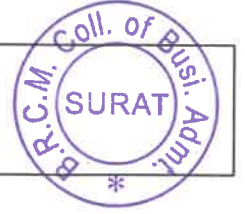




Sarvajani University

W-2025 Date: 13-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam



BBA (Hons) - SEMESTER– V EXAMINATION

Course Code: BMBA21501

Total Marks: 50

Course Name: Service Marketing

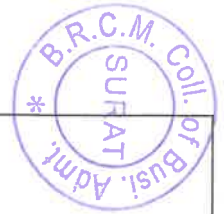
Instructions:

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 | 10 |
| | A Give two challenges of service communications. | |
| | B Define service product. | |
| | C State one way in which competitor pricing affects revenue management. | |
| | D What is a service guarantee? | |
| | E Mention two principles of effective service recovery systems. | |
| OR | | |
| Q.2 | A hospital chain is expanding into smaller towns. Apply the characteristics of services to suggest how they should modify their service delivery. | 10 |
| OR | | |
| Q.2 | A luxury hotel is competing with budget hotels. Apply the classification of services to design a differentiated service strategy. | 10 |
| OR | | |
| Q.3 | Explain pricing strategies in services based on cost, competition, and value to the customer. | 10 |
| OR | | |
| Q.3 | Describe the distribution channels in the services context with examples. | 10 |
| OR | | |
| Q.4 | Discuss sources of conflict in frontline service jobs with examples. | 10 |
| OR | | |
| Q.4 | Describe service process redesign with practical illustrations. | 10 |
| OR | | |
| Q.5 | Elaborate methods for measuring and improving service quality. | 10 |
| OR | | |
| Q.5 | Explain the concept of complaining behaviour and its implications for service managers. | 10 |



Sarvajnik University



W-2025 Date: 14-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam

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

Course Code: BMBA21502

Total Marks: 50

Course Name: Business Analytics for Decision Making

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**
- 1 Answer the following in short (5 x 2 marks)
- 1 Find the initial basic feasible solution for following transportation problem by North West Corner Rule 2
- | | P1 | P2 | P3 | Demand |
|--------|----|----|----|--------|
| D1 | 23 | 22 | 29 | 40 |
| D2 | 10 | 20 | 23 | 15 |
| D3 | 50 | 45 | 40 | 35 |
| Supply | 25 | 30 | 35 | |
- 2 Find the initial basic feasible solution for following transportation problem by North West Corner Rule 2
- | | | |
|----|----|----|
| 23 | 22 | 29 |
| 10 | 20 | 23 |
| 50 | 45 | 40 |
- 3 The correlation coefficient of a normal population for sample of 18 pairs is 0.52. Test the hypothesis that population correlation coefficient is zero. 2
- 4 A sample of size 20 drawn from a normal population gave mean and standard deviation as 42 and 6 respectively. Test the hypothesis that population standard deviation is 9. 2
- 5 Fill in the blanks. 2
- | Source | SS | DF | MSS | F |
|--------|--------|----|-------|-------|
| Column | * | 5 | 50 | * |
| Row | 350.25 | 3 | * | 21.75 |
| Error | 80.5 | * | 5.367 | |
| Total | | 23 | | |
- Q:2**
- a Use the graphical method to solve the following LP problem. 5
- Minimize $Z = 2x_1 + 3x_2$
- Subject to Constraints $x_1 + 2x_2 \geq 4$, $3x_1 + x_2 \geq 6$, $x_1 + x_2 \geq 5$
- Non negative restriction $x_1, x_2 \geq 0$
- b A furniture manufacturer makes two products: chairs and tables. Processing of these products is done on two machine A and B. A chair requires 2 hours on machine A and 6 hours on machine B. A table requires 5 hours on machine A and no time on machine B. There are 16 hours per day available on machine A and 30 hours on machine B. Profit gained by the manufacture from a chair and a table is Rs. 2 and Rs. 10 respectively. What should be the daily production of each of the two products to maximize the profit? 5

OR

- Q:2 a** Use the graphical method to solve the following LP problem. 5

$$\text{Minimize } Z = 3X_1 + 2X_2$$

$$\text{Subject to Constraints } 5X_1 + X_2 \geq 10, \quad X_1 + 4X_2 \geq 12, \quad X_1 + X_2 \geq 6$$

$$\text{Non negative restriction } X_1, X_2 \geq 0$$

- b** A person requires 10, 12 and 12 units of chemicals A, B and C respectively for his garden. A liquid product contains 5, 2 and 1 units of A, B and C respectively per jar. A dry product contains 1, 2 and 4 units of A, B and C per carton. If the liquid product for Rs. 3 per jar and the dry product sell for Rs. 2 per carton, how many of each should be purchased in order to minimize cost and meet the requirement? 5

