500 per month and house rent allowance: Rs.7,000 per month (rent paid by him: Rs.7,500 per month).
- Employer bank contributes 17 percent of basic salary towards recognized provident fund, X makes a contribution of Rs.7,000 per month.
- Interest credited on July 5, 2022, at the rate of 13 percent in the provident fund account of X is Rs.6,500.
- Income of X from other sources is Rs.2,78,300. The following perquisites are provided by the bank:

a.	Free holiday home facility at Kulu (expenditure of the employer : Rs.57,900);
b.	Free gardener (who is an employee of the bank; annual salary of the gardener being Rs. 42,000 paid directly by the bank);
c.	Free sweeper (who is employed by X, annual salary of Rs. 36,000 paid by the bank) ;
d.	Subsidized telephone (expenditure of the employer: Rs.19,000); and
e.	An ordinary medical facility in a private clinic (expenditure of the employer: Rs.16,200).

During the previous year, X made the following payments:

(a) Fixed deposit in a bank under the scheme specified for section 80C : Rs.54,000; (b) insurance premium for his own life policy (policy taken in 2009): Rs.9,000 (sum assured: Rs.40,000); Find out the amount of net income.

OR

Q.3 X (age: 62 years), a director of PQR Ltd., gives the following particulars of his income for the previous year ending March 31, 2023:

[12]

- Basic salary: Rs. 1,20,000 per month.
- Bonus: one month's basic salary.
- Commission: two months' basic salary.
- Entertainment allowance: Rs.40,000 per annum.
- A rent-free unfurnished house has been provided in Mumbai, lease rent of the house: Rs.3,74,000 per annum.
- Income from other sources: Rs.1,92,786.
- Employer has provided free use as a 1798cc car with driver for official and personal purposes;
- The employer also provides subsidized tea and snacks (expenditure incurred: Rs.800) and pays mobile phone bills of X (total payment being Rs.14,710; bill is in the name of employer and telephone is partly used for office purpose and partly for personal purposes).

- Employer's contribution towards recognized provident fund: 17 percent of basic salary.
- X's contribution towards the provident fund is Rs.1,10,000 per annum.
- Payment of insurance premium on life policy of Mrs. X since 2005: Rs.8,000 (sum assured: Rs.35,000).
- During the year, X has invested Rs.8,000 in debentures of a company (notified for the purpose of section 80C) which is engaged in operating an approved infrastructure facility and pays school fees of Rs.18,000 for his daughter.

Determine the taxable income and tax liability of X for the assessment year 2023-24.

Q.4 R owns a house property in Delhi. From the particulars given below compute the income from house property for the assessment year 2023-24. [12]

Particulars	RS.
Municipal value	2,00,000
Fair rent	2,52,000
Standard rent	2,40,000
Actual rent (per month)	23,000
Municipal taxes	20% of municipal value
Municipal taxes paid during the year	50% of tax levied
Expenses on repairs	20,000
Insurance premium	5,000

R had borrowed a sum of Rs.12,00,000 @ 10% p.a. on 1/7/2020 and the construction of the property was completed on 28/2/2022.

OR

Q.4 a. R owns six houses in Delhi, details of which are as under: [08]

Particulars	I	II	III	IV	V	VI
Municipal value	2,00,000	2,40,000	3,60,000	4,20,000	4,80,000	4,50,000
Fair rental value	2,40,000	3,00,000	4,00,000	4,20,000	5,00,000	5,00,000
Standard rent	N.A.	2,40,000	5,00,000	3,00,000	N.A.	4,80,000
Actual rent/Annual rent	1,80,000	3,60,000	4,80,000	3,60,000	5,40,000	4,20,000

Compute the gross annual value of the above houses.

b. On January 2, 2023, X sold a commercial plot for Rs.91,85,000 (cost of acquisition on March 10, 2004: Rs.1,05,000). Expenses on purchase and transfer are Rs.100 and 200, respectively. To get the benefit of examination under section 54EC, X makes the following investments – Purchase of Rs.50,00,000 NHAI bonds on March 1, 2023. Find out the amount of exemption under section 54EC. [04]

Q.5 Answer the Following (Any two) [12]

a. X Ltd is in the business of manufacturing kitchen appliances for the domestic market. It is located in Bhubaneswar (Odisha). During August 2023, it acquired the following-

