



Sarvajani University



W-2024 Date: 19-11-24 Time: 11_00 am to 13_15 pm
Regular and Backlog Exam

BBA (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA11501

Total Marks: 60

Course Name: Service 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 Match the following types of services (A) with their corresponding examples (B):

A) Types of Services

- a. People Processing
- b. Possession Processing
- c. Mental Stimulus Processing
- d. Information Processing

B) Examples

- a. Haircut at a salon
- b. Car repair service
- c. Educational seminar
- d. Tax consulting service

B Enlist two objectives of service pricing.

C What do you mean by electronic channels in the context of service distribution?

D Give two most appropriate tools for promoting insurance service.

E Enlist strategies of service product branding.

F What do you mean by service culture and leadership?

Q.2 Analyze the factors contributing to the growth of the service sector. Considering economic, social, and technological advancements, examine how these factors have influenced the expansion and evolution of service industries globally. Provide examples to illustrate the impact of these factors on the growth trajectory of specific service sectors. **12**

OR

Q.2 Discuss the concept, meaning, and definition of services in the context of service management. Explore the unique characteristics of services compared to tangible products and their implications for service providers. How do these characteristics shape the strategies and operations of service organizations in today's dynamic market environment? **12**

Q.3 Investigate the role of distribution channels in delivering services effectively. How do service providers determine the appropriate distribution channels considering the nature of the service, customer preferences, and competitive landscape? Compare and contrast franchising and self-service technologies as distribution strategies in the service sector. **12**

OR

Q.3 Explain the concept of the service product and its design process. How does the service concept influence the overall service offering? Discuss the components of the Flower of Service model and how it can be utilized in designing service experiences that meet customer needs and expectations. **12**

Q.4 Evaluate the significance of service process redesign in improving service quality and efficiency. Discuss the methodologies such as eliminating non-value added steps, bundling services and shifting to self-service used in analyzing and redesigning service processes. Provide examples of how service process redesign has helped organizations streamline operations and enhance customer experiences. **12**

OR

Q.4 Assess the importance of frontline employees in service marketing, considering their role as the primary interface between the service provider and the customer. Discuss the challenges faced by frontline workers, including boundary spanning, emotional labor, and conflict management. How can service organizations effectively support and empower frontline employees to enhance service delivery and customer satisfaction? **12**

Q.5 Define the dimensions of service quality as outlined in the SERVQUAL model. Discuss how reliability, responsiveness, assurance, empathy, and tangibles contribute to overall service quality. Provide examples of how businesses can measure and improve each dimension to meet or exceed customer expectations. **12**

OR

Q.5 A healthcare clinic is facing challenges with capacity management, particularly during flu season when patient visits significantly increase. Apply principles of managing demand and capacity to develop a plan for the clinic to handle the surge in demand effectively while maintaining service quality and patient satisfaction. Consider strategies such as appointment scheduling, staff allocation, and resource optimization to manage capacity during peak periods. **12**



Sarvajani University



W-2024 Date: 20-11-24 Time: 11_00 am to 13_15 pm
Regular and 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.

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

Marks
[12]

- a. Calculate Tax Liability For A.Y 2024-25 for Rs Total Income 13,25,000 Under New Regime
- b. Place of Residence Bangalore. Salary per month 5,000, house rent allowance 1500 per month, Rent paid per month 400. Taxable HRA & Tax-free HRA
- c. Expenses on cancer treatment of married daughter of X at Tata Memorial Hospital Mumbai (an approved hospital for this purpose) paid by the employer Rs 50000 and reimbursement of expenses for medical treatment of himself amounting to Rs 20000
- d. What item is included in GST Tax Invoice = Specify ten Item
- e. A house property whose F.M v 120000 and maniple valuation 100000 is neither let out nor self-occupied is Annual value.
- f. GST Number has how many digits & Explain whole GST number (All Digit).

