



S-2024 Date: 06-04-24 Time: 11:15 AM to 12:30 PM
Regular Exam

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

Course Code: BMBA11401

30

Course Name: Mathematics for Business Decisions

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

Total Marks:

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

- a The objective function for a LPP model for chairs(x_1) and tables(x_2) is $5x_1 + 9x_2$, if $x_1 = 35$ and $x_2 = 45$ then how many chairs and tables should be manufactured?
- b Solve the following transportation problem by North West Corner Method.

Marks

06

02

02

From	To			Suppl y
	D_1	D_2	D_3	
A	20	22	17	15
B	8	19	20	35
C	25	20	23	50
Demand	25	35	40	

- c Find solution of the following cost minimizing assignment problem:

02

300	325	330
225	228	215
140	130	162

Q.2 Solve the following linear programming problem by using graphical method:

06

- a $\max z = 2x + y$
Subject to constraints:
 $x + 4y \leq 24$
 $x + 2y \leq 14$
 $2x - y \leq 8$
 $x - y \leq 3$
 $x, y \geq 0$

- b Find the minimum value of $Z = 7x + 5y$
subject to constraints $x + y \leq 2$,
 $x, y \geq 0$

02

OR

Q.2 A motor cycle manufacturing company manufactures two types of motor cycles: Deluxe model and Janta model. The company can manufacture at the most 400 deluxe motor cycles and 600 Janta motor cycles per month. The labour cost per Deluxe motor cycle is ₹1000 and of the Janta motor cycle is ₹800. The company has ₹500000 per month for labour cost. The profit per motor cycle for the Deluxe model and for Janta model is ₹5000 and ₹3000 respectively. Then how many motor cycles of each type should be manufactured to earn maximum profit. Express the problem as LPP and solve graphically.

08

Q.3 Obtain optimum basic feasible solution of the following transportation problem.

06

a

supplier	consumers				available
	A	B	C	D	
I	20	18	22	13	10
II	10	20	17	24	9
III	19	17	18	12	11
required	10	7	8	5	

b Find the total cost of following transportation problem by NWCR

02

	D ₁	D ₂	D ₃	D ₄	D ₅	Total
O ₁	5	1	8	7	5	15
O ₂	3	9	6	7	8	25
O ₃	4	2	7	6	5	42
O ₄	7	11	10	4	9	35
Total	30	20	15	10	20	

OR

Q.3 Obtain the initial solution of the following Transportation problem by Vogel's method to maximize total profit. Also perform test for optimality on the IBFS.

08

From	To				Supply
	D ₁	D ₂	D ₃	D ₄	
A	33	30	37	38	70
B	25	19	14	15	90
C	30	31	30	28	115
demand	50	60	70	95	

Q.4 The Profit (in '000₹) is given in the following matrix. Give the assignment schedule to maximize the profit.

06

a

operators	Jobs		
	W	X	Z
A	4	16	20
B	8	12	12
C	12	12	12
D	20	4	8

b Find the total cost of following assignment problem.

02

	M ₁	M ₂	M ₃
J ₁	9	26	15
J ₂	13	27	6
J ₃	35	20	15
J ₄	18	30	20

OR

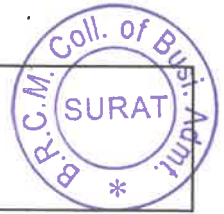
Q.4 Solve the following assignment problem of minimizing total cost of doing all jobs

08

operators	jobs				
	I	II	III	IV	V
A	11	17	8	16	20
B	9	7	12	6	15
C	13	16	15	12	16
D	21	24	17	28	26
E	14	10	12	11	15

SARVAJANIK UNIVERSITY

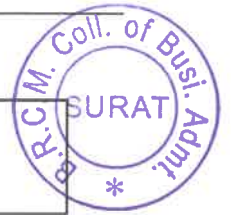
Keep it blank

S-2024 Date: 08-04-24 Time: 11:15 AM to 12:30 PM
Regular Exam**BBA (Hons) - SEMESTER- IV EXAMINATION****Course Code: BMBA11402****Total Marks: 30****Course Name: Data Analytics for Business Decisions****Instructions:**