	Taxable value of inward supply (in Rs.)	GST Charged by Supplier (in Rs.)
Steel (to be used as raw material in factory)	4,00,000	72,000
Sensors (to be used in factory)	1,80,000	32,400
A.C. to be used in office	1,00,000	12,000

Thermostat (to be used in exempt supplies)	1,00,000	5,000
Truck (for transportation of manufactured goods from factory to godown)	20,00,000	6,00,000
Corporate membership of Business standard	50,000	9,000
Food packets for employees mandated by Government	10,000	1,800

Calculate the amount of input tax credit available to X Ltd. for August 2023. Assume that conditions for claiming input tax credit [including conditions imposed by rule 36(4)] are satisfied. The annual turnover of X Ltd. is generally more than Rs. 40 crore.

- b. What are Debit notes and Credit notes in GST?
- c. Write a note on the QRMP Scheme.



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Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA11502

Total Marks: 60

Course Name: IT and GST

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Marks
[12]

Q.1 Answer the following in short (6 × 2 Marks)

- a. X, who resides in Pune, gets Rs.2,00,000 per annum as a basic salary. He receives Rs.55,000 per annum as house rent allowance, though he pays Rs.50,000 per annum as house rent. Determine the amount of house rent allowance chargeable to tax for the assessment year 2023-24.
- b. X an employee of PQR Ltd draws Rs. 2,00,000 as basic pay and Rs 25,000 as dearness allowance (not forming part of salary). Besides, the company provides rent-free unfurnished house in Goa. The house is not owned by the company. determine the taxable value of perquisite, rent is Rs. 20,000 per annum.
- c. What is the Limit of Bond U/s 54EC? Name the bond.
- d. How much cash gift we can receive is taxable and tax-free from a non-relative?
- e. What are the profit criteria for section 44AD in business Income for cash business & cheque business?
- f. X retired from the central government service on May 31, 2022. He gets a pension of Rs. 15000 per month up to November 30, 2022. (15000*6) with effect from 1-12-2022. He gets a 1/3 pension of Rs 7,18,000. Calculate commuted and uncommuted pension.

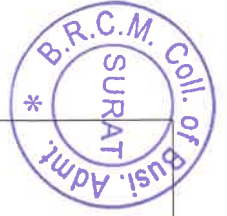
Q.2 a. Discuss whether the following persons are "assessee" under section 2(7). Give a reason for the same. [08]

- i) Taxable income of X is Rs. 8,50,000 for the assessment year 2023-24. He does not file his return of income Tax on Rs. 8,50,000 is not paid by him. The income tax department has not taken any action against X to recover unpaid tax
- ii) The Income of Y is Rs 2,50,000. Since the exemption limit is Rs. 2,50,000, no tax is due. He does not submit his return of income. However, the Assessing Officer has issued a notice requiring Y to submit his return of income. Y has not submitted his return of income in response to the notice.
- iii) Income of Z is not more than the exemption limit. He has paid his salary to his employees. Tax is deductible but Z has not deducted tax at source.
- iv) Mrs. X, a resident (age 35 years), is not a working woman. Her income is just Rs. 2,61,000 per annum. According to section 139(1), she is supposed to file her return of income but she has not submitted the return.

b. Write a note on section 80GG. [04]

OR

Q.2 a. X is a foreign citizen (not being a person of Indian Origin). During the [08]



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Regular / Backlog Exam

5

BBA (HONS.) - SEMESTER- V EXAMINATION

Course Code: BMBA11503

Total Marks: 60

Course Name: Research Methodology

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Answer the question appropriately as per weightage of marks.

Q.1	Answer all the following questions:	Marks
	1 Define Tenacity.	12
	2 Give example of double barrel question.	
	3 Explain Mail survey.	
	4 Explain census.	
	5 Give two examples of published data.	
	6 Explain popular research report.	
Q.2	Answer any two questions in detail	12
	1 Write in detail about Basic research and Applied research.	
	2 Write a detailed note on scientific and non-scientific methods of research.	
	3 Characteristics of good scientific research.	
Q.3	Explain all four survey methods.	12
	OR	
	1. Differences between Data and Information.	
	2. Differences between Primary and Secondary data.	
Q.4	1. Explain Researcher's errors and investigator's errors in detail.	12
	2. Explain difference between a) population and sample b) sampling errors and non-sampling errors.	
	OR	
	Explain Type of variables in detail.	
Q.5	Define questionnaire and explain process of questionnaire design	12
	OR	
	Process of Data preparation.	