Q.2 Shri Bharat is a purchase officer in a company in Jaipur. He furnished the following particulars regarding his income for previous year 2023-24: [12]

- (i) Basic salary ₹17,000 p.m.;
 - (ii) Bonus ₹5,000;
 - (iii) Dearness allowance ₹3,000 p.m.;
 - (iv) Traveling allowance ₹45,000. He spends ₹30,000 for official purposes;
 - (v) Reimbursement of medical bills ₹25,000 (treatment was done in a Government hospital in India);
 - (vi) He lived in a bungalow belonging to the company. Its fair rent is ₹15,000 p.m. The company has provided on his bungalow ₹5,000 for the electric bills and ₹3,000 for water bills.
 - (vii) He has been provided with 1.5 1tr engine capacity car for official and personal use. The maintenance and running expenses of the car (including driver) are borne by the company.
 - (viii) The following amounts were deposited in his provident fund account;
 - (a) Own contribution ₹24,000,
 - (b) Company's contribution ₹30,000 and
 - (c) Interest @ 12% p.a. ₹12,600.
 - (ix) Rent of house recovered from Bharat ₹21,600.
- Compute his taxable income from salary for the assessment year 2024-25. Assume the population of Jaipur is 32 lakhs as per the 2011 census and Bharat, does not exercise any option, and hence by default, he is under the new regime, i.e., section 115BAC(1A).

OR

Q.2 Mrs. X has the following income during the previous year 2023-24:

[12]

		₹
(I)	Salary	3,60,000
(II)	Dearness allowance (forming part of salary for retirement benefits)	72,000
(III)	Medical allowance (actual expenditure ₹28,000)	30,000
(IV)	Education allowance (for three children)	7,200
(V)	Rent-free house in Delhi for which X Ltd., the employer, paid ₹5,000 p.m. as rent. The house is equipped with rented furniture. The rent of the furniture is ₹3,000 p.m.	
(VI)	The employer had provided her with a domestic servant, a sweeper, and a watchman. The employer paid ₹500 p.m. to each.	
(VII)	The employer spent ₹2,500 on her refreshed course.	
(VIII)	The employer paid her telephone bills of ₹22,200.	
(IX)	Profession tax paid by Mrs. X is ₹1,200.	

Compute her taxable income for the assessment year 2024-25 assuming that she has no other income and Mrs. X, does not exercise any option and hence by default, he is under the new regime, i.e., section 115BAC(1A).

Q.3 X owns a residential house property. It has two equal residential units – Unit 1 and Unit 2. While Unit 1 is self-occupied by X for his residential purpose, Unit 2 is let out (rent being Rs.6,000 per month, rent of 2 months could not be recovered).

[12]

Following information For Unit +Unit 2 Combined

Municipal value of the property is Rs.1,30,000,(both) standard rent is 1,25,000(both) and fair rent is Rs.1,40,000.(both) Municipal tax is imposed @ 12 per cent which is paid by X. Other expenses for the previous year 2023-24 being repairs: Rs.250, insurance: Rs.600, interest on capital for constructing the property: Rs.63,000.

Find the income of X for the assessment year 2024-25 on the assumption that income of X from other sources is Rs.1,80,000.

OR

Q.3 R owns six houses in Delhi, details of which are as under:

[12]

particulars	I	II	III	IV	V	VI
Municipal value	5,00,000	5,40,000	6,60,000	7,20,000	7,80,000	7,50,000
Fair rental value	5,40,000	6,00,000	7,00,000	7,20,000	8,00,000	8,00,000
Standard rent	N.A.	5,40,000	7,00,000	6,00,000	N.A.	7,80,000
Actual rent/Annual rent	4,80,000	6,60,000	7,80,000	6,60,000	8,40,000	7,20,000

Compute the gross annual value of the above houses.

Q.4 X, an Indian citizen, leaves India for the first time on September 20, 2021 for the purpose of employment. He came to India for a visit of 146 days on April 10, 2022. He finally comes back on May 16, 2023. Find out the residential status of X for the assessment year 2024-25.

[12]

OR

Q.4 The following is the income of Shri Sudhir Kumar for the previous year 2023-24: [12]

	Particulars	₹
(a)	Profits from business in Iran received in India.	5,00,000
(b)	Income from house property in Iran received in India	1,20,000
(c)	Income from house property in Sri Lanka deposited in a bank there	1,80,000
(d)	Profits of business established in Sri Lanka deposited in a bank there, this business is controlled in India (out of ₹2,00,000 a sum of ₹1,00,000 is remitted in India).	2,00,000
(e)	Income from profession in India but received in England.	2,40,000
(f)	Profits earned from business in Kanpur.	1,60,000
(g)	Income from agriculture in England is all spent on the education of children in London.	2,70,000

From the above particulars ascertain the taxable income of Shri Sudhir Kumar for the previous year 2023-24, if Shri Sudhir Kumar is (i) a resident and ordinarily resident, (ii) not ordinarily resident, and (iii) a non-resident.

