

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEPTEMBER-OCTOBER 2020

Paper Code: BBA-304

Subject: Digital Marketing

Time : 2 Hours

Maximum Marks :75

Note: Attempt three questions including question no.1 which is compulsory. All questions carry equal marks.

- Q1 Write a short note on:
- Difference between traditional and digital marketing.
 - Integrated Internet Marketing Communication (IIMC).
 - Search Engine Marketing (SEM).
 - Tracking mobile marketing performance.
- Q2 In your opinion, does Digital Marketing deserve appreciation as an effective communication medium? Express your opinion in light of the growth of DM as a vital tool of marketing.
- Q3 Discuss the micro-environmental elements of internet related to marketing. Design a marketing strategy for a product of your choice by incorporating all these elements.
- Q4 Differentiate the marketing mix of digital marketing Vs. traditional marketing. Give examples.
- Q5 What is opt-in-e-mail-Permission Marketing? How important are blogs as a digital promotion technique? Give examples.
- Q6 Content is king in Digital Social Media Marketing (DSMM). But your content should have the right kind of keywords. Why are keywords so important? What are different types of classifying keywords? Discuss.
- Q7 Imagine yourself as an owner of utensils business venture. You are asked to identify the strengths and capabilities of the different digital and social media platforms which can help you in promotion of your venture. Discuss.
- Q8 Explain the significance of mobile marketing, along with the types of mobile marketing.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEPTEMBER-OCTOBER 2020

Paper Code: BBA-304

Subject: Project Planning & Evaluation

BBA(TTM)-304

BBA(B&I)-304

(Upto 2016 Batch)

Time: 2 Hours

Maximum Marks: 75

Note: Attempt any three questions. All questions carry equal marks.

- Q1 Take example of a project of your choice. Highlight the various aspects of market and technical analysis of the selected project.
- Q2 Superior Constructions Ltd. has furnished the following information pertaining to different activities associated with completion of construction project.

Activity	Required Preceding Activates	Number of Days		
		Optimistic Time	Pessimistic Time	Most Likely Time
A	None	6	8	4
B	None	6	10	5
C	None	2	4	3
D	A,B	6	8	7
E	B	1	3	2
F	B	6	8	4
G	F,C	10	12	8
H	B	8	12	4
I	E,H	4	8	6
J	E,H	2	4	3
K	C,D,F,J	1	3	2
L	K	5	13	6

Draw the network diagram of the above project. Determine the critical path and duration of the project.

- Q3 Briefly discuss the various sources of project financing? State the various instruments that are used in raising capital in international markets.
- Q4 (a) State the factor that affect the plant location decision in business enterprises.
(b) State the techniques of demand forecasting.
- Q5 What is project management? What are the various phases of project management?
- Q6 Briefly describe the following:-
(a) Human Aspects of Project Management
(b) Feasibility Study
(c) Post Completion Audit.
- Q7 Explain the methodology of computation of cost and cash flows for a commercial project with help of an example.
- Q8 What are the factors which contribute to the uncertainty of a project? Discuss the techniques for measuring the risk of a project?

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEPTEMBER 2020

Paper Code: BBA-302

Subject: Project Management

Time: 2 Hours

Maximum Marks: 75

Note: Attempt any three questions. All questions carry equal marks.

- Q1 What are projects? Why there is a need of project management and evaluation? Discuss the roles and responsibilities of a project manager.
- Q2 What are the determinants of success of a project? Explain the process of preliminary screening.
- Q3 Discuss the factors affecting choice of location. Why choice of location is of strategic importance? What other factors in technical analysis are considered.
- Q4 How is PERT/CPM useful in scheduling and identifying activities in a construction project? Explain with help of an example.
- Q5 Define time cost overrun. Explain the significance of time management during different phases in a construction project.
- Q6 Write Short notes on the following:
- (a) Social Cost benefit analysis
 - (b) Venture capital and private equity
 - (c) Risk analysis
 - (d) Debt financing
 - (e) Capital structure
- Q7 What is demand forecasting? Explain its techniques. Also explain how demand forecasting helps in market planning.
- Q8 Explain the techniques for project implementations, evaluation and control. How post audit is done?

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEP.-OCT. 2020

Paper Code: BBA-306

Subject: International Business
Management

Time : 2 Hours

Maximum Marks : 75

Note: Attempt any three questions. All questions carry equal marks.

- Q1 Describe the functions of International Monetary Fund. Critically evaluate its achievements.
- Q2 What are the key challenges and opportunities in International Business? How these challenges can be removed?
- Q3 Explain the impact of globalization on liberalization and unification of world economies.
- Q4 Differentiate between tariff and non-tariff barriers. Give suitable illustrations. Also state five types of tariff in context of international trade.
- Q5 Describe the motives of cross border acquisitions. What are the integration challenges in such acquisitions?
- Q6 Write a detailed analysis of the different kind of global organizational structures.
- Q7 What are the key issues in global human resource management?
- Q8 Explain the importance of diversity in global business.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEPTEMBER-OCTOBER 2020

Paper Code: BBA-308

Subject: International Business Management

BBA (TTM)-308

(UP TO 2016 BATCH)

Time: 2 Hours

Maximum Marks: 75

Note: Attempt any three questions. All questions carry equal marks.