- Q:3 a** A company has four warehouses a, b, c and d. It is required to deliver a product from these warehouses to three customers A, B and C. The warehouses have the following amounts in stock and the customer's requirements are

Warehouse	A	B	C	D
No. of units	15	16	12	13

Customer	A	B	C
No. of units	18	20	18

The table below shows the cost of transporting one unit from warehouse to the customer. Find the optimal transportation routes.

	A	B	C	D
A	8	9	6	3
B	6	11	5	10
C	3	8	7	9

- b** Five men are available to do five different jobs. From past records, the time that each man takes to do each job is known and given in the following table. Find the assignment of men to job that will minimize the total time taken. 5

	A	B	C	D	E
I	2	9	2	7	1
II	6	8	7	6	1
III	4	6	5	3	1
IV	4	2	7	3	1
V	5	3	9	5	1

OR

- Q:3 a** Find optimum solution for the following transportation problem. 5

Source	A	B	C	D	Supply
I	5	3	6	4	30
II	3	4	7	8	15
III	9	6	5	8	15
Demand	10	25	18	7	60

- b** A car rental company has one car at each of five depots a, b, c, d and e. A customer in each of the five towns A, B, C, D and E requires a car. The distance in between the depots and towns where the customers are given in the following distance matrix. How should the cars be assigned to the customers so as to maximize the distance travelled? 5

	A	B	C	D	E
I	160	130	175	190	200
II	135	120	130	160	175
III	140	110	155	170	185
IV	50	50	90	80	110
V	55	35	70	80	105

- Q:4 a A random sample of 10 tins of oil filled in by an automatic machine gave the following weights in Kg. Can we accept at 5% level of significance, the claim that the average weight of the tin is 2 Kg? 2.05, 2.01, 2.04, 1.98, 1.96, 2.01, 1.97, 1.99, 2.04, 2.02 5
- b The height of 6 seamen is 63, 65, 68, 69, 71 and 72 inches respectively while the height of 10 soldiers are 61, 62, 65, 66, 69, 70, 71, 72, 69 and 73 inches respectively. Can you say that the soldiers are taller than the seamen? 5

OR

- Q:4 a The following observations were made on marks obtained by 12 participants after and before an induction course. Has the induction course made in difference? 5

Marks obtained before course	44	40	61	52	32	44	70	41	67	72	53	72
Marks obtained after course	53	38	69	57	46	39	73	48	73	74	60	78

- b Following are two samples drawn from two normal populations. Test whether the two populations have same variance? 5

Sample I	41	49	34	36	46	50	36	20	21
Sample II	46	44	30	35	26	28	29		

- Q:5 a The production of the units has been classified into four categories I, II, III and IV as per the quality for a particular plant. The past experience reveals that their proportions are 8: 4: 2: 1. For testing the plant production, a sample of 600 units has been examined and they are classified as follows. Can there be any evidence of change in the production? 5

Category	I	II	III	IV
Number of units	340	130	100	30

- b Four salesmen were posted in different areas by a company. The number of units of commodity sold by them are as follows

A	20	23	28	29
B	25	32	30	21
C	23	28	35	18
D	15	21	19	25

On the basis of this information, can it be concluded that there is significant difference in the performance of the four salesmen.

OR

- Q:5 a Test whether there is any association between gender and education level using the following information 5

	Education Level		
	Primary	Secondary	College
Male	10	15	25
Female	25	10	15

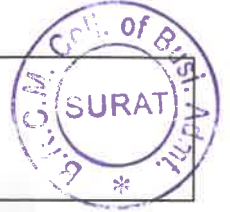
- b Test the significance of differences between field types and treatments for the data given below. 5

	Treatment			
Field	A	B	C	D
P	20	14	26	20
Q	23	20	20	29
R	26	17	32	29



Sarvajanik University

W-2025 Date: 17-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam



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

Course Code: BMBA21503

Total Marks: 50

Course Name: Behavioural Finance

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. 10 Marks

- A. What is micro and macro behavioral finance?
- B. Define heuristic in investment.
- C. Define self-deception and write its forms.
- D. Write any two differences of system 1 and system 2.
- E. What is reciprocity and trust conformity?