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

a. Whether credit available or Not (give reason)

Sr No	Particulars	Amount In Rs
1	GST on Received On Goods= Purchase	4,00,000
2	GST On motor car	240000
3	GST On Food & Beverages	15000
4	GST On Personal Furniture	50,000
5	GST On Immovable Property	5,00,000
6	GST paid on Exempt Goods	75,000

b X owns a warehouse in a small town in Madhya Pradesh. His turnover is more than Rs.20 lakh. He has taken GST registration from Madhya Pradesh. From the information given below, find out GST payable by X for November 2023 –

1. Invoice No. 202 issued to A Ltd. Value of taxable supply is Rs.40,000. A Ltd. has utilized a warehouse for storage of oranges.
2. Invoice No. 203 issued to B Ltd. Value of taxable supply is Rs.2,45,000. B Ltd has utilized warehouses for storages of manufactured goods.
3. Invoice No. 204 issued to C Ltd. value of taxable supply is Rs.90,000. C Ltd. has utilized a warehouse for storage of potato chips.
4. Invoice No. 205 issued to D. Ltd. X has provided consultancy to D Ltd. on maintenance of warehouse buildings. Consultancy fee is Rs.1,00,000.

Above figures are exclusive of GST. GST rate is 18 per cent. X wants to avail input tax credit pertaining to the following –

Balance available in electronic credit ledger on November 1, 2023: Rs.18,000.

Salary paid to a manager: Rs.25,000 per month.

Fee paid to an advocate on November 28, 2023 pertaining to recovery of disputed rent : Rs.10,000 (advocate does not charge any GST).

Air-conditioner purchased for office : Rs.30,000 (+GST @ 28 per cent : Rs.8,400).

Assume that conditions for claiming input tax credit [including conditions imposed by rule 36(4)] are satisfied.

c

Sr No	Item	GST paid
1	Two invoices on which GST payable 56000 are missing	5,60,000
2	Inputs are to be received in two lots only first lot has been received in November 2023	7,00,000
3	Yoko Stone Pvt Ltd has capi;used the plant machinery at full invoice value inclusive of GSt as it will depreciation on the full invoice	2,52,000
4	One invoice dated 15-11-2023 onw which GSt payable was 140000 has been received. in january 2024 further annual return for 2022-23 has been furnished on 31-12-2023	4,20,000

Determine the amount of ITC available with Asiad paints ltd. With necessary explanation



Saraswati University



W-2024 Date: 20-11-24 Time: 11_00 am to 13_15 pm

Backlog Exam

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

Course Code: BMBA11502

Course Name: IT and GST

Instructions:

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

Total Marks: 60

Marks

[12]

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

- a. Specify the Limit of Children's education & hostel allowance.
- b. Specify the Limit of 80C Deduction & Give Any Four Example
- c. Gift Received From Employer is Tax-free Upto which Amount?
- d. X Employer of central government received Rs 7,86,000 Gratuity. Is it fully exempt from tax?
- e. Interest from house Property Deductible Limit?
- f. X is Posted to Ajmer (Population = 18 Lakh) with a salary of Rs. 3 lakh. DA (Forming part of retirement) is Rs. 10,000, and commission Rs. 5000. The Company provides rent-free accommodation. The house is owned by the company. Determine the taxable value of the Prerequisite.

Q.2 a. What is regarded as "Income" under the income tax act?

[08]

- b. Explain the procedure of e-filing of return.

[04]

OR

Q.2 a. X, a foreign national, furnishes the following particulars of his income relevant for the previous year 2021-2022:

[08]

	Rs.
Profit on sale of plant at london (one-half is received in India)	1,46,000
Profit on sale of plant in Delhi (one-half is received in London)	1,02,000
Salary (after standard deduction) from an Indian company received in London (one-half is paid for rendering service in India)	60,000
Interest on UK development bonds (entire amount is received in London)	40,000
Income from property in London, received there	30,000
Income from agriculture in London, received there, half of which is used for meeting hostel expenses of X's daughter in England and remaining amount is latter remitted to India	25,000
Dividend received in London on May 6, 2021 from a company registered in India but mainly operating in UK	17,000
Profit from a business in Delhi managed from India	49,000
Gift in foreign currency received on September 20, 2021 from a friend (one-third of which is received in India and remaining outside India and utilised for meeting education expenses of X's daughter in USA)	3,70,000

Rental income from a property in Nepal deposited by the tenant in a foreign branch of an Indian bank operating there	12,000
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Determine gross total income of X for the A.Y. 2022-23, if he is: a) non-resident, b) resident but not ordinary, c) resident but ordinary resident.