- Q1 What is International Business? How is it different from Domestic Business? Discuss the challenges and opportunities involved in doing International Business.
- Q2 What do you mean by International Competitive Advantage? How to gain the same by any business firm? Discuss in the context of multidimensional view of competitiveness.
- Q3 How IMF is different from World Bank? Discuss the role and functions of both these Institutions.
- Q4 What is FDI? Discuss the role of FDI in the era of globalization. Make a note on the FDI policy framework that exists in India. What are the advantages of FDI to host country? Explain in brief.
- Q5 Write in brief various International Business Theories. How these theories help in explaining the rationale of International Business? Discuss.
- Q6 Write notes on:-
(a) Tariff and Non Tariff Barriers to Trade
(b) Rationale for Globalization
- Q7 Explain the types of strategies used in Strategic Planning for achieving Global competitive Advantage. Give suitable examples to illustrate your answer.
- Q8 Write a note on multicultural management. What methods can be used to motivate employees in global context? Discuss with examples.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEPTEMBER-OCTOBER 2020

Paper Code: BBA-308

Subject: Business Policy & Strategy
(Batch 2017 Onwards)

Time : 2 Hours

Maximum Marks :75

Note: Attempt any three questions. All questions carry equal marks.

- Q1 Write short notes on:
- (a) Difference between policy and strategy in context of business.
 - (b) ETOP as a diagnostic tool.
 - (c) Diversification strategies and internationalisation.
 - (d) Inter-linkages between organizational structure and its culture.
 - (e) Stop light strategy model.
- Q2 Explain the applicability of SWOT analysis and BCG matrix for strategy formulation. Illustrate your answer with suitable examples.
- Q3 Discuss strategic management process in detail with the help of a flowchart? Explain some of the limitations of strategic planning in detail? Also discuss how these limitations can be avoided.
- Q4 What are the various types of corporate strategies? Discuss in detail, by taking examples from real life industries, each type of corporate strategy.
- Q5 What do you mean by leadership and explain how it is important in managing the corporate culture? How is the corporate culture and strategy compatibility assessed?
- Q6
- (a) Discuss the importance of strategic evaluation.
 - (b) What role does the vision and mission statement play in strategic management process?
- Q7 "Retrenchment is the need of the hour for most corporate houses in the world during COVID-19 with major aftereffects" Critically examine this statement.
- Q8
- (a) Explain the Mckinsey's 7S framework.
 - (b) Discuss the value-chain approach as a tool of internal analysis.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY 2019

Paper Code: BBA-304	Subject: Project Planning and Evaluation
BBA(MOM)-304	
BBA(TTM)-304	
BBA(B&I)-304	

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

Q1 Two projects X and Y have the following cash flow stream.

Year	Cash Flows (Rs 000's)	
	Project X	Project Y
0	-1680	-1680
1	+1400	+140
2	+700	+840
3	+140	+1510

The company's cost of capital is 9% required:-

- (a) Compute NPV and IRR of both projects.
- (b) Which project would you choose and why?

Q2 Discuss the possible sources of optimistic bias as well as pessimistic bias in cash flow estimation.

Q3 Discuss the factors which determine 'plant location', 'plant capacity' and 'product mix' of a large scale project.

Q4 The funds and personnel requirement is to be assessed accurately. These requirements change significantly during the course of implementation of a project. Discuss how to ensure the availability of resources as and when required.

Q5 A project consists of 6 activities and their time estimates are shown below:

Activity	Time in weeks		
	Optimistic	Most likely	Pessimistic
1-2	1	3	5
1-3	3	6	9
2-4	2	6	4
3-4	5	9	13
2-5	3	4	5
4-5	5	8	11

Draw the network. Required:-

- (a) Determine the critical path.
- (b) Find the standard deviation of the critical path duration.
- (c) Compute the probability of completing the project in 20 weeks.

Q6 The floats associated with each project task can only be derived following the completion of the forward and backward passes. Explain why this is true?

Q7 Do you agree with the following statement: "With proper planning it is possible to eliminate most/all risks from a project"? Why or why not?

Q8 Write a short note on any three of the following:-

- (a) Means of financing a large scale project
- (b) Preparation of projected financial statements
- (c) Human aspects of project management
- (d) Sensitivity of cash flows.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA(B&I)-302

Subject: Retail Management and Retail Banking

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q no. 1 which is compulsory. Select one question from each unit.