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

Q.1		Answer the following questions in short (3 x 2)	6																		
	a.	Grand Auto Corporation produces auto batteries. The company claims that its top of the line never die batteries are good, for atleast 65 months. A consumer protection agency tested 15 such batteries to check this claim. It found the mean life of these batteries to be 63 months with a standard deviation of 2 months. Can you conclude that the claim of the company is true?	2																		
	b.	The correlation coefficient of a normal population for sample of 20 pairs is 0.62. Test the hypothesis that population correlation coefficient is zero.	2																		
	c.	A sample of size 25 drawn from a normal population gave standard deviation as 7. Test the hypothesis that population standard deviation is 8.	2																		
Q.2	a.	Amul claims that its small cup of protein curd contains, on an average, at the most 150 calories. A consumer agency wanted to check whether or not this claim is true. A random sample of 10 such cups produced the following data on calories. Test whether the company's claim is true. 147, 159, 153, 146, 144, 161, 163, 153, 143, 158	4																		
	b.	Following data is given of two life spans of two batteries in months. Is there any significant difference in their variability? <table border="1"><tr><td>Battery I</td><td>35</td><td>33</td><td>36</td><td>32</td><td>27</td><td>28</td><td>30</td><td>31</td></tr><tr><td>Battery II</td><td>38</td><td>39</td><td>40</td><td>42</td><td>45</td><td>47</td><td>50</td><td>38</td></tr></table>	Battery I	35	33	36	32	27	28	30	31	Battery II	38	39	40	42	45	47	50	38	4
Battery I	35	33	36	32	27	28	30	31													
Battery II	38	39	40	42	45	47	50	38													
		OR																			
Q.2	a.	A researcher wanted to find the effect of a special diet on systolic blood pressure. She selected a sample of seven adults and put them on this dilatory plan for three months. The following table gives the systolic blood pressure of these seven adults before and after the completion of this plan. <table border="1"><tr><td>Before</td><td>210</td><td>180</td><td>195</td><td>220</td><td>231</td><td>199</td><td>224</td></tr><tr><td>After</td><td>193</td><td>186</td><td>186</td><td>223</td><td>220</td><td>183</td><td>233</td></tr></table>	Before	210	180	195	220	231	199	224	After	193	186	186	223	220	183	233	4		
Before	210	180	195	220	231	199	224														
After	193	186	186	223	220	183	233														
	b.	A consumer agency wanted to estimate the difference in the mean amounts of caffeine in two brands of coffee. The agency took a sample of 15 one-pound jar of brand A coffee that showed the mean amount of caffeine in these jars to be 80 milligrams per jar with a standard deviation of 5 milligrams. Another sample of 12 one-pound jar of brand B coffee gave a mean amount of caffeine equal to 77 milligrams per jar with a standard deviation of 6 milligrams. Test is there any significant difference in mean of both the samples?	4																		