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W-2023 Date: 04-11-23 Time: 08:15 AM to 09:30 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- 5 EXAMINATION

Course Code: BMBA11504

Total Marks: 30

Course Name: Life and Self-management Skills

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Answer the following in short (3 × 2 Marks)

Marks
06

- A. Which are the different lifestyles and their attitudinal explications according to Behavioral Science?
- B. Define Emotional Intelligence.
- C. Which are the levels of stress? Illustrate them.

Q.2 Write in detail strategies for assertive behavior.

08

OR

Q.2 Dipti works for an insurance company; on a weekly basis she finds that certain colleagues ask her to do some of their duties. Dipti finds it tremendously difficult to say 'no', she thinks that it will cause an argument and that she will come across as rude. She also feels that people are taking advantage of her, her workload is increasing, and this causes her stress levels to rise, she starts dreading going to work and her self-esteem and confidence are now being impacted on.

What should be done by Dipti to get rid of this problem? Discuss in detail also the repercussions of Dipti's any decision that she takes.

Q.3 A company was experiencing significant levels of executive burnout and high turnover rates. The cost of this turnover to the business was substantial, impacting the organisation's capabilities and its culture. Exit interviews indicated that the number one reason for staff departures was poor relationships with managers and supervisors. With competition intensifying for highly skilled people, the organisation could not afford to continue with the status quo. What should the company do to improve emotional intelligence of the leaders in the company?

08

OR

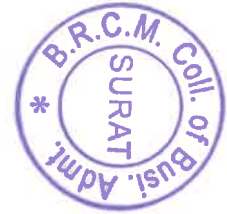
Q.3 Which are the strategies to be adopted to develop self-regulated learning?

Q.4 Write a note on the basic nature of stress and also write about major causes of stress at the workplace.

08

OR

Q.4 What is resilience and why is it important to build resilience?



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B.B.A. (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA12505

Total Marks: 30

Course Name: Project Financing

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Here you can add your own instructions for students

	Marks
Q.1 Answer the following in short (3 × 2 Marks)	06
A. What is Project Finance	
B. What is zero coupon bonds?	
C. Who are the sponsors in Project Finance?	
Q.2 Key Characteristics of Project Finance	08
OR	
Q.2 Key Participants in Project Finance Market	08
Q.3 Features of Equity Shares	08
OR	
Q.3 Key Factors in Determining Debt-Equity Ratio and also sources of working capital	08
Q.4 Explain elements of Cost of Project	08
OR	
Q.4 How to manage risks in private infrastructure projects?	08



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W-2023 Date: 06-11-23 Time: 08:15 AM to 09:30 AM

Regular / Backlog Exam

B.B.A. (Hons) – SEMESTER – V EXAMINATION

Course Code: BMBA12506

Course Name: Franchising

Total Marks: 30

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Read all questions carefully and answer as per the weightage.

Q.1 Answer the following in short (3 × 2 Marks)

06

- A. What do you mean by franchising? Give two examples of local franchisee.
- B. What do you mean by retailer owned cooperatives?
- C. What do you mean by area development franchise agreement?

Q.2 Write a detailed note on franchise feasibility study.

08

OR

Q.2 Write a detailed note on designing a franchisee system.

08

Q.3 Discuss various costs involved in establishing and operating a franchisee.

08

OR

Q.3 Discuss various stages of relation building process in the context of franchisee.

08

Q.4 Write short notes on the following. (4*2=8)

08

- a. Financial ratios for franchisee evaluation.
- b. Sources of funds for franchisee.

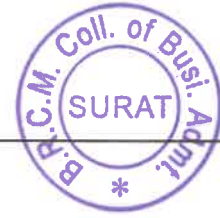
OR

Q.4 Write short note on the following. (4*2=8)

08

- a. Cultural aspects in franchise relationship.
- b. Role of Trust in franchise relationship.