- Q1 Explain the following:- (3x5=15)
- (a) Organised Versus Unorganised Retailing.
 - (b) State the features of Pradhan Mantri Mudra Yojna for Retailers
 - (c) Disadvantages of Plastic Money
 - (d) Future of 'Mom and Pop' shops in India
 - (e) Importance of CRM for retail business

UNIT-I

- Q2 What are the different types of retailers functioning in Indian Market? What are their features? How these retailers are different from each other? (15)

OR

- Q3 Discuss the different functions performed by a retailer. How these functions are related to each other? State their importance. (15)

UNIT-II

- Q4 Describe the socio, economic and technological influences on retail management. Suggest measures to convert these challenges into opportunities, giving relevant examples. (15)

OR

- Q5 What is the meaning of Merchandising? Explain the principles of merchandising. Explain the merchandising strategy of a retail grocery store (Easy Day for example) near to you. (15)

UNIT-III

- Q6 What is a Personal Loan? How shall you assess your requirement for a personal loan? What are the different purposes for which personal loans are sanctioned by a bank? Why are these loans getting popular? (15)

OR

- Q7 "Banking in India has gone for a turnaround in recent years". In light of this statement, state the features of modern retail banking system in India. What are plethora of services these banks provide? (15)

UNIT-IV

- Q8 What is the meaning of E-banking? What kind of conveniences it has brought to a customer? What precautions are to be taken before using it? (15)

OR

- Q9 (a) Make a distinction between Debit and Credit card. (5)
(b) State the reasons for popularity of 'Mobile Banking' apps. (5)
(c) What is Bancassurance? State its features. (5)

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-302

Subject: Business Policy and Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) Differentiate between 'Long-Range Planning' and 'Strategic Planning'.
(b) What are the steps involved in Strategic Management? Discuss them briefly.
- Q2 Differentiate between 'Vision' and 'Mission' of a business firm. How Vision and Mission Statements of business firms are made? Illustrate Vision and Mission statement of any business firm.
- Q3 Discuss various approaches used for Environment Scanning. How ETOP serves for any business house? Explain with examples.
- Q4 What methods are used for 'Analysis of Internal Resources of a Company'? How based on the analysis, strategic advantage profile is made and what purpose it serves? Discuss with suitable example.
- Q5 What role BCG model and spotlight strategy model play in choice of strategy? Discuss the models with suitable examples.
- Q6 Discuss in brief major strategic option available to firms for stability, growth and expansion of the business. Give examples to demonstrate the differences.
- Q7 What role Leadership plays in strategy implementation. What can be different leadership styles suitable for different situations in strategy implementation? Discuss with suitable examples.
- Q8 Write notes on:-
(a) Value-Chain approach to Internal Analysis
(b) Structural Analysis of competitive environment.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-312

Subject: Environmental Science

BBA(MOM)-312

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Explain **any five** of the following:- (5x5=25)
- (a) Kyoto Protocol
 - (b) Agenda 21
 - (c) Hydrological cycle
 - (d) Green house effect
 - (e) ISO 9000 and 14000
 - (f) Environment (Protection) Act, 1972
 - (g) Water bodies in Delhi and their conservation measures
 - (h) Climate change impact on environment
- Q2 Define ecosystem. Explain various types of aquatic ecosystem. What are the potentials and threat to wetlands in India? (12.5)
- Q3 What are different types and sources of water pollution? Discuss effects of water pollution on human beings. (12.5)
- Q4 What are solid wastes? Enumerate on various methods of disposal and treatment of solid wastes. (12.5)
- Q5 What do you understand by Environment Impact Assessment? Under what circumstances do we need EIA? What are various approaches to EIA? (12.5)
- Q6 Explain any two major efforts towards protection of environment at international level. List two organizations at national or international level which are engaged with environment protection mentioning their area of operation, location of head quarters and major achievements.(12.5)
- Q7 Make a note on:-
- (a) The Indian Penal Code (4)
 - (b) Role of judiciary in environment protection (4.5)
 - (c) Delhi Environment Law (4)

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY - JUNE 2019

Paper Code: BBA(B&I)-310

Subject: Values and Ethics in Business

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What are Values different from Ethics? How are they formed? How values of Indian Managers influence their behavior. Give examples.
- Q2 (a) Explain by giving examples of Ethos of Vedanta in management.
(b) Discuss Ethical issues of Business.
- Q3 Explain the difference between knowledge and wisdom. Discuss the concept of 'knowledge management' and 'wisdom management' in business. Give suitable examples to illustrate the difference.
- Q4 Discuss the concept of Karma. How Karam yoga, Nishkam karma and Sakam karma are different? What is their relevance in Business? Explain with examples.
- Q5 What are Principles of Competitive Success? How to create a blueprint for Success? Explain any two successful stories of 'Business Gurus' to explain your answer.
- Q6 Write note on:-
(a) Quality of work life Issues and challenges involved.
(b) How to bring about 'Transformation' explain the process and challenges involved.
- Q7 What is corporate governance? How is it different from CSR? Discuss both of them with examples.
- Q8 Write notes on:-
(a) Unethical Issues in Business
(b) Consumer Protection Act.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY 2019

Paper Code: BBA(B&I)308

Subject: Management of Commercial Banks

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What is the role of Commercial Banks for economic development? Also, state the reasons for commercial banks to support business establishments.
- Q2 Analyse Assets and Liabilities of Scheduled Commercial Banks. State the main headings and sub headings of Assets & Liabilities of commercial banks.
- Q3 Discuss foreign currency risk originating from foreign currency dealing by commercial banks. Also state ways and means to manage foreign currency risk.
- Q4 Discuss the role of 'Non-Banking Financial Institutions' in the financial market of India. Who regulates the 'Non-Banking Financial Institutions'?
- Q5 What do you understand by 'Interest Rate Risk'? Discuss the methods adopted by commercial banks to manage interest rate risk.
- Q6 How do you measure efficiency of Commercial Banks? Critically examine the current state of 'Non-Performing Assets' of Commercial Banks.
- Q7 Elaborate the capital adequacy norms of commercial banks as envisaged by Reserve Bank of India. What is the current level of adequacy of capital met by nationalized banks?
- Q8 Write short notes on **any three** of the following:-
- (a) Social Responsibilities of banks.
 - (b) Commercial Bank's investment policies.
 - (c) Distinguish between 'Liquidity Risk' and 'Credit Risk'.
 - (d) Benefits from Nationalisation of Banks.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-308 Subject: International Business Management
BBA(MOM)-308
BBA(TTM)-308