Q.2 1. Explain the role of behavioural finance. 5 Marks
2. Differentiate traditional and behavioural finance. 5 Marks

OR

Q.2 Explain EMH and its forms in detail. 10 Marks

Q.3 1. Explain anchoring and representativeness. 5 Marks
2. Discuss framing and investment decision. 5 Marks

OR

Q.3 1. Describe loss aversion and herd behaviour. 5 Marks
2. Explain the causes of overconfidence in investment. 5 Marks

Q.4 1. Discuss behavioural portfolio theory on investment. 5 Marks
2. Explain various guidelines to overcome psychological biases. 5 Marks

OR

Q.4 1. Explain the implications of mental accounting. 5 Marks
2. Describe the ingredients of a good investment strategy. 5 Marks

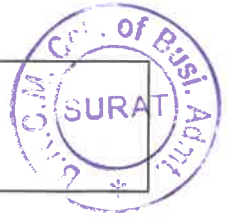
Q.5 Answer any two. 10 Marks

1. What are the types and dimensions of emotions in investment?
2. Discuss the social influence on investment decision.
3. Explain the theories of emotion.



Sarvajani University

W-2025 Date: 17-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam



BBA (Hons) - SEMESTER- V EXAMINATION

Course Code: BMBA21504

Total Marks: 50

Course Name: Consumer Behaviour

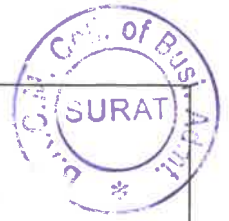
Instructions:

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 10**
- A Give two examples of brands using celebrity endorsements with celebrity names in India.
 - B What is the difference between beliefs and values?
 - C Define consumerist culture.
 - D Cadbury Dairy Milk runs campaigns during Raksha Bandhan and Diwali. Which Indian core values are being leveraged?
 - E McDonald's in India avoids beef and offers vegetarian menus. Which cultural characteristic is being respected here?
- Q.2 Discuss the concept of cultural divide and its impact on branding in India. 10**
- OR**
- Q.2 Discuss how consumer behaviour integrates with marketing mix elements to drive brand success. 10**
- Q.3 Explain the dynamics of perception in consumer behaviour. How do selective attention and interpretation affect marketing communication? 10**
- OR**
- Q.3 Explain the relationship between perception and value. How do marketing strategies influence perceived value in the minds of consumers? 10**
- Q.4 Describe the multi-component model of attitudes and illustrate with brand examples. 10**
- OR**
- Q.4 How are consumer attitudes formed? Explain with reference to learning theories. 10**
- Q.5 A smartphone brand is planning to launch in India. How can it leverage aspirational reference groups and informational influence to succeed? 10**
- OR**
- Q.5 Analyze the significance of Indian core values in shaping consumer decision-making. 10**



Sarvajanik University



W-2025 Date: 17-11-25 Time: 08:30 AM to 10:30 AM

Backlog Exam
Regular

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

Course Code: BMBA21505

Total Marks: 50

Course Name: Human Resource Development

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 (5 × 2 Marks) A. Define Workplace Learning. B. Why employee orientation program is important? C. “Employee counselling is an HRD activity” – Justify. D. List down four categories of globally competent manager. E. Draw the diagram of Philips Model of Potential Appraisal.	10
Q.2	A multinational company wants to improve how its employees present data insights to clients and management. Employees often use Excel but struggle with creating impactful data visualizations and dashboards. Management is debating whether to introduce a formal training program or encourage employees to learn through informal methods. Critically evaluate both the options considering various dimensions and justify your chosen alternative properly.	10
	OR	
Q. 2	Define Off-the-Job training methods. Enlist all the off-the-job training methods. Discuss any five methods in detailed with proper examples.	10
Q.3	Describe Process of Performance Management System. Discuss coaching as a positive approach to performance management at length.	10
	OR	
Q.3	Coaching Discussion with an Underperforming Sales Executive Orion Pharmaceuticals employs a team of sales executives responsible for visiting doctors and hospitals to promote new products. Raj, a mid-level sales executive, has been underperforming for the past two quarters: He meets only 60% of his sales targets while his peers average 85%. His manager has received feedback that Raj’s presentations are rushed and lack product detail. Raj has been arriving late to client meetings and often skips updating the CRM system. When asked about his performance, Raj insists he is “trying hard” but blames market conditions. Management wants to address Raj’s issues through a coaching discussion instead of punitive measures. Question: Describe the Kinlaw as well as Fournies Process of conducting Coaching Discussion in detail.	10