- b. Explain deduction in respect of donations to certain funds and charitable institutions. [04]

- Q.3 X, a regular employee of A Ltd., gets the following emoluments during the previous year 2022-23- [12]

Basic salary: ₹ 60,000 per month (which has been increased to ₹ 70,000 per month from January 1, 2023);

Dearness allowance ₹ 4,000 per month (72 percent of which is part of salary for computing all retirement benefits);

Education allowance: ₹ 500 per month per child for 4 grandchildren;

Medical allowance: ₹ 400 per month;

Transport allowance: ₹ 1,950 per month (out of which ₹ 100 per month is used for covering the journey between office and residence and ₹ 250 per month is used for other purposes).

Besides, he gets ₹ 20,000 per month as a house rent allowance up to November 30, 2022 (rent paid at Ghaziabad: ₹ 18,000 per month).

Find out the salary chargeable to tax for the assessment year 2023-24

OR

- Q.3 During the previous year 2022-23, X (61 years) is employed by a private sector company. He gets ₹ 45,000 per month as basic salary, ₹ 15,000 per month as dearness allowance (30 percent is considered for calculation of provident fund), tiffin allowance of ₹ 1,000 per month, medical allowance of ₹ 1,500 per month. Besides he gets a fixed commission of ₹ 5,000 per month. [12]

The employer company has provided a watchman at a residence of X (the company bears a salary of ₹ 4,000 per month out of which ₹ 1,000 per month is recovered from X). The company provides a car (1200 cc) for personal and official use of X with a driver

The employer-company contributes 15 percent of "salary" towards a recognized provident fund. A matching contribution is made by X. Interest of ₹ 74,000 is credited to the provident fund account at the rate of 10 percent on October 1, 2022. Find out the net income and tax liability of X for the assessment year 2023-24.

- Q.4 X, Y, Z, A and B separately own the following properties – [12]

	(Rs. In thousand)				
	H1 X	H2 Y	H3 Z	H4 A	H5 B
Municipal value (MV)	105	105	105	105	105
Fair rent (FR)	107	107	107	107	107
Standard rent under the rent control Act (SR)	NA	88	88	135	135
Actual rent	103	112	86	114	97
Unrealized rent (condition mentioned in para 68.1-2a are satisfied)	1	2	1	2	1
Period of the previous year (in months)	12	12	12	12	12
Period during which the property remains vacant	Nil	Nil	Nil	Nil	Nil

Find out the gross annual value for the assessment year 2023-24.

OR

- Q.4** X owns a property in Delhi (municipal value: ₹1,64,000, fair rent: ₹2,16,000, standard rent: ₹1,80,000). [12]

The house is let out up to January 31, 2023 (monthly rent being ₹14,000) = 10 Month = $14000 \times 10 = 140000$

From February 1, 2023, the property is self-occupied for own residential purposes. Expenses incurred by X are: municipal tax: ₹6,000 (actually paid), repair: ₹2,100, insurance: ₹1,100, interest on capital borrowed (date of borrowing being June 10, 1991) for acquiring the property: ₹1,23,000. Assuming that the income of X from other sources is ₹1,86,000.

Find out the net income of X for the assessment year 2023-24. There is no unrealized rent.

- Q.5** Answer the Following (Any two)

[12]

- a. Write a note on items not eligible for input tax credit.
- b. ABC Ltd is in the business of manufacturing kitchen appliances for the domestic market. It is located in Bhopal (Madhya Pradesh). During August 2023, it acquired the following-

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

- c. Explain inter-state supply by virtue of section 7 of IGST Act.



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W-2024 Date: 21-11-24 Time: 11_00 am to 13_15 pm
Regular and Backlog Exam

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 appeal to authority.	12
	2 Give example of rating scale question.	
	3 Explain Mail survey.	
	4 Explain sample.	
	5 Give two examples of Internal secondary data.	
	6 Explain technical 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 exploratory research.	
	3 Characteristics of good scientific research.	
Q.3	Secondary data, its types, sources and usage with examples.	12
	OR	
	1. Differences between Primary and Secondary data.	
	2. Online survey vs Mail survey.	
Q.4	1. Explain probability sampling methods in detail.	12
	OR	
	Define hypothesis. Explain types of hypotheses, characteristic and importance of hypothesis.	
Q.5	Define research report and explain content of the same in detail.	12
	OR	
	Define questionnaire and explain different types of questions.	