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Explain the term 'International Business'. What are the objectives for a firm to go for international business? Discuss some of the challenges involved in International Business.
- Q2 What do you understand by 'International Competitive Advantage'? State the requirements for achieving competitiveness in the overseas market.
- Q3 Distinguish between the role of 'IMF' and 'World Bank' in International Business. Discuss existing structure of International Monetary System and Financial Markets.
- Q4 Discuss various theories of International Business. Which theory, do you think, has practical application? Give suitable examples.
- Q5 What are the advantages and disadvantages of globalization? What are the drivers of globalization?
- Q6 State reasons for sudden spurt in cross border mergers and acquisitions. Discuss in the light of recent cases of mergers and acquisition.
- Q7 What is cultural globalization? Discuss the difficulties in managing groups across cultures. What do you understand by multicultural management?
- Q8 Write a short note on **any three** of the following:-
 - (a) Technology Transfer
 - (b) Social responsibilities of transnational corporations. (TNC)
 - (c) Unification of World Economics
 - (d) Trade War between China and USA.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2019

Paper Code: BBA (B&I)-306

Subject: Practice of General Insurance

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All question carry equal marks.

- Q1 Distinguish between the following:
(a) Tariff and Non-tariff products
(b) Moral and Physical Hazards
(c) Renewal and Revival of Policy
- Q2 What is unexpired risk? How it is calculated and reported?
- Q3 Explain the various contexts in which the aviation insurance is different from marine insurance?
- Q4 What are the forms of rating? Give examples in context of fire and motor insurance.
- Q5 Briefly explain the process of claim settlement in marine insurance and documents required for the purpose.
- Q6 Define reinsurance. Briefly explain the role of reinsures and capital requirements. Illustrate the various types of reinsurance arrangements.
- Q7 Briefly describe the following:
(a) No Claim Bonus
(b) Third Party Administrators
(c) Credibility theory
- Q8 What is the meaning of 'Loss Prevention'? Discuss how insures is protected while attempting to reduce losses.

END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL- MAY 2019

Paper Code: BBA 306

Subject: Entrepreneurship Development

BBA(TTM) 306

BBA(MOM) 306

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. What is meant by entrepreneurship? Explain the need and importance of entrepreneurship in the context of the Indian economy.
- Q2. What are the psychological needs identified by McClelland? Why is the need for achievement stronger among creative entrepreneurs?
- Q3. What is meant by business opportunity? An idea that is not assessed for its opportunity potential may fail in business. Comment on this statement citing suitable examples.
- Q4. What is venture capital? Who provides it? Explain the role of venture capital in entrepreneurial development.
- Q5. Explain the concept of creativity and innovation. How are they interrelated? Briefly discuss the various sources of innovation.
- Q6. What is meant by Entrepreneurship Development Programme (EDP)? Explain.
a) the need of EDP; b) pre-training phase of EDP and c) evaluation of EDPs.
- Q7. Case study
"Ethics is good business" is the motto of PHD chamber of commerce and industry. A large number of old business houses such as Ranbaxy, DCM Shriram, Apeejay Satya Group, Ansal Group, Atlas cycles etc. have endorsed the code of ethics adopted by PHD chamber of commerce and industry this code is reproduced below:

Code of Ethics by PHD chamber of commerce and industry: It is believed that the best way of promoting high standard of business practice is through self-regulation. Business should be conducted in a manner that it earns the goodwill of all concerned through quality, efficiency, transparency and good values. This code has been designed as voluntary guideline to achieve these objectives:
- Be truthful and realistic in stating claims
 - Be responsive to customer needs and concerns
 - Treat all stakeholders fairly and with respect
 - Protect and promote the environment and community interest.
- a) What message is conveyed by the slogan "ethics is good business".
b) With help of examples state the common unethical practices undertaken by business firms.
- Q8. Write short notes on **any two** of the following:
a) The role of entrepreneurship in export promotion.
b) Legal requirements of establishment of a new firm.
c) Impact of socio-economic factors on growth of entrepreneurs.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-304