Q.4	Define Organisational Socialization. Discuss Contents and Outcomes of Organisational Socialization.	10
OR		
Q.4 A	Discuss Components of a Typical Employee Counselling Program.	06
Q.4 B	What are the characteristics of Effective Employee Counselling Programs?	04
OR		
Q.5	Discuss Management education and management training and experiences as the components of management development in detail.	10
OR		
Q. 5	How to design Effective Management Development Programs?	10

All the Best



Sarvajanik University



W-2025 Date: 18-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam

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

Total Marks: 50

Course Code: BMBA22506

Course Name: FINANCIAL MARKETS AND SERVICES

Instructions:

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

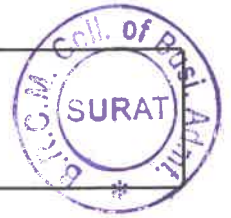
		Marks
Q.1	Answer the following in short (5 × 2 Marks)	10
	A. Retrieve any two functions of Financial Markets.	
	B. Relate IPO and FPO	
	C. Twite Offer for sale	
	D. Associate Merchant Banking and Investment Banking	
	E. Retrieve meaning of Leasing	
Q.2	Summarize Meaning, Features, Importance, Scope of Financial Services	10
	OR	
Q.2	Categorize Financial Markets.	10
Q.3	Examine Role of merchant bankers	10
	OR	
Q.3	Categorize Stock Market Indices in India	10
Q.4	Assess meaning, Features, Benefits and Risk of Commercial Paper.	10
	OR	
Q.4	Link Functions, Advantages and Limitations of T-Bills	10
Q.5	Assess Depository Services in India	10
	OR	
Q.5	Outline Meaning, Features, Stages and Scope of Venture Capital	10



Sarvajanik University

W-2025 Date: 18-11-25 Time: 08:30 AM to 10:30 AM

Regular Exam



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

Course Code: BMBA22507

Total Marks: 50

Course Name: Product Development

Instructions:

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

Marks
[10]

Q.1 Answer the following

- a. Give two reasons why services are harder to standardize than goods.
- b. Explain one technique of idea generation used by firms.
- c. Mention the criteria used in screening product ideas.
- d. What is meant by "business analysis" in new product development?
- e. What is the objective of test marketing?

Q.2 Tata launched Tata Neu, a super-app that combines shopping, payments, travel booking, and more in one platform. How does this example help explain the meaning of "What is a Product"?

OR

Q.2 Apply Porter's Five Forces Model to analyze the competitive challenges faced by Ola Electric in the Indian EV two-wheeler market.

Q.3 Why do many Indian startups fail at the commercialization stage despite strong initial funding? Explain briefly the success and failure factors in new product development

OR

Q.3 How can Indian e-commerce firms encourage creativity in generating new service ideas?

Q.4 What is cannibalization assessment, and why is it important for a company that develops professional video editing software when introducing a new AI-powered editing tool alongside its existing software suite?

OR

Q.4 A startup is testing organic skincare products in India. What concerns of product testing should it keep in mind to ensure consumer safety and acceptance?

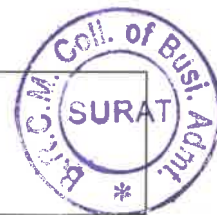
Q.5 Maggi noodles bounced back strongly after the 2015 ban. Explain how Nestlé used product life cycle extension strategies to revive consumer trust.

OR

Q.5 How can an FMCG company design an effective test marketing campaign in Indian rural markets? List the key steps it should follow to make the test marketing effective.



Enrolment No. _____

Sarvajanik University

W-2025 Date: 18-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam

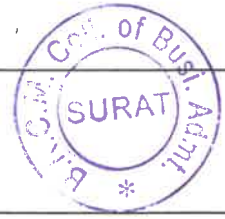
B.B.A. (Hons) - SEMESTER- V- EXAMINATION**Course Code: BMBA22508****Total Marks: 50****Course Name: Team Dynamics****Instructions:**

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 (5 × 2 Marks)	10
	A. What is Crisis Teams?	
	B. What is self-directing team?	
	C. Define Identity fusion.	
	D. What is group emotion?	
	E. Define: Social Loafing	
Q.2	Why should organization have Teams?	10
	OR	
Q.2	Explain about Evidence based management and Expert Learning.	
Q.3	Define: Trust Congruence. Discuss about different types of Trusts.	10
	OR	
Q.3	Describe about the skills in detail required to form a Team.	
Q.4	What is Group Socialization? Explain about different phases of Group Socialization.	10
	OR	
Q.4	What is Psychological Safety (PS)? Explain four different types of PS Microclimates.	
Q.5	Explain about Productivity, Cohesion, Learning, and Integration under the Performance Criteria to evaluate Team effectiveness.	10
	OR	
Q.5	Define: Free Riding and also explain about its causes.	