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Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- I EXAMINATION

Course Code: BMBA12507

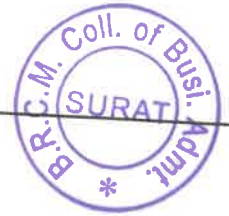
Total Marks: 30

Course Name: Negotiation and Team Management

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Here you can add your own instructions for students

		Marks
Q.1	Answer the following in short (3 × 2 Marks)	06
	A. Explain terms : Team Identity and Team cohesion	
	B. What is the role of Trust in creating a collaborative team?	
	C. What is Integrative bargaining?	
Q.2	How will you use "Team Composition" for the effectiveness of the Team?	08
	OR	
Q.2	What are the different "Relationship building roles" in Team roles?	08
Q.3	You need to identify member from the team to perform the role of negotiator. What important skills will you look for in a negotiator?	08
	OR	
Q.3	How power can be used in negotiation?	08
Q.4	Shayona is an employee of Sahaj ltd. Her team leader asked her to improve her listening skills. Which strategies will you suggest to Shayona to develop Active listening skills?	08
	OR	
Q.4	List down various Corporate/Professional Etiquette.	08



BBA (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA12508

Course Name: Brand Management

Total Marks: 60

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Write each question from a separate page.

- Q.1 Answer the following questions in short** 12
- A Define: Brand. Give two names of geographic brands.
 - B Enlist criteria for choosing brand name.
 - C Enlist guidelines for deciding brand name.
 - D What do you mean by brand personality?
 - E What is Breadth and depth of Brand Awareness?
 - F Enlist sub dimensions of Brand Performance.

- Q.2** Colgate has diversified its product offerings into Neem and Salt, Visible White, Sensitive, etc. variants. Apply the strategic brand management process to assess how the company has navigated the stages of brand audit, brand positioning, and brand tracking in response to this expansion. Explore specific strategies and decisions made by the brand to maintain coherence and effectiveness in brand development amidst changing market dynamics. 12

OR

- Q.2** Let's consider a retail store that specializes in electronics and home appliances. The store, previously known as "Tech Haven," has decided to rebrand itself as "HomeHub Electronics." Discuss the challenges like Savvy customers, Maturing markets, Decreasing brand loyalty in many categories, Difficulty in differentiating, Fragmenting media coverage, Emerging new communication options, etc in rebranding Tech Haven. 12

- Q.3** Draw a detailed diagram of brand building blocks with its sub-dimensions. Explain it with appropriate examples. 12

OR

- Q.3** Discuss in detail the concept of brand value chain. 12

- Q.4** A Elaborate on third party sources as a way to create secondary associations for brands. 06
B Discuss the importance of the channel of distribution as a secondary brand association. 06

OR

- Q.4** A Write a note on Co-Branding. 06
B Write a note on Celebrity Endorsement. 06

- Q.5** Consider the case of the Indian brand "Maharaja Electronics," a once-popular consumer electronics brand that has experienced a decline in recent years. The brand was known for its innovative products and reliable quality in the 1990s but has faced challenges in keeping up with changing consumer preferences and intense competition. Analyze the brand's current situation and provide strategic recommendations for revitalizing the brand. **12**

Answer the following for Maharaja Electronics.

1. Propose innovative strategies for revitalizing the brand, including potential product innovations, repositioning, or rebranding efforts.
2. Provide examples of successful brand revitalization in the consumer electronics industry and draw insights for Maharaja Electronics.

OR

- Q.5** Let's explore the case of "Park Avenue Deodorant," a well-known brand in the personal care industry that has been facing challenges in maintaining its market share and consumer appeal. Analyze the current scenario and propose strategies for reinforcing the Park Avenue Deodorant brand to ensure sustained success in a competitive market. **12**

Answer the following for Park Avenue Deodorant.

1. Propose reinforcement strategies to enhance the brand's competitiveness, emphasizing consistent branding across various touchpoints, enhancing the in-store experience, and fostering customer engagement.
2. Provide examples of other personal care brands that have effectively reinforced their position in the market and extract lessons applicable to Park Avenue Deodorant.