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W-2024 Date: 22-11-24 Time: 11_00 am to 12_15 pm
Regular and 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.

	Marks
Q.1 Answer the following in short (3 × 2 Marks)	06
A. What is the importance of emotional intelligence at workplace?	
B. Which are the indicators of assertive behavior?	
C. Which are the factors to be considered while developing resilience?	
Q.2 Which are the factors to be considered for self-awareness?	08
OR	
Q.2 Which are the strategies to be applied for assertive behavior at workplace?	
Q.3 Write in detail the strategies to develop emotional intelligence.	08
OR	
Q.3 Why is it important to be learning consistently at the workplace? How is it possible to improve learning desire?	
Q.4 How to develop emotional intelligence in organization?	08
OR	
Q.4 Which are the strategies to cope with stress?	



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W-2024 Date: 26-11-24 Time: 11_00 am to 12_15 pm
Regular and Backlog Exam

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

Total Marks: 30

Course Code: BMBA12505

Course Name: Project Financing

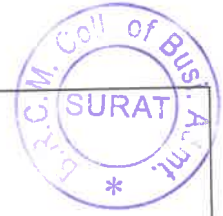
Instructions:

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. Who are Institutional investors?	
	B. What is an Telecommunication Project?	
	C. What is initial Cash loss?	
Q.2	Explain in detail project Finance market structure	08
	OR	
Q.2	What are the factors contributing the growth of the project financing market	08
Q.3	What is Debentures? Explain Features of Debentures	08
	OR	
Q.3	Key Factors in Determining Debt-Equity Ratio and also sources of working capital	08
Q.4	Explain in details Cost of Production	08
	OR	
Q.4	How to manage risks in private infrastructure projects?	08



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W-2024 Date: 26-11-24 Time: 11_00 am to 12_15 pm
Regular and 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 transferability of business model in franchising?
 - b. What do you mean by Realism in the context of franchising?
 - c. What do you mean by flexibility as one of the criteria for franchisability?
- Q.2 Discuss various forms of Vertical Marketing System at length. 08**
- OR**
- Q.2 Discuss various modes of franchising with suitable example. 08**
- Q.3 Discuss various sources of funds available to a potential franchisee. Also discuss various financial ratios a franchisee can use to evaluate its performance. 08**
- OR**
- Q.3 Discuss various stages of relation building process in the context of franchise. 08**
- Q.4 Discuss in brief the dynamics of relationships between franchisor and franchisee. 08**
- How trust can help in building relationship. Also discuss cultural aspects in relationship.
- OR**
- Q.4 Discuss at length various costs involved in entering into franchise business and cost of operating a franchise. 08**



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W-2024 Date: 26-11-24 Time: 11_00 am to 12_15 pm
Regular and Backlog Exam

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

	Marks
Q.1 Answer the following in short (3 × 2 Marks)	06
A. Describe five attributes characterizing Everest goals.	
B. Give Two examples of Negotiation Process in Organizational setting.	
C. Define Trust.	
Q.2 Reflect on your experience while working in a team. Do you consider the team to be a high-performing one? Evaluate your team as per attributes of high performing team.	08
OR	
Q.2 Describe rules of effective team feedback at length.	08
Q.3 Discuss the process of Negotiation with proper examples and diagram.	08
OR	
Q.3 If you are the negotiator, which different powers you could use to close the deal in your favor?	08
Q.4 Describe the criteria for evaluation of Trust and Collaboration in teams.	08
OR	
Q.4 Ansh is looking for improving listening skills to become a better team member. Advice Ansh on how to improve listening skills.	08