BBA(TTM)-304

BBA(B&I)-304

BBA(MOM)-304

Subject: Project Planning and Evaluation

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. a) Why capital investment decisions are considered critical? Explain.
b) Explain the various phases of capital budgeting decisions.
- Q2. Discuss various sources of finance which a start up venture may explore. Also explain who are angel investors? How do they provide finance to young aspirational investors who want to start their startup venture? Give examples.
- Q3. What is demand forecasting? What is its significance? Also state the uncertainties related with it.
- Q4. "Plant location its an important strategic decision in Project Analysis". Explain the factors which affect the choice of a location. Why selection of a good location is crucial for the success of project? Give examples.
- Q5. a) Explain the various forms of project organization stating their merits and demerits.
b) Discuss the pre-requisite the successful implementation of a project.
- Q6. Write short notes on following:
a) Critical path
b) Floats of activities
c) Crashing of activities
d) Project Rating Index
e) Human aspects of Project management
- Q7. a) What is the meaning of risk? What are its different forms? How is it measured?
b) State the assumptions of Capital Asset Pricing Model (CAPM) and explain the concept of beta.
- Q8. What is a project idea? How project ideas are generated? How will you decide whether an idea is worth pursuing or it is a raw idea only? Give examples.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-306

BBA(MOM)-306

BBA(TTM)-306

Subject: Entrepreneurship Development

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) Who is an Entrepreneur? What are unique characteristics and capabilities of an Entrepreneur? Discuss in brief.
(b) Discus few theories of Entrepreneurship as given by Ducks, Schunter etc. in brief.
- Q2 "To start a business, it is IDEA that is needed not money." Discuss the statement in the light that how to identify opportunities for starting business. Give an illustrative list of few business ideas.
- Q3 Explain the procedure involved in establishment of a new unit in India. What Registrations are required? Explain the steps involved with documentation requirements.
- Q4 What are the sources of funds for a start up in India? Discuss these sources mentioning their relative merits and demerits.
- Q5 What are EDPs? How are these organised? Discuss the stages and activities involved in EDPs?
- Q6 Discuss the role of an Entrepreneur in bringing about Economic Growth of a country. How economic growth takes place with the growth of Entrepreneurship in any country? Explain with examples.
- Q7 Discuss the impact of recent demonetization on the entrepreneurial development in India. Explain your answer with suitable examples.
- Q8 Write notes on:-
(a) Social Responsibilities of an Entrepreneur.
(b) How to Understand Entrepreneurial Behaviour of a person.
(c) Role of entrepreneur in export promotion and import substitution

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-312

Subject: Environmental Science

BBA(MOM)-312

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 (a) Define ecosystems and elaborate on various kinds of ecosystems. (15)
- OR**
- (b) Elucidate on sustainability development elaborating on its social, economic and environmental aspects. (15)
- Q2 (a) Explain the phenomenon of climate change. (15)
- OR**
- (b) What are various greenhouse gases? How can the effect of global warming be reduced? (15)
- Q3 (a) Classify air pollutants into different categories indicating their sources and effects on human health. (15)
- OR**
- (b) Discuss the principle and methods of composting. Write a note on management of biomedical wastes. (15)
- Q4 (a) Discuss major sources of groundwater and surface water pollution citing examples. Also discuss various methods of water conservation. (15)
- OR**
- (b) Discuss renewable and non renewable energy resources. Explain stock and flow resources of the environment. (15)
- Q5 (a) Give salient features of the Water (Prevention and Control of Pollution) Act, 1974 and AIR (Prevention and Control of Pollution) Act, 1981. (15)
- OR**
- (b) Elaborate various features of ISO 14001, EMS that must be implemented by the companies to pass the audit requirements. (15)

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-308 Subject: International Business Management
BBA(TTM)-308
BBA(MOM)-308

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory. Give suitable examples to illustrate your answer. All questions carry equal marks.

- Q1 Discuss the meaning and importance of International competitive advantage. Elucidate your answer with suitable example.
- Q2 Critically analyse Global Competitiveness of Indian Organizations. Strengthen your answers with suitable examples.
- Q3 Imagine that you are an Indian engineer who has been offered a job as the CEO of a large TNC in Dubai. What are the important cross cultural issues you are likely to face and how would you solve them?
- Q4 Discuss the importance of technology in making the business global? How technical capabilities of a company can be enhanced? Also mention the ways of technology transfer.
- Q5 Why is strategic planning important to achieve Global Competitive Advantage? Taking some real life examples illustrate how some organizations have achieved this.
- Q6 (a) What are trade barriers? Give their classification and state their relative merits and demerits.
(b) Discuss the role of IMF and world bank in the growth of internal business.
- Q7 Discuss how a functional organisational structure based company align its organisational structure to the strategy of International expansion?
- Q8 Write short notes on the following:-
(a) Globalization and Corporate social responsibility.
(b) Motivating employees globally.
(c) Performance appraisal in a Global Organisation

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-306

Subject: Entrepreneurship Development

BBA(MOM)-306

BBA(TTM)-306

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) Who is an Entrepreneur? What are unique characteristics and capabilities of an Entrepreneur? Discuss in brief.
(b) Discuss few theories of Entrepreneurship as given by Ducks, Schunter etc. in brief.
- Q2 "To start a business, it is IDEA that is needed not money." Discuss the statement in the light that how to identify opportunities for starting business. Give an illustrative list of few business ideas.
- Q3 Explain the procedure involved in establishment of a new unit in India. What Registrations are required? Explain the steps involved with documentation requirements.
- Q4 What are the sources of funds for a start up in India? Discuss these sources mentioning their relative merits and demerits.
- Q5 What are EDPs? How are these organised? Discuss the stages and activities involved in EDPs?
- Q6 Discuss the role of an Entrepreneur in bringing about Economic Growth of a country. How economic growth takes place with the growth of Entrepreneurship in any country? Explain with examples.
- Q7 Discuss the impact of recent demonetization on the entrepreneurial development in India. Explain your answer with suitable examples.
- Q8 Write notes on:-
(a) Social Responsibilities of an Entrepreneur.
(b) How to Understand Entrepreneurial Behaviour of a person.
(c) Role of entrepreneur in export promotion and import substitution