Sarvajani University



W-2025 Date: 19-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam

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

Course Code: BMBA22510

Total Marks: 50

Course Name: Sales and Distribution Management

Instructions:

1. Attempt all questions.
2. Figures to the right indicate full marks.
3. Give suitable examples(s) and draw figure wherever necessary.

- Q.1 Answer the following in brief (5×2) 10**
- a. Define Sales Management.
 - b. What do you mean by Sales Training?
 - c. What do you mean by Sales Territory?
 - d. State any two elements of Logistics Management.
 - e. State any two sources of a Pre-Recruiting Reservoir.
- Q.2 Imagine you are a sales manager at Maruti Suzuki launching a new electric car – E Vitara. Design the personal selling process that your sales team should follow. 10**
- OR**
- Q.2 Discuss the importance of Sales Forecasting and methods used for forecasting. 10**
- Q.3 Discuss various types of Sales Compensation Plans along with their merits and demerits. 10**
- OR**
- Q.3 What do you mean by Off-the-Job training.? Discuss any three Off-the-Job Training methods along with their merits and demerits. 10**
- Q.4 Discuss the process of setting up or revising Sales Territories with examples. 10**
- OR**
- Q.4 Define Sales Contest. Discuss its objectives, and explain any two objections commonly raised against Sales Contests. 10**
- Q.5 a. Read the case and answer the questions given after it. 05**

Case: Choosing the Right Distribution Strategy

Dove, a personal care brand from Hindustan Unilever, wants to launch a new premium skincare range in India. Traditionally, Dove products are available everywhere—supermarkets, pharmacies, and small kirana shops—following an intensive distribution strategy. However, for this new premium range, the management is debating whether to adopt a selective strategy, or go for an exclusive strategy.

Q1 Which distribution intensity should Dove adopt for its premium skincare range (selective or exclusive) and why? **03**

Q2 Would it be a logical for Dove to distribute its premium skincare range through both exclusive outlets and small kirana shops? Justify your answer. **02**

b. Write a short note on Channel Management for the Rural Market. **05**

Q.5 a. Read the case and answer the questions given after it. 05

Case: HUL's Project Shakti – Empowering Shakti Ammas

Hindustan Unilever Limited (HUL) launched Project Shakti to strengthen its rural distribution network while empowering women. Under this initiative, HUL trains rural women, called Shakti Ammas, to become direct-to-home distributors of HUL's FMCG products such as soaps, shampoos, and detergents. Each Shakti Amma purchases goods from HUL's rural distributors and sells them in her village and nearby areas, often on a bicycle or small vehicle.

This model not only improves HUL's last-mile reach in villages but also provides self-employment and income opportunities for rural women. The initiative has expanded to over 100,000 villages across India, creating thousands of women entrepreneurs. However, challenges include limited literacy, lack of mobility in remote regions, and seasonal fluctuations in demand.

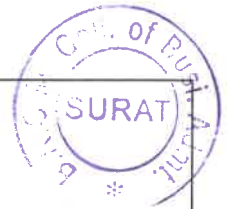
Q1 If you were a channel manager at HUL, how would you train Shakti Ammas to overcome challenges like low literacy and limited mobility? **03**