Q.3	a	Bureau of labour statistics compiles data on the current employment status of displaced workers who have lost or left a job for reason given in the table below, the table gives the number of workers who lost jobs but are now employed, unemployed or not in the labour force. If data is of displaced workers than can you conclude that the current employment status and reason for job loss are related? <table><tr><td>Reason for job loss</td><td>Employed</td><td>Unemployed</td><td>Not in Force</td></tr><tr><td>Company closed</td><td>2532</td><td>340</td><td>429</td></tr><tr><td>Migration</td><td>1892</td><td>379</td><td>258</td></tr><tr><td>Position abolish</td><td>1635</td><td>212</td><td>276</td></tr></table>	Reason for job loss	Employed	Unemployed	Not in Force	Company closed	2532	340	429	Migration	1892	379	258	Position abolish	1635	212	276	4									
Reason for job loss	Employed	Unemployed	Not in Force																									
Company closed	2532	340	429																									
Migration	1892	379	258																									
Position abolish	1635	212	276																									
	b	The following table lists the frequency distribution for a sample of 400 absences of college students from classes according to the day of occurrence. Test whether the null hypothesis that the absences are equally distributed over all days of the week is true. <table><tr><td>Days of the week</td><td>Mon</td><td>Tue</td><td>Wed</td><td>Thu</td><td>Fri</td></tr><tr><td>Number of absences</td><td>92</td><td>71</td><td>65</td><td>83</td><td>89</td></tr></table>	Days of the week	Mon	Tue	Wed	Thu	Fri	Number of absences	92	71	65	83	89	4													
Days of the week	Mon	Tue	Wed	Thu	Fri																							
Number of absences	92	71	65	83	89																							
OR																												
Q.3	a	Lack of discipline and concentration have become major problems in academic institutions after covid era. A random sample of 300 adults was selected and they were asked if they have favor in giving more freedom to teachers to penalize students for it. Data is presented in following table. <table><tr><td></td><td>In favor</td><td>Against</td><td>No opinion</td></tr><tr><td>Male</td><td>93</td><td>70</td><td>12</td></tr><tr><td>Female</td><td>87</td><td>32</td><td>6</td></tr></table>		In favor	Against	No opinion	Male	93	70	12	Female	87	32	6	4													
	In favor	Against	No opinion																									
Male	93	70	12																									
Female	87	32	6																									
	b	A randomly selected sample of 100 persons who suffer from allergies were asked during what season they suffer the most. The results of the survey are recorded in the following table. Test the null hypothesis that the proportions of all allergic persons are the same over the four seasons. <table><tr><td>Season</td><td>Fall</td><td>Winter</td><td>Spring</td><td>Summer</td></tr><tr><td>Persons allergic</td><td>18</td><td>13</td><td>31</td><td>38</td></tr></table>	Season	Fall	Winter	Spring	Summer	Persons allergic	18	13	31	38	4															
Season	Fall	Winter	Spring	Summer																								
Persons allergic	18	13	31	38																								
OR																												
Q.4	a.	A consumer agency wanted to investigate if four insurance companies differed with regard to the premium, they charge for auto insurance. The agency randomly selected a few auto drivers who were insured by each of these four companies and had similar driving records, autos and insurance policies. The following table gives the premiums paid per month by these drivers insured with these four companies. Test that mean auto insurance premiums paid per month by all drivers insured by each of these companies are same. <table><tr><td>Company A</td><td>75</td><td>83</td><td>68</td><td>52</td><td></td></tr><tr><td>Company B</td><td>59</td><td>75</td><td>100</td><td></td><td></td></tr><tr><td>Company C</td><td>65</td><td>70</td><td>97</td><td>90</td><td>73</td></tr><tr><td>Company D</td><td>76</td><td>60</td><td>52</td><td>58</td><td></td></tr></table> Is there any significant difference in brand preference?	Company A	75	83	68	52		Company B	59	75	100			Company C	65	70	97	90	73	Company D	76	60	52	58		6	
Company A	75	83	68	52																								
Company B	59	75	100																									
Company C	65	70	97	90	73																							
Company D	76	60	52	58																								
	b.	Fill in the blanks for following One Way ANOVA table <table><tr><td>Source</td><td>SS</td><td>df</td><td>MSE</td><td>Statistic</td></tr><tr><td>Between</td><td>*</td><td>5</td><td>10</td><td rowspan="2">*</td></tr><tr><td>Within</td><td>15</td><td>3</td><td>*</td></tr><tr><td>Total</td><td>*</td><td></td><td></td><td></td></tr></table>	Source	SS	df	MSE	Statistic	Between	*	5	10	*	Within	15	3	*	Total	*				2						
Source	SS	df	MSE	Statistic																								
Between	*	5	10	*																								
Within	15	3	*																									
Total	*																											
OR																												
Q.4	a.	Test the significance of differences between field types and treatments for the data given below. <table><tr><td></td><td colspan="4">Treatment</td></tr><tr><td>Field</td><td>A</td><td>B</td><td>C</td><td>D</td></tr><tr><td>P</td><td>45</td><td>42</td><td>40</td><td>41</td></tr><tr><td>Q</td><td>55</td><td>52</td><td>45</td><td>42</td></tr><tr><td>R</td><td>37</td><td>39</td><td>40</td><td>43</td></tr></table>		Treatment				Field	A	B	C	D	P	45	42	40	41	Q	55	52	45	42	R	37	39	40	43	8
	Treatment																											
Field	A	B	C	D																								
P	45	42	40	41																								
Q	55	52	45	42																								
R	37	39	40	43																								



S-2024 Date: 09-04-24 Time: 11:15 AM.to 01:30 PM

Regular Exam

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

Course Code: BMBA11403

Total Marks: 60

Course Name: 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]**

- a) What are the objectives of Financial Management?
- b) Explain the IRR.
- c) What is Opportunity Cost?
- d) If the stock of finished goods is increased by 1 lakh from the bank balance of 1 lakh, then what will be the impact on the current asset?
- e) Explain the Profitability Index.
- f) What is the required rate of return?