W-2023 Date: 07-11-23 Time: 08:15 AM to 10:30 AM
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B.B.A. (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA12509

Total Marks: 60

Course Name: Portfolio Management and Financial Derivative

Instructions:

1. Attempt all questions. Write new question on new page
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Scientific calculator is not allowed

Marks
12

Q.1 Answer the following in short (6 × 2 Marks)

- A. What do you mean by Return? Explain
- B. What is Systematic Risk?
- C. Prepare the figure showing Characteristics Line (Sharpe Model)
- D. Associate any two advantages of Forward
- E. Retrieve the meaning of Hedger and Speculators
- F. Associate CE/PE in options

- Q.2** A. Present the meaning of alpha and Beta with appropriate diagram **6**
 B. From the following data of monthly opening and closing prices calculate Expected return and risk of the security. **6**

Month	Apr	May	Jun	Jul	Aug	Sep
Opening	3420	3555	3640	3590	3675	3615
Closing	3540	3635	3588	3660	3600	3713

OR

- Q.2** A. The series of return from investment in Index (X) and Security (Y) over a period of six months are as shown below: **6**

Month	Jan	Feb	Mar	Apr	May	June
Index (X)	19	11	18	-9	10	14
Security (Y)	15	17	-9	19	15	18

Calculate Risk and Return of Market Portfolio and Security.

- B. Define the Diversification and Categorize the methods of diversification **6**

- Q.3** A. The series of return from investment in Index (X) and Security (Y) over a period of six months are as shown below: **6**

Month	Jan	Feb	Mar	Apr	May	June
Index (X)	19	11	18	-9	10	14
Security (Y)	15	17	-9	19	15	18

Calculate Average return of Market portfolio and Security. Are they co-related with each other?

- B. Articulate CAPM **6**

OR

- Q.3** A. From the following given information Calculate Cut-off rate for all the securities and identity which securities will be selected for optimum portfolio. **6**

Security	A	B	C	D	E	F	G
R _i	18	14	21	16	20	15	10
B _{im}	1.3	1.2	2.2	1.7	2.5	1.8	0.9
σ_{ei}^2	25	18	33	22	35	20	15

- B. Determine how Markowitz Model is useful in portfolio management **6**

- Q.4** A. Summarize Margin requirement in future and option **8**

- B. Paraphrase Contract Cycle and Contract Size **4**

OR

- Q.4** A. Compare Future Contract Vs. Forward Contract **6**

- B. Explain any six Terminology use in Future and Option market **6**

- Q.5** A. Retrieve Contract Specification of Future **6**

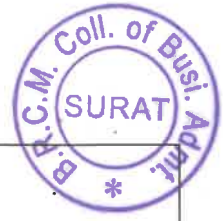
- B. Hypothesized Speculation using Option anticipating Volatility **6**

OR

- Q.5** Assess the Arbitrage using Future **12**



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Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA12510

Total Marks: 60

Course Name: Contemporary Issues in HRM

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

		Marks
Q.1	Answer the following in short (6 × 2 Marks)	12
	A. What is Contingent worker?	
	B. Enlist types of virtual organization.	
	C. What is Below-Market and Above-Market Compensation?	
	D. Define Outplacement.	
	E. What is Revenue per employee?	
	F. Describe assumptions of Pay for Performance system.	
Q.2	Discuss Role of HR during Mergers and Acquisitions.	12
	OR	
Q.2 A	Describe the different types of contingent workers in detail.	09
Q.2 B	Write a short note on: flexible work schedule	03
Q.3	Write a detailed note on: HR Activities required for Virtual Organizations	12
	OR	
Q.3	DABUR is a leading Indian conglomerate having interest in consumer goods, health care, personal care, and foods. With its presence in 1884 onwards, Dabur is now a leading Indian MNC having its presence in 50 countries of the world. Every product division of Dabur is under separate strategic business units, which are grouped under separate product lines. With its vision to dedicate to the health and well-being of every household, Dabur always endeavors to provide innovative products to consumers, with professional management approach. Core values of Dabur are ownership, passion for winning, development of people, customer focus, teamwork, innovation, and integrity. With an e-learning programme, known as Employee Orientation on Web for Engagement and Reference (EMPOWER), Dabur today successfully develops its human resources to achieve business results in competition. Realizing the importance of human resources, Dabur	12 (2 × 6)

focuses on effective PMS, which among others, focuses on nurturing a cohesive work environment, to make people feel the compelling need to perform. The culture is such that employees volunteer to perform. With such a performing work culture, Dabur is able to truly integrate their PMS with the strategies of the organization. True alignment of people with the organization, at Dabur takes place thoroughly.