Q2 Should HUL focus only on women entrepreneurs (Shakti Ammas) or expand the model to include men as well? Justify your answer. **02**

b. Write a short note on the Channel Information System. **05**



Sarvajani University



W-2025 Date: 19-11-25 Time: 08:30 AM to 10:30 AM
Regular Exam

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

Course Code: BMBA22511

Total Marks: 50

Course Name: Effective Leadership

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 (5 × 2 Marks) A. Describe substitutes for leadership. B. Define Transformational leaders. C. How leadership style of Male and Female leaders different? D. Describe three components of Cultural intelligence. E. Identify two celebrity charismatic leaders and describe the reasons of their charisma.	10
Q.2	“Being a leader is very frustrating job.” – Critically Evaluate the statement and then write your conclusion along with proper justifications. OR Q. 2 A Case Study: The New Plant Head Ravi was recently promoted as the Head of Operations in a manufacturing company that set up a new plant in a semi-urban area. The plant faced several challenges—fluctuating raw material supply, high employee turnover, and increasing competition. Ravi began by studying production data, comparing it with industry benchmarks, and identifying hidden inefficiencies. He also mapped long-term demand trends and suggested introducing automation to stay competitive in the next five years. His deep knowledge of the manufacturing process helped him quickly redesign workflows and train supervisors. At the same time, Ravi encouraged his team to propose innovative solutions. One group suggested using locally sourced materials in a creative way, which reduced costs. Ravi also paid close attention to employee concerns, noticing that many workers left due to lack of transport facilities. By arranging buses and flexible shifts, he improved retention. Question: Identify which cognitive factors contributed to Ravi’s leadership being effective? How?	10
Q. 2 B	Write a short note on: Leadership Motives	06
Q.3	Meera has recently taken charge as the head of a mid-sized manufacturing	04
		10

firm. The company is performing adequately but lacks innovation and energy. Employees follow processes but show little enthusiasm for change. Meera wants to transform the organization into a more dynamic and forward-looking workplace. Which strategies should Meera deploy to transform her organization?

OR

- Q.3** Arjun is the managing director of a regional logistics company that delivers essential supplies such as food, medicines, and medical equipment. During a sudden pandemic lockdown, demand for these services doubled overnight, but operations were severely disrupted. Truck drivers feared infection and some refused to report for duty. Warehouses faced staff shortages because workers could not travel. Local authorities imposed strict movement restrictions, creating delays and confusion. How can Arjun provide effective Leadership During a Crisis to the management? **10**

- Q.4** Describe key aspects of Servant Leadership Style in detail. **10**

OR

- Q.4 A** Write a note on: Guidelines for Evaluating the Ethics of a Decision **05**

- Q.4 B** Write a note on: Four Ethical Leadership Behaviors **05**

- Q.5** “Effective leaders are required to identify key dimensions of differences in cultural values for managing a culturally diverse workplace.” – Justify. **10**

OR

- Q. 5** Write a long note on: Global Leadership Skills **10**

All the Best



Sarvajanic University



W-2025 Date: 15-11-25 Time: 08:30 AM to 09:30 AM
Regular Exam

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

Course Code: BMBA25512

Total Marks: 25

Course Name: Career 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 (4 × 1 Marks) A. Define Career Planning B. Describe Two rules to dress formally. C. What is career in-decision? D. How to write catchy Headline on LinkedIn?	04
Q.2 Karan is in the final year of his BBA program. He is unsure whether to pursue a career in finance, marketing, or human resources. Questions: Which steps should Karan take for career exploration? Identify at least three benefits Karan will gain through this process.	07
OR	
Q.2 Describe different types of skills that candidate should acquire to build strong profile.	07
Q.3 Write a long note on: Career portfolio	07
OR	
Q.3 Ankit has just completed his BBA and is preparing to apply for entry-level jobs in sales and marketing. He quickly creates a one-page resume where He lists “watching movies and playing cricket” under hobbies. He forgets to highlight his internship experience. He does not include measurable achievements, only job duties. His contact email is casual: <u>ankit_cooldude123@gmail.com</u> . Ankit shares the resume with his college placement officer, who advises him to revise it. Questions: A. Identify mistakes in Ankit’s resume along with suggestions to improve those mistakes. (5 marks) B. Draft a short career objective statement that Ankit could include at the top of his resume. (2 marks)	07
Q.4 Meera, an MBA graduate, has just received a job offer as a Management Trainee in a retail company. The offer includes: Salary: ₹5.2 LPA + Benefits. Meera is happy but feels the salary is slightly below market standards. She researches industry salary ranges and finds that similar roles usually pay between ₹5.5–6 LPA. How should Meera negotiate the salary?	07
OR	
Q.4 Amit has been working as a Sales Executive in a telecom company for the past 4 years. While he has learned a lot and developed strong communication and client-handling skills, he feels that his growth has become stagnant. Recently, he received an offer from an FMCG company for the role of Area Sales Manager. Which factors Amit should consider for making decision related to Job Change?	07

All the Best