Q.2 a) Exactly ten years from now Sri Chand will start receiving a pension of Rs. 3,000 a year. The payment will continue for sixteen years. How much is the pension worth now, if Sri Chand's interest rate is 10 percent? [08]

- b) A company is considering an investment proposal, involving an initial cash outlay of Rs.45 lakh. The proposal has an expected life of 7 years and zero salvage value. At a required rate of return of 12 percent, the proposal has a profitability index of 1.182. Calculate the annual cash inflows. [04]

OR**Q.2 a) Equipment A has a cost of Rs.75,000 and a net cash flow of Rs. 20,000 per year, for six years. Substitute equipment B would cost Rs. 50,000 and generate a net cash flow of Rs.14,000 per year for six years. The required rate of return for both equipments is 11 percent. Calculate the IRR and NPV for the equipments. Which equipment should be accepted and why? [08]**

- b) A firm purchases machinery for Rs. 800,000 by making a down payment of Rs. 150,000 and the remainder in equal installments of Rs. 150,000 for six years. What is the rate of interest to the firm? [04]

Q.3 a) Q Ltd sells goods at a uniform rate of gross profit of 20% on sales including depreciation as part of the cost of production. Its annual figures are as follows. [08]

Sales (At 2 months credit)	24,00,000
materials consumed (supplier, credit 2 months)	6,00,000
Wages paid (monthly at the beginning of the subsequent month)	4,80,000
Manufacturing expenses (Cash expenses are paid one	6,00,000

month in arrear)	
Administration expenses (Cash expenses are paid one month in arrears)	1,50,000
Sales promotion expenses	75,000

- The company keeps one month stock each of raw materials and finished goods.
 - A minimum cash balance of Rs. 80,000 is always kept.
 - The company wants, to adopt a 10% safety margin in the maintenance of working capital. The company has no work in progress
- Find out the requirement of working capital of the company on a cash cost basis.

b) Write a note on the Scope of Management.

[04]

OR

Q.3 a) From the following information of XYZ Ltd., you are required to calculate:
i) Net Operating Cycle, ii) Number of Operating Cycle in a year.

[08]

1	Raw material inventory consumed during the year	600,000
2	Average Stock of Raw Material	50000
3	Work in progress inventory	500,000
4	Average Work in progress Inventory	30,000
5	Finished good Inventory	800000
6	Average Finished goods Stock In held	40000
7	Average Collection Period From debtors	45 Days
8	Average Credit Aailed	30 Days
9	No of Days in a year	360 days

b) Explain: Functions of management.

[04]

Q.4 a) The Following Annual Figure relates to XYZ co

[08]

Sales at two months credit	3,600,000
Material consumed supplies extend Two months Credit	900000
Wages (Paid 1-month lag in payment)	720,000
Cash Mfg Expenses (Expenses are paid on month in arrear)	960000
Administrative Expenses (1-month lag in payment)	240000
Sales Promotion expenses (paid Quarterly in advance)	120,000

- The company sells its products on gross profit of 25%
- Depreciation is considered as a part of the cost of production.
- It keeps one month's stock of each raw material and finished Goods and a cash balance of 1,00,000.