BBA (Hons) - SEMESTER– V EXAMINATION

Course Code: BMBA12508

Total Marks: 60

Course Name: Brand 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 Enlist different brand elements for an online retailer brand.
 - B Enlist two importance of branding from the firm's perspective.
 - C What do you mean by mental maps? Give an example.
 - D What do you mean by brand identity?
 - E What is the purchase and usage situation in the context of Brand Awareness? Give an example.
 - F Enlist sub-dimensions of Brand Judgement.
- Q.2** Discuss the scope of branding across different sectors such as commodities, services, digital brands, and geographic locations. How do the branding strategies differ across these categories, and what challenges do companies face when branding in these diverse areas? 12
- OR**
- Q.2** Explain the criteria for choosing brand elements and discuss how these criteria contribute to building a strong brand. Provide examples of how companies have effectively used brand elements to establish brand identity. Also discuss the Options and Tactics for Brand Elements. 12
- Q.3** Examine the steps involved in building a strong brand using the CBBE model. Discuss how brand salience, performance, imagery, judgments, feelings, and resonance contribute to creating a powerful brand. 12
- OR**
- Q.3** Discuss the brand value chain model and its components, including marketing program investment, customer mind-set, market performance, and shareholders value. How does this model help in understanding the creation and measurement of brand value? 12
- Q.4** Write a short note on co-branding, country of origin and other geographic areas as secondary sources of brand associations. 12
- OR**
- Q.4** Write a short note on celebrity endorsement, cultural and sporting events as secondary sources of brand associations. 12
- Q.5** A well-established brand is considering launching a new product under its existing brand name. Discuss the potential advantages and disadvantages of 12

this brand extension, and recommend strategies the company should adopt to ensure the success of the extension.

OR

Q.5

You are tasked with revitalizing a heritage brand that has lost its relevance among younger consumers. Propose a detailed brand revitalization strategy, incorporating both innovation and tradition, to reconnect with the target audience. **12**



Sarvajanik University



W-2024 Date: 27-11-24 Time: 11_00 am to 13_15 pm

Regular and Backlog Exam

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

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

**Marks
12**

- A. What do you mean by Risk? Explain
- B. What is Beta?
- C. Examine the Efficient Portfolio and Optimum Portfolio using Markowitz Model
- D. Express the meaning of American and European Option
- E. Retrieve Strike Price and Premium
- F. Interpret In the money and out of the money.

Q.2 A. Associate Portfolio stages: Portfolio Selection, Revision and Evaluation

6

- B. An investor buys 100 shares of SG products Ltd for Rs. 12000. The profile of this investment with respect to dividend and market price per share is as given below:**

6

Year	1	2	3	4	5
Dividend	9	10.5	13.5	15	12
Average Price	357	365	376	392	351

Compute the yearly return and average rate of return.

OR

Q.2 A. Retrieve Fundamental Analysis and Technical Analysis

6

- B. The series of returns from an investment over a period of five months is as shown below:**

6

Month	Jan	Feb	Mar	Apr	May
Asset A	14	8	13	-8	6
Asset B	11	12	-7	13	11

Calculate their average return and risk to suggest which of this investment is preferable? Are their return co-related to each other?

Q.3 A. Construct the optimum portfolio using Markowitz Model for the following securities and their respective risk and return. The correlation coefficient between Security P and Q is 0.2.

6

Security	P	Q
Return	16%	22%
Risk	20%	28%

B. Determine how CAPM Model determines CML and SML

6

OR

- Q.3** A. Given the following information in respect of three securities in portfolio calculate risk and return of the portfolio if the correlation coefficient between Security P and Q, Q and R; R and P are 0.2, -0.3 and 0.5 **6**

Security	P	Q	R
Return	16%	22%	18%
Risk	20%	28%	19%
Investment	Rs. 50,000	Rs. 70,000	Rs. 60,000

- B. Articulate Sharpe Model **6**

- Q.4** A. Associate Forward Contract in Commodity and Currency Market **4**
B. Participant of Future and Option Market **8**

OR

- Q.4** A. Summarize limitations of forward contract **6**
B. Paraphrase Institutional Framework and Intermediary Participants **6**

- Q.5** A. Outline Call Pay-off **6**
B. Hypothesize Speculation using Future **6**