Questions:

A. Describe which all characteristics of ideal performance management system is followed at Dabur.

B. Recommend a few more characteristics that should be incorporated in the PMS of Dabur.

Q.4	How to meet the challenges of Pay for Performance systems?	12
OR		
Q.4	Discuss the criteria for developing a compensation plan at length.	12
Q.5	Describe the strategies to implement smooth layoff in the organization.	12
OR		
Q.5	Discuss prevailing HR practices in MSME in detail.	12



BBA (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA12511

Total Marks: 60

Course Name: Advance Marketing Management

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Write each question from a separate page.

- Q.1** Answer the following questions in short 12
- A What do you mean by direct marketing?
 - B What do you understand by Guerrilla Marketing?
 - C Enlist four different types of magazine.
 - D What do you mean by direct selling?
 - E Give two objectives of trade oriented sales promotion.
 - F Enlist the Advantages of MPR according to Harris in Public Relations.
- Q.2** Identify and elaborate on the factors that contribute to the increasing importance of Integrated Marketing Communications in today's business environment. 12
- OR**
- Q.2** Analyze the current trends and challenges in IMC, highlighting how it has adapted to the modern business landscape. 12
- Q.3** Imagine XYZ Corp, a leading tech company, is gearing up for the launch of its groundbreaking product—an advanced smart home system. The company aims to create a memorable outdoor advertising campaign that not only captures attention but also communicates the essence of their innovative product. Apply the theories on traditional support media, especially outdoor advertising, and suggest innovative ideas for implementation. 12
- OR**
- Q.3** Fashion Fusion, a leading apparel brand, is preparing to launch its latest collection of sustainable and eco-friendly clothing. The company aims to utilize television advertising to showcase its commitment to sustainability and attract a wide audience. Apply the theories on the advantages and limitations of TV advertising and propose a comprehensive strategy considering the buying of television time. 12
- Q.4** A Write a note on: "Reason for growing importance of sales promotion". 06
- B Briefly discuss the objectives of direct marketing. 06
- OR**
- Q.4** A Write a note on: Sampling - A technique for consumer sales promotion. 06
- B Briefly evaluate the effectiveness of direct marketing. 06
- Q.5** A Write a note on: Determining relevant target audience for PR function. 06

B Explain with suitable examples the control and dissemination of publicity. **06**

OR

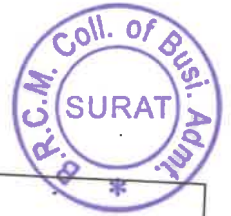
Q.5 A Write a note on: Advantages and disadvantages of publicity. **06**

B Write a note on: Types of corporate advertising. **06**





Sarvajnik University



W-2023 Date: 08-11-23 Time: 08:15 AM to 10:30 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA12512

Course Name: Advance Financial Management

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Total Marks: 60

Q.1 Answer the following in short (6 × 2 Marks)

- A. What is YTM?
- B. What is Book Value and Market Value?
- C. What is cost of debt? Also write its formula.
- D. List Capital Structure irrelevance models.
- E. Give the formula of constant growth model to determine the value.
- F. What is uncertainty?

12 Marks

Q.2 A. Three bonds have face value of Rs. 1000, coupon rate of 12% and maturity of 5 years. One pay interest annually, one pays interest half yearly and one pays interest quarterly. Calculate the prices of bonds if the required rate of return for three companies is 10%, 12% and 16% respectively.

9 Marks

B. What is coupon rate and coupon amount?

3 Marks

OR

Q.2 A. A 20-year, 10 percent Rs. 1000 bond is callable in 12 years at buy back price of Rs. 1150. The bonds current YTM is 9.5% annually. Calculate YTC. Also calculate YTC(i) if buy back price is Rs. 1100 and (ii) if no. callable in 8 years at the price of Rs.1150.

9 Marks

B. What is dividend and current yield. Also write formula.

3 Marks

Q.3 A. Two firms, L and U, are identical in all class except that firm L has debt of Rs. 5,00,000 at the rate of 6%. The cost of equity is 10%. Using the information given below, determine the value of firm and overall cost of capital based upon NI model.