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-302

Subject: Business Policy and Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the evolution of Business Policy as a subject and highlight its scope and importance. Illustrate your answer with suitable examples.
- Q2 What are the various approaches to the environment scanning process? Explain giving suitable examples.
- Q3 Briefly explain the difference between vision and mission statements. With the help of a suitable example, outline the strategic management process for the formulation of a strategy.
- Q4 Explain ETOP as a diagnostic tool for environmental analysis. Give suitable examples.
- Q5 Briefly explain the process of conducting the resource audit for a firm. Illustrate your answer with suitable examples.
- Q6 Distinguish between BCG Model and the Directional Policy Matrix Model highlighting their advantages and disadvantages.
- Q7 Explain the Matrix and Profit Impact of Market Strategy (PIMS) Model for portfolio analysis. Give suitable examples.
- Q8 Write short notes on any two of the following:-
- (a) Corporate Capabilities
 - (b) Value Chain Analysis
 - (c) Porter's five forces model
 - (d) Major Issues in the Implementation of Strategy

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY- JUNE 2016

Paper Code: BBA-304

Subject: Project Planning and Evaluation

BBA (B&I)-304

BBA (MOM)-304

BBA (TTM)-304

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) What are Capital Investments?
(b) Discuss different types of Capital Investments.
- Q2 (a) Differentiate between NPV and IRR methods of capital budgeting with the help of an example.
(b) What are the sources of funds for an overseas project which are available for a firm?
- Q3 How do we calculate the working Capital requirements of a project? How these requirements can be financed? Discuss.
- Q4 Write notes on:-
(a) Projected Balance Sheet
(b) Different phases of Capital Budgeting
(c) Projected Cash Flow Statement
- Q5 What is demand forecasting? Discuss various techniques of estimating the demand. How is it different from market feasibility studies? Give examples.
- Q6 (a) What are the various forms of project organizations? Give advantages and limitations of them.
(b) Float of an activity
(c) Crashing of activities.
- Q7 Write short notes on:-
(a) Factors that affect plant location decisions
(b) Preparing cost sheet of project
- Q8 What are the prominent networking techniques? Make a distinction between them and also state the importance of networking in a project.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-306

Subject: Entrepreneurship Development

BBA(TTM)-306

BBA(MOM)-306

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Differentiate between Entrepreneur and Entrepreneurship. What are different theories of Entrepreneurship explaining the concept of Entrepreneurship? Discuss them in brief.
- Q2 "To start a business, one only require is an IDEA". Do you agree? What are the sources of Ideas generation and the procedure followed to screen the ideas to shortlist one for commercial development.
- Q3 What are EDPs? What is their relevance In promoting Entrepreneurial Behaviour? What are the activities as a part of EDP conduction?
- Q4 Write notes on the following:-
(a) Psycho-theories of Entrepreneurial Behaviour
(b) Organisations helpful in giving grant for conduct of EDP's.
- Q5 What are the different sources of financing of a new unit? What documents are required to raise funds from these sources? Discuss the procedure in brief with examples.
- Q6 How Entrepreneurship results in Economic Growth of a Country? Explain the factors with relevant examples.
- Q7 Discuss the role of Entrepreneur in Export promotion and Import Substitution in Indian context. What steps are involved in doing export from our country? Discuss in brief.
- Q8 Explain the forces which have been instrumental for the emergence of entrepreneurial class in context of India. Give examples to support your answer.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-308 Subject: International Business Management
BBA(TTM)-308
BBA(MOM)-308

Time: 3 Hours Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 How is International Business Management different from managing Domestic business. Bring out the factors influencing international business and explain with examples.
- Q2 Examine the advantages and disadvantages of FDI. How does FDI contributes in the economic development of the host country.
- Q3 What do you understand by 'Transfer of Technology'? Why do companies in developing countries go in for technology transfer and what are the usual problems faced by them in this regard.
- Q4 Why is Globalization unstoppable? Explain how the economies of the world are getting integrated.
- Q5 What is strategic planning? Explain the various types of strategies used in planning for achieving global competitive advantage.
- Q6 Write short notes on the following:-
(a) Financial Integration
(b) Cross border mergers and acquisitions
- Q7 Explain the concept of Country risk analysis. Comment on socio-economic risk and its analysis.
- Q8 "Pay for Performance is an effective motivational tool in global HR"- Discuss.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-312	Subject: Environmental Science
BBA(MOM)-312	

Time: 3 Hours	Maximum Marks: 75
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Note: Attempt any five questions. Internal choice is indicated.
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Q1 Describe various kinds of Ecosystem. Write a note on conservation of Biodiversity. (15)