OR

- Q.5** Assess Speculation using Option trading: Bull Spread **12**



Sarvajanik University



W-2024 Date: 27-11-24 Time: 11_00 am to 13_15 pm
Regular and 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 predictive HR analytics?	
	B. Describe FOUR characteristics of Virtual Organization.	
	C. Enlist different Indirect Compensation/Benefits paid to the employees.	
	D. What is VRS?	
	E. Define promotion rate.	
	F. What are the determinants of performance?	
Q.2	What is the role of HRM in High Performing Organizations?	12
	OR	
Q.2	Discuss Advantages, disadvantages and conditions favoring gig working pattern at length.	12
Q.3 A	Describe the models of Virtual Workplaces in detail.	06
Q.3 B	Write a Short Note on: Types of Virtual Teams	06
	OR	
Q.3	Discuss the Performance Management around the world with examples.	12
Q.4	Describe advantages and disadvantages of individual based pay plans in detail.	12
	OR	
Q.4	Lakeside Utility Company provides electrical power to a county with 50,000 households. Pamela Johnson is the manager in charge of all repair and installation crews. Each crew consists of approximately seven employees who work closely together to respond to calls concerning power outages, fires caused by electrical malfunctions, and installation of new equipment or electric lines. Fourteen months ago, Johnson decided to implement a team-based incentive system that will	12 (6 × 2)

award an annual bonus to each crew that meets certain performance criteria. Performance measures include indicators such as average length of time needed to restore power, results of a customer satisfaction survey, and number of hours required to complete routine installation assignments successfully. At the end of the first year, five crews received an average cash bonus of \$12,000 each, with the amount divided equally among all crew members. Soon after Johnson announced the recipients of the cash bonus, she began to receive a large number of complaints. Some teams not chosen for the award voiced their unhappiness through their crew leader. The two most common complaints were that the teams working on the most difficult assignments were penalized (because it was harder to score higher on the evaluation) and that crews unwilling to help out other crews were being rewarded. Ironically, members of the crews that received the awards also expressed dissatisfaction. A surprisingly large number of confidential employee letters from the winning teams reported that the system was unfair because the bonus money was split evenly among all crew members. Several letters named loafers who received “more than their share” because they were frequently late for work, took long lunches and frequent smoking breaks, and lacked initiative. Johnson is at a loss about what to do next.

Questions:

Are team-based incentives appropriate for the type of work done by Johnson’s crews?

Discuss the advantages and disadvantages of team-based plans of pay for performance.

Q.5	Discuss costs and benefits of employee separation for the organization.	12
OR		
Q.5	Elaborate on HR strategies for MSME at length.	12



W-2024 Date: 28-11-24 Time: 11_00 am to 13_15 pm
Regular and Backlog Exam

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 Define: Personal Selling.
 - B What do you mean by syndication?
 - C What do you mean by skywriting?
 - D What do you mean by premium in sales promotion?
 - E Define: Cooperative Advertising. Give an example.
 - F Enlist two advantages of publicity.
- Q.2 Imagine you are the marketing manager for a new energy drink targeting young adults. Develop a strategy of IMC tools for marketing. 12**
- OR**
- Q.2 Evaluate the significance of IMC in building and managing a brand, citing examples to support your analysis. 12**
- Q.3 Elaborate on television advertising. Discuss the advantages and disadvantages of television media as a media planning strategy. 12**
- OR**
- Q.3 Discuss in detail radio advertising with its advantages and disadvantages. Explain buying radio time. 12**
- Q.4 A Write a note on direct selling. 06**
- B Enlist different types of consumer oriented sales promotion. Explain any two in detail. 06**
- OR**
- Q.4 A Write a note on: Objectives of trade-oriented sales promotion. 06**
- B Explain advantages of direct marketing. 06**
- Q.5 A Explain merits and demerits of corporate advertising. 06**
- B Write a note on: Determining and evaluating public attitude in the PR process. 06**
- OR**
- Q.5 A Write a note on Publicity. 06**
- B Write a note on the New role of PR. 06**



Sarvajani University



W-2024 Date: 28-11-24 Time: 11_00 am to 13_15 pm
Regular and Backlog Exam

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

Course Code: BMBA12512

Total Marks: 60

Course Name: Advance Financial Management

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 (6 × 2 Marks)

12 Marks

- A. What is valuation of security?
- B. Define cost of capital.
- C. What is deep discount bond?
- D. What is optimum capital structure?
- E. Define perpetual bond.
- F. What is Certainty Equivalent Coefficient?

Q.2 A. The bond of a company is selling for Rs. 119 and carry a coupon rate of 15%. It matures in 10 years with par value of Rs. 100. The investors expected the price of share is Rs. 109 though it is selling at Rs.119 in the market. What is the expected return and required rate of return for the bond?