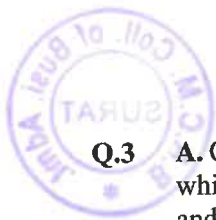
8 Marks

	Firm U	Firm L
EBIT	1,50,000	1,00,000
Market Value of Equity	15,00,000	8,00,000

B. Explain implicit and explicit cost with example.

4 Marks

OR



Q.3

A. Calculate WACC using given information. The expected dividend is Rs. 1.40 which will grow at 8% forever. Preference share will be redeemable after 5 years and debentures matures after 6 years at par. Tax rate applicable is 50%.

8 Marks

Capital Source	Amount
Equity	2,50,000
13% preference shares	50,000
Reserve and surplus	1,50,000
14% debentures	1,50,000

B. Discuss the components of capital structure.

4 Marks

Q.4

A. Calculate the market value of share based on given information.

9 Marks

Earnings of a company	5,00,000
Dividend Paid	3,00,000
No. of Shares	1,00,000
P/E ratio	8
Return on Investment	15%

Are you satisfied with the current dividend policy of the firm? Using Walter's Model calculate optimum payout ratio.

B. Explain any three forms of dividend.

3 Marks

OR

Q.4

A. A company has total equity asset of Rs. 5,00,000 with 50,000 outstanding shares of Rs.10 each. It earns 15% on its investment and has policy of retaining 50% of its earnings. If appropriate discount rate is 10%, determine the price of share using Gordon's model. What shall happen to the price if payout ratio is 70% and 30%.

9 Marks

B. Discuss factors affecting dividend decision.

3 Marks

Q.5

A. The project A has initial outlay of Rs. 1,80,000 where in Project B costs 1,90,000. Risk free rate for both the project is 6%. In next 3 years Project A has cash flow of Rs.1,00,000; 1,10,000 and 1,20,000 with probabilities of 0.8, 0.7 and 0.5. For Project B, cash flows are 1,00,000; 1,00,000 and 1,10,000 with probabilities of 0.9, 0.8 and 0.6. Evaluate the NPV for both the projects and suggest company the better decision.

7 Marks

B. Explain simulation technique of measuring the risk.

5 Marks

OR

Q.5

A. A company has an expansion opportunity which require initial outlay of Rs. 3,00,000. This may increase the cash inflow of a company. The possible inflow next year is Rs. 3,00,000; Rs. 5,00,000 and Rs. 9,00,000 with their respective probabilities of 0.3, 0.4 and 0.4. In case of no expansion, company may earn Rs. 2,00,000; 2,00,000 and 3,50,000 with their respective probabilities of 0.2, 0.4 and 0.4. Using Decision tree analysis, suggest the company for expansion decision.

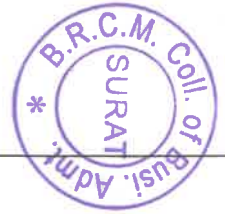
7 Marks

B. Explain Certainty Equivalent method of risk analysis.

5 Marks



Sarvajanik University



W-2023 Date: 08-11-23 Time: 08:15 AM to 10:30 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA12513

Total Marks: 60

Course Name: Employee Relations

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		Marks
Q.1	Answer the following in short (6 × 2 Marks)	12
	A. Enlist two necessary conditions for conducting domestic Enquiry.	
	B. Who are the participants of IR System?	
	C. Define Strike.	
	D. Enlist types of Labour Welfare	
	E. Which labour laws were consolidated in code on wages 2019?	
	F. Define Employee Relations.	
Q.2	Define Industrial Relations. Discuss factors influencing Industrial Relations at length.	12
	OR	
Q.2	Describe Functions of trade union in detail.	12
Q.3	Discuss Objectives of Employee Relations at length with proper explanation.	12
	OR	
Q.3	“Numerous Factors influence Employee Relations Management”- Justify	12
Q.4	Write a detailed note on Productivity Bargaining with proper example.	12
	OR	
Q.4	Discuss machineries for settlement of industrial disputes in detail.	12
Q.5	Describe Different Social Security Schemes with proper details.	12
	OR	
Q.5	Write a detailed note on ANY TWO labour codes.	12