OR

Elucidate various international agreements on Environment Management. Give salient features of Stockholm Conference and Kyoto protocol. (15)

Q2 Explain the phenomenon of climate change. Giving details of various greenhouse gases. (15)

OR

Elaborate on the policies adopted by the government for water conservation and management. Elaborate on Ganga action plan. (15)

Q3 Elucidate on different categories of air pollutants indicating their sources and effect on human health. (15)

OR

Explain solid waste management. What are the precautions taken to manage hazardous and biomedical waste? (15)

Q4 What are the major sources of groundwater and surface water pollution? Discuss various methods adopted for ground water conservation. (15)

OR

Discuss merits and demerits of large hydropower installations. Give salient features of Water Prevention and Control of Pollution Act, 1974. (15)

Q5 Elaborate on Wildlife Protection Act 1972 and Environment Protection Act 1986. (15)

OR

Elaborate various features of ISO 14001 that must be implemented by the companies to pass the audit requirements. (15)

Q6 Explain baseline studies in EIA with examples. (15)

OR

Give salient features of Delhi Environment Law. (15)

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA312

Subject: Environmental Science

BBA(MOM)312

Time : 3 Hours

Maximum Marks :75

Note: Attempt all five questions as directed. Internal choice is indicated.

- Q1. a) Indus Water Treaty is in between (2)
(i) India and Bangladesh
(ii) India and Afghanistan
(iii) India and China
(iv) India and Pakistan
- b) The major greenhouse gas is: (2)
(i) CFC
(ii) CO₂
(iii) CO
(iv) Freon
- c) The state of India with maximum percentage of its area covered by forests is: (2)
(i) Rajasthan
(ii) Bihar
(iii) Karnataka
(iv) Madhya Pradesh
- d) Percentage of the volume of fresh water available for human use in the hydrosphere. (2)
(i) 0.3
(ii) 1.7
(iii) 1.3
(iv) 2.5
- (e) World Environment Day is celebrated on: (2)
(i) September 5
(ii) July 5
(iii) June 5
(iv) May 5
- f) Major coal resources in India are located in: (2)
(i) Himalayas
(ii) Central and Eastern India
(iii) South India
(iv) Western India
- g) Major component of biogas is: (2)
(i) Butane
(ii) Methane
(iii) Propane
(iv) Ethane

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- h) Scientist known as "Father of Green Revolution" in India is: (2)
(i) B.P. Pal
(ii) M.S. Swaminathan
(iii) T.N. Khosoo
(iv) Norman E. Borlaug
- i) Write short notes on the following:- (9)
(i) Stockholm conference
(ii) Kyoto protocol
(iii) Sustainable development
- Q2. Define ecosystems and elaborate various kinds of ecosystem. (12.5)
Or
Elucidate on sustainability development by elaborating its social, economic and environmental aspects. (12.5)
- Q3. Explain baseline studies in EIA with examples. (12.5)
Or
Give salient features of Environmental protection acts. (12.5)
- Q4. Classify air pollutions into different categories indicating their sources and effect on human health. (12.5)
Or
Discuss major sources of groundwater and surface water pollution citing examples. Also discuss various methods of water conservation. (12.5)
- Q5. Explain solid waste management. What are the precautions to be taken to manage hazardous and biomedical waste? (12.5)
Or
Define various levels of biodiversity in terms of genetic, species and ecosystem diversities. (12.5)

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: [BBA/TTM/MOM]-308 Subject: International Business Management

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1. Discuss the nature and scope of international business. What are the unique challenges and opportunities involved in International Business? Explain with the help of example. (15)
- Q2. What is the role and objectives of World Bank/IBRD in the promotion of development of developing economies? Under what different schemes of World Bank, developing economies can get finance for their development. Discuss in brief. (15)
- Q3. What is Globalization? Why countries encourage foreign investment? Discuss the FDI Policy frame work of India, and the benefits of FDI to home and host countries. Give examples to illustrate your answer. (15)
- Q4. Discuss important theories of International Business. Bring out the importance of these theories in the field of International Business. (15)
- Q5. Write notes on the following: (2x7.5=15)
- (a) Trade Barriers to International Business
 - (b) Unification of World economies and its relevance to international business.
- Q6. What are Technology Transfers? How they are done? What are its benefits/impact on doing international business? Discuss with suitable examples. (15)
- Q7. Write a note on different structures of Global Organizations. Which type of organization structure is relevant today in doing international business. (15)
- Q8. Write notes on the following: (2x7.5=15)
- (a) Performance Appraisal of employees in global context.
 - (b) Ways to manage diversity within and across cultures in doing international business.

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END TERM EXAMINATION

SIXTH SEMESTER [BBA (B&I)] MAY-JUNE-2015

Paper Code: BBA(B&I) 310

Subject: Values and Ethics in Business

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions including Q.No. 1 which is compulsory.