8 Marks

B. Define YTM and YTC with their formula.

4 Marks

OR

Q.2 A. Assume the discount rate of 12%. Calculate the intrinsic value of share of Rs.10,000 received after 3 years if interest is paid annually, half yearly and quarterly.

8 Marks

B. Explain H-Model with its formula.

4 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(10,000 shares)	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.** Using Gordon model, suggest the optimum dividend policy to the company. The cost of capital is 10% and 15% where in company has retention policy of 40%. EPS of a Company is Rs. 10 per share. Internal rate of return is 12%. **8 Marks**

B. Discuss MM's Model of dividend decision. **4 Marks**

OR

- Q.4 A.** The company has 50,000 shares of Rs. 10 each. The company intends to pay dividend of Rs. 2 next year. It belongs to the risk class for which capitalization rate is 15%. Using MM approach, determine the value of share if dividend is declared and if dividend is not declared. Also calculate new number of shares if company has investment opportunity of Rs. 10 lakhs and company has retained earnings of Rs. 2 lakhs. **8 Marks**

B. Explain Gordon's Model of dividend decision. **4 Marks**

- Q.5 A.** The company has following expected cash flow for the project that requires cash outflow of Rs. 10,00,000. Company's required rate of return is 8%. Use Decision tree analysis and determine the NPV of the project. **8 Marks**

Year	Cash flow	Probability	Cash flow	Probability
Year 1	5,00,000	0.6	7,00,000	0.4
Year 2	1,00,000	0.3	2,00,000	0.4
	2,00,000	0.2	3,00,000	0.2
	5,00,000	0.5	6,00,000	0.4

B. Describe sensitivity analysis method of risk analysis. **4 Marks**

OR

- Q.5 A.** A company is considering a proposal for investment in project for Rs. 10,000. Life of project is 5 years. Annual sales @ Rs. 30 each, 1400 units. Variable cost per unit is Rs. 20. Fixed cost other than depreciation is Rs. 3000. It is estimated that following variables may take the values given here under for different economic conditions. **8 Marks**

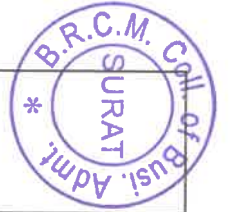
Variables	Economic Situation	
	Pessimistic	Optimistic
Selling Price	Rs. 20	Rs. 50
No. of Units sold	800	1800
Variable cost per unit.	Rs. 40	Rs. 15

Tax rate is 50%. Cost of capital is 10%. Perform the scenario analysis with respect to Selling price, No. of units sold and variable cost per unit.

B. Discuss RADR method of risk analysis. **4 Marks**



Sarvajani University



W-2024 Date: 28-11-24 Time: 11_00 am to 13_15 pm
Regular and 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. Define Trade Union.	
	B. When domestic enquiry is conducted?	
	C. List down different forms of strike.	
	D. Define Labour welfare.	
	E. What is social security?	
	F. Define Collective Bargaining.	
Q.2 A	Discuss factors affecting Industrial Relations in India.	06
Q.2 B	Write a short note on: Impact of ILO on Indian Labour Relations	06
	OR	
Q.2	“Trade unions are ineffective and outdated” – evaluate both the notion ‘for’ and ‘against’ the statement in the context of modern times.	12
Q.3	A manufacturing company, TechManu, faced frequent strikes and low productivity due to poor industrial relations. The management’s rigid adherence to labor laws and collective bargaining agreements led to a strained relationship with employees, fostering an “us vs. them” mentality. Despite compliance with industrial regulations, employee dissatisfaction was high. Morale was low, and absenteeism increased. The management realized that their focus on industrial relations alone was insufficient for creating a positive workplace environment. As a Vice President (HR), what will be your strategy in this situation? Why? Describe various measures you would take for promoting Employee Relations?	12 (6 × 2)
	OR	
Q.3	Define Employee Relations. Discuss objectives of employee relations and its scope.	12
Q.4	Describe importance of collective bargaining and process of collective bargaining in India.	12
	OR	

- | | | |
|-----------|--|----|
| Q.4 | Discuss the causes of industrial disputes and it's classification in detail. | 12 |
| Q.5 | As an HR manager, which different statutory and non-statutory measures of labor welfare will you provide in your organization to boost productivity and morale of labor? | 12 |
| OR | | |
| Q.5 | Write a short note on:
A. Industrial Relations Code, 2020
B. Social Security Code, 2020 | 12 |

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