Assuming a 20% safety margin, compute the working capital requirement of the company on a cash-cost basis. Ignore work in progress.

b) What is Public Deposit? What are the advantages of it from the depositors' viewpoint? [04]

OR

Q.4 a) From the information below, prepare a cash budget for a company for April, May, and June 2022 in columnar form. [8]

Month	Sales	Purchase	Wages	Exp.
Jan (Actual)	80,000	45,000	20,000	5,000
Feb (Actual)	80,000	40,000	18,000	6,000
Mar (Actual)	75,000	42,000	22,000	6,000
Apr Budget	90,000	50,000	24,000	6,000
May Budget	85,000	45,000	20,000	6,000
Jun Budget	80,000	35,000	18,000	5,000

You are further informed that:

- 10% of purchases and 20% of sales are for cash.
- The average collection period of the company is half a month and credit purchases are paid off regularly after one month.
- Wages are paid half monthly and the rent of 500, excluded in expenses is paid monthly.
- Cash and bank balance on April 1 was 15,000, and the company aims to keep it at the end of every month. The excess cash is placed in fixed deposits.

b) Explain any four Credit Evaluation Methods.

[04]

Q.5 Answer the following. (Any Two)

[12]

a) Explain Equity Shares. Give its advantages from investors' viewpoint.

b) Write a note on Bank Loan.

c) The Income Statement of CRL Ltd. is given below: You are required to calculate (i) Operating leverage, (ii) Financial leverage, and (iii) Combined leverage.

Income Statement for the year ended 31-03-2022	
Sales	21,00,000
Variable Cost	15,00,000
Fixed Cost	1,00,000
Interest	1,40,000
Tax Rate	33%



S-2024 Date: 16-04-24 Time: 11:15 AM to 01:30 PM
Regular Exam

BBA (Hons) - SEMESTER- IV EXAMINATION

Course Code: BMBA11404

Total Marks: 60

Course Name: Production and Operations Management

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

- Q.1 Answer the following questions in short (6 x 2) 12**
1. Define Production Management.
 2. Give two examples of production by assembly.
 3. Which are three types of flow process chart?
 4. What are the dependent demand inventories?
 5. Define MRP
 6. Define Quality Control
- Q.2 Answer Any Two. 12**
1. Explain Concept and characteristics of Production Management.
 2. Discuss responsibilities of Production manager.
 3. Explain types of production system in detail with examples.
- Q.3 Answer Any Two. 12**
1. Explain Method study and steps involved in Method Study.
 2. Explain Time study and steps involved in time Study.
 3. Discuss different types of allowances in time study.
- Q.4 1. Write detail note on benefits of keeping inventories. 6**
- 2. The demand for a gift article of a new company is 600 units, the ordering cost per unit is Rs. 3. Order is placed at 5. The insurance policy has been taken and insurance cost per unit is Rs. 0.06. At the same time the storage cost and interest cost per unit are Rs. 0.25 and Rs. 0.05 respectively. Calculate (1) EOQ (2) Total Cost at EOQ Level (3) No. of Orders per year. 6**
- OR**
- Q.4 1. Explain ordering cost and basic costs associated with inventory control in detail. 6**
- 2. ITM Ltd. requires one component which is very important for the production. The annual demand is 10,000 units and inventory carrying cost 20% of the price per annum. The ordering cost is Rs. 800 per order and the cost of component is Rs. 60. An external supplier is offering a discount of 10% if an ordering quantity is 1500 units. In this scenario whether the discount offer should be accepted or rejected by the company. 6**
- Q.5 1. Define CRP with flow chart. Also explain input output of CRP and method for capacity adjustment. 6**
- 2. Explain Taguchi's Method and Zero-defect approach methods. 6**
- OR**
- 1. Explain MPS briefly. 6**
- 2. Explain process control method of Statistical Quality Control. 6**



Sarvajanik University



S-2024 Date: 12-04-24 Time: 11:15 AM to 01:30 PM
Regular Exam

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

Course Code: BMBA11405

Total Marks: 60

Course Name: E - Commerce and Digital Marketing

Instructions:

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

- Q.1 Answer in brief. 12**
- a. Give the definition of E-commerce as given by WTO.
 - b. What is the full form of DSL and ERP?
 - c. Differentiate between integrity and authentication.
 - d. List down any two reasons for the failure of ecommerce companies.
 - e. What do you mean by social media marketing?
 - f. Explain any two characteristics of social media.
- Q.2 a. Discuss steps involved in developing the framework for building a mobile application. 04**
- b. Write short note on any one of the following. 08**
- I. Ways to build E-Commerce presence.
 - II. Features of E-commerce.
- Q.3 What security issues are commonly faced by E-commerce companies? Discuss various security measures they undertake to get rid of these issues? 12**
- OR**
- Q.3 What is e-billing? Explain its advantages and disadvantages in detail. 12**
- Q.4 Write Short notes: (ANY TWO) 12**
- a. Digital marketing plan.
 - b. Skill for digital marketer
 - c. Careers in digital marketing.
 - d. Lessons from mistakes in digital marketing.
- Q.5 Write Short notes: (ANY TWO) 12**
- a. Blogs
 - b. Instagram
 - c. Setting up a YouTube channel
 - d. Facebook