- Q1. Write short notes on **any three**: (5x3=15)
- (a) Ethical decision making
 - (b) Difference between Knowledge and Wisdom
 - (c) Detached Involvement
 - (d) Need for Transformation
 - (e) Code of Corporate Governance
- Q2. Why values are important in life? What are the different types of values and how are they formed? (15)
- Q3. What are the sources of stress and how organizations are helping their employees in stress management? (15)
- Q4. Differentiate between Quality of Life and Quality of Work Life? How both can be achieved in today's competitive, pressure building jobs? (15)
- Q5. What is Total Quality Management? How does it help in maintaining ethics in an organization? (15)
- Q6. Why transformation is important in the organization? How it can be implemented and what are the challenges faced by managers in implementing transformation? (15)
- Q7. How organization fulfill their corporate social responsibility towards employees, consumers and community? Explain with relevant examples of Indian organizations. (15)

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA302

Subject: Business Policy & Strategy

BBA(MOM)302

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1 (a) Discuss the meaning and importance of "Mission" and "Vision" in strategic management. (7.5)
(b) Draft the mission for the following companies:- (7.5)
(i) A private sector bank
(ii) A privately managed B-school
- Q2 Explain the process of strategic formulation in detail, for a newly established organization in telecom sector. (15)
- Q3 (a) Discuss the Competitiveness of company with respect to company's price and cost through the concept of Value Chain. (7.5)
(b) What is the meaning of "Strategic Advantages Profile"? what is its significance? (7.5)
- Q4 Write short notes on the following:- (5x3=15)
(a) Porter's Five Forces Model
(b) ETOP Analysis
(c) Resource Deployment Matrix
- Q5 Examine the strategically relevant components of company's external and internal environment in detail. (15)
- Q6 Why implementation of strategies formed is important? What are the major issues involved in the implementation of a strategy? (15)
- Q7 Explain the BCG model of strategic choice. How this model is similar or different from a cell matrix or stop light strategy model? (15)
- Q8 (a) Describe the relationship between annual objectives and policies. (7.5)
(b) Identify a long term objective and two supporting annual objectives for any organization that you are familiar with. (7.5)

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2015

Paper Code: [BBA/TTM/B&I/MOM]-304

Subject: Project Planning & Evaluation

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Attempt **any five** questions from the following: (5x5=25)
- (a) While capital investment decisions are extremely important they are very difficult. Elucidate.
 - (b) Briefly explain different methods of demand forecasting.
 - (c) What do you understand by informational asymmetry? How does it affect capital budgeting.
 - (d) Explain different sources of risk and various perspectives on risk.
 - (e) Discuss the rationale and limitations of Net Present Value (NPV) Rule.
 - (f) Briefly explain three different ways of raising finances in the primary market.
 - (g) Explain pros and cons of using CAPM approach to calculate cost of equity.
- Q2 "Project planning is an essential part of project management". Comment. Also, explain the essential elements/steps involved in the project planning. (12.5)
- Q3 The activities, duration and direct activity costs are given below. The indirect cost is Rs. 3000 per week. Starting from the normal duration obtain the crash cost and duration of the project. (12.5)

Activity	Time in Weeks		Cost		Cost to Expedite per week (Cost slope)
	Normal	Crash	Normal	Crash	
1-2	2	2	3000	3000	---
2-3	4	3	4000	5000	1000
2-6	8	8	6000	6000	---
3-4	3	2	2000	3500	1500
3-5	2	2	2000	2000	---
4-6	4	3	4000	5000	1000
5-6	3	3	4000	4000	---
6-7	8	5	8000	12000	1333

- Q4 Why do we undertake Market analysis. How do uncertainties in Demand Forecasting impacts Market Planning. (12.5)
- Q5 What are the factors which are taken into consideration while finalizing the plant capacity and plant location? (12.5)
- Q6 (a) Why does management of human resource a very important aspect of project management. Strengthen your answer with suitable examples. (7.5)
 (b) What are the different forms of Project Organization. (5)
- Q7 Explain any two risk analysis techniques and common strategies of risk reduction. (12.5)

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END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA306

Subject: Entrepreneurship Development

BBA(TTM/MOM)306

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. Write short notes on the following: (3x5=15)
- (a) Innovation and Entrepreneurship
 - (b) Barriers to Entrepreneurship
 - (c) Venture Capital
 - (d) Entrepreneur and Intrapreneur
 - (e) Franchising
- Q2. Discuss the role of an entrepreneur in the economic growth of a country? Describe how entrepreneurship brings socio-economic development of a country? Give an example. (15)
- Q3. (a) What are the essential qualities of an entrepreneur? Explain in details. (7)
- (b) What is Entrepreneurship Development Programme (EDP)? Why is EDP needed? (8)
- Q4. Explain in details the steps needed to start an enterprise. (15)
- Q5. Discuss the role of Start-ups in the current economic scenario. How does the financial structure need to align themselves to finance the start-ups? Name a few financial institutions for funding the start-ups. (15)
- Q6. Discuss how an entrepreneur can bring more value addition to his enterprise by innovation. Give an example of an innovation driven enterprise in support. (15)
- Q7. (a) In the light of "Make in India" call of the Prime Minister of India discuss the role an entrepreneur. (7)
- (b) Describe various incentives that are provided to the entrepreneurs engaged in exports. (8)
- Q8. (a) Name a few agencies of Government of India engaged in promotion of Entrepreneurship Development. (6)
- (b) Write a short note on market survey and demand analysis. (9)