Sarvajani University



S-2024 Date: 13-04-24 Time: 11:15 AM to 12:30 PM
Regular Exam

B.B.A. (Hons) - SEMESTER- 4 EXAMINATION

Course Code: BMBA11406

Total Marks: 30

Course Name: Soft 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)

06 Marks

- A. Which are the guidelines for making effective presentation?
- B. How are self-awareness and goal setting related to each other?
- C. What is critical listening?

Q.2 How to develop a positive attitude? Why and how is it needed in a student's academic life?

08 Marks

OR

Q.2 Which are the factors to be taken care of by an entrepreneur while setting a goal? Why?

Q.3 Write a detailed note on external and internal time wasters.

08 Marks

OR

Q.3 Which are the five skills a professional should be taking care of while developing his communication skills? Why?

Q.4 Which are the traits of a listener and how do those traits improve listening skills? How listening skills are helpful in improving communication skills?

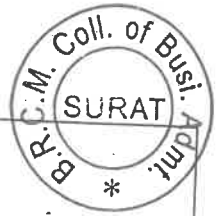
08 Marks

OR

Q.4 Illustrate the steps and types of decision making.



Sarvajani University



S-2024 Date: 15-04-24 Time: 11:15 AM to 01:30 PM

Regular Exam

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

Course Code: BMBA12407

Course Name: Behavioural Finance

Total Marks: 60

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 system 1 and system 2?
- B. Define Behavioral Portfolio Theory.
- C. What is herd behavior?
- D. Define miscalibration.
- E. What is optimistic bias?
- F. List out the reasons of overconfidence in finance.

Q.2 a) Discuss Micro behavioral finance Vs. Macro behavioral finance.
b) Explain representative biases in detail.

6 Marks
6 Marks

OR

Q.2 a) What is the role of behavioral finance?
b) How heuristics affects investment?

6 Marks
6 Marks

Q.3 a) Describe the effect of anchoring and loss aversion in behavioral finance.
b) what is framing in financial decision? Discuss in detail.

6 Marks
6 Marks

OR

Q.3 a) How hyperbolic discounting affects investment?
b) Explain self-deception.

6 Marks
6 Marks

Q.4 Explain theories of emotion impacting investment.

12 Marks

OR

Q.4 a) Discuss the substance of emotions for financial decision.
b) Explain social influence on investment.

6 Marks
6 Marks

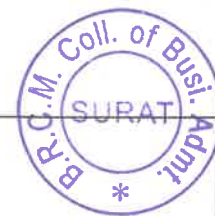
Q.5 Answer any three.

12 Marks

1. Explain basic ingredients of strong investment decision.
2. How to overcome psychological bias affecting financial decision?
3. What is the portrait of investor?
4. Discuss psychographic model of behavioral finance.



Sarvajani University



S-2024 Date: 15-04-24 Time: 11:15 AM to 01:30 PM

Regular Exam

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

Course Code: BMBA12408

Total Marks: 60

Course Name: Retail Management

Instructions:

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

Q.1 Answer in brief with example. 12

- a. What do you mean by non-store retailing?
- b. What do you mean by retailing?
- c. What do you mean by FDI in retailing?
- d. What do you mean by UPC? What is the purpose of it?
- e. What do you mean by merchandising?
- f. What do you mean by mobile commerce.

Q.2 Discuss different store and non-store retail formats at length with suitable examples. 12

OR

Q.2 Discuss drivers of retail growth in India. Also discuss various challenges faced by retailers globally. (6+6)

Q.3 Explain in brief various types of retail locations. Also discuss steps involved in choosing a retail location. 12

OR

Q.3 What do you mean by franchising? Discuss merits and demerits of franchising. 12

Q.4 Write Short notes: (ANY TWO) 12

- a. Internet retailing
- b. Need for product identification in retail
- c. Role of Information Technology in retailing
- d. Factors affecting use of technology in retailing

D Mart's Merchandise Management

D Mart stands out in the retail industry by its unique approach to shopping. Instead of lavish interiors, D Mart stores offer simplicity, allowing customers to quickly find the products they need. You won't find furniture, electronics, or jewelry in D Mart because it focuses on selling items people need regularly, like groceries and fast-moving consumer goods. If a product doesn't sell well, it's swiftly replaced with something more popular. Although D Mart may not offer an extravagant shopping experience, it excels in providing attractive discounts. The lower prices attract a large number of shoppers, leading to higher sales.

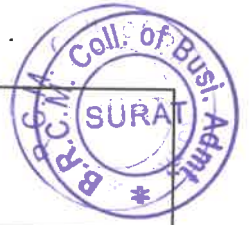
DMart's success is built on buying inventory in bulk and more frequently, which encourages manufacturers to offer higher discounts to D Mart. These savings are then passed on to customers. D Mart pays its suppliers within 10 days, a significantly shorter period compared to the industry standard of 60 days, as a result they get further discount from the suppliers. Furthermore, D Mart keeps costs down by forgoing features like bright lighting, music, and intricate store interiors, ensuring that customers benefit from the cost savings. This approach has propelled D Mart to the forefront of the retail industry, offering a simple and cost-effective shopping experience.

Questions:

1. Critically evaluate the merchandise management strategy of DMart. 03
 2. What are the potential challenges for DMart's retail strategy in this rapidly changing retail industry. 03
- b. Write short note on any one of the following. 06
1. Merchandiser's role and responsibilities.
 2. Principles of merchandising.

SARVAJANIK UNIVERSITY

Keep it blank

S-2024 Date: 15-04-24 Time: 11:15 AM to 01:30 PM
Regular Exam**B.B.A. (Hons) - SEMESTER- IV EXAMINATION****Course Code: BMBA12409****Total Marks: 60****Course Name: Human Resource Development****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
------------	--	-----------

- A. Define HRD.
- B. List down FOUR basic skills imparted during education for all programs.
- C. What is coaching analysis?
- D. Define Stress Management Intervention.
- E. What is Employee Wellness Program?
- F. Define Managing Diversity

Q.2	Describe functions of Human Resource Development at length.	12
------------	--	-----------

OR

Q.2	Discuss the challenges to organization and HRD professionals in detail.	12
------------	--	-----------

Q.3 (A)	Define Coaching. Describe need for coaching in performance management.	06
----------------	---	-----------

OR

Q.3 (A)	Discuss role of supervisor & manager as well as HRD professional in coaching.	06
----------------	--	-----------

Q.3 (B)	The Mayo Clinic is known for world-class treatment of patients, particularly in areas concerning cancer, heart care, transplants, and	06
----------------	--	-----------

the neurosciences. Altogether, the Mayo Clinic employs over 55,000 people. Roughly 32,000 of these individuals work in various locations throughout Rochester, Minnesota, with over 23,000 additional staff employed at locations in Arizona, Florida, Iowa, and Wisconsin.

Founded by Dr. William W. Mayo in 1892, and then built up by his two sons, the Mayo Clinic has long had a strong sense of culture and values that it seeks to convey to both patients and staff. The challenge presented to a team of Mayo Clinic staff was how to redesign the Clinic's orientation program to accomplish all that was needed by such a program.

Questions:

- I. If you were part of the Mayo Clinic team charged with redesigning the orientation program for staff in Rochester, Minnesota, what information or content do you think is most critical to convey during orientation?
- II. How long do you think the orientation program should last?

Q.4	Describe Stress Management Intervention Model in detail.	12
------------	--	-----------

OR

Q.4	Write a long note on: employee wellness and health promotion programs	12
------------	---	-----------

Q.5	Describe Management Education and Management Training and Experiences in detail.	12
------------	--	-----------

OR

Q.5	Define Management Development. Discuss characteristics of globally competent manager at length.	12
------------	---	-----------
