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Bachelor of Business Administration 5<sup>th</sup> Semester  
(1129)

INSURANCE AND RISK MANAGEMENT

Paper—BBA-301

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any **four** questions from Section A. Each question carries 5 marks.

(2) Attempt any **two** questions each from Section B and Section C. Each carries 15 marks.

**SECTION—A**

1. Explain the principle of subrogation.
2. Discuss the Nature of Insurance Contract.
3. What is the importance of Insurance ?
4. Differentiate Risk and Uncertainty.
5. What is a proposal form ?
6. Discuss the advantages of Liability insurance.

**SECTION—B**

7. What do you mean by Insurance ? Discuss various types of Insurances.
8. Explain various life insurance policies in detail.
9. Discuss main features of IRDA in brief.

10. Explain Non-Life Insurance Policies. Explain difference between Life Insurance and General Insurance.

**SECTION—C**

11. What do you understand by Risk Management ? What are the objectives and principles of Risk Management ?
12. How can insured get the claim from insurance company after suffering the loss ?
13. Define the following in detail :—
  - (a) Commercial Risk Management
  - (b) Risk Financing.
14. Explain measurement of risk. How can risk be controlled with or without Insurance ?

(i) Printed Pages : 2 Roll No. ....

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Exam. Code : 

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**Bachelor of Business Administration 5<sup>th</sup> Semester**

**(1129)**

**INTERNATIONAL BUSINESS**

**Paper—BBA-302**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt any **four** questions from Section A carrying **5** marks each and attempt any **two** questions from Sections B and C, each carrying **15** marks.

**SECTION—A**

1. Discuss briefly the reasons for going global.
2. What do you mean by Turnkey Project ?
3. Explain the functions of World Bank.
4. List the important provisions of NAFTA agreement.
5. Mention five problems of India's International Trade.
6. Explain the concept of single window in Customs under Exim Policy.

**SECTION—B**

7. What are the various functions and principles of UNCTAD ?
8. What do you mean by International Business ? Compare and contrast International Business with Domestic Business.

9. Despite an improvement over Ricardo's theory, Factor Endowment theory is widely criticized. Explain the reasons.
10. Explain various types of tariff and non-tariff barriers.

**SECTION—C**

11. Discuss the trade position and future of ASEAN-India Regional Trade and Investment Agreement.
12. Write a detailed note on trend analysis of Indian Outward FDI.
13. Why is it that India's Balance of Payments shows regularly mounting deficit ? Examine the measures taken by the government to solve the problem.
14. Discuss the various schemes of GOI for export promotion.

- (i) Printed Pages : 2 Roll No. ....
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**Bachelor of Business Administration 5<sup>th</sup> Semester**  
**(1129)**

**BUSINESS ENVIRONMENT**

**Paper—BBA-303**

**Time Allowed : Three Hours] [Maximum Marks : 80**

**Note :—** Attempt any **four** questions from Section A carrying **5** marks each. Attempt any **two** questions from Section B and Section C. Each question carries **15** marks.

**SECTION—A**

1. What are the objectives of monetary policy ?
2. What is the impact of Natural Environment on Business ?
3. Outline the emergence of Middle Class in India.
4. What is the role of Research and Development in Business ?
5. Bring out the limitations of environmental analysis.
6. What should be done to attract foreign capital in India ?

**SECTION—B**

7. What are the objectives of a business ? How far do you agree with this view that the Indian business presents a mixed picture as far as social responsibility is concerned ?
8. What is the relevance of economic planning in a market-oriented economy ? Explain the strategies of current five year plan.

9. What do you mean by Monetary Policy ? What are the measures adopted by the Reserve Bank to control credit ?
10. What are the objectives of Fiscal Policy in India ? Critically analyse its role.

#### **SECTION—C**

11. Define Ecological environment. What measures have been taken in India for the protection of environment ?
12. What are the salient features of FEMA ? Examine their impact on Indian business.
13. Define culture. How do you think business and culture are interrelated ?
14. Write detailed notes on :—
  - (a) Import of technology and its problems
  - (b) Current status of technology in India.

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 9

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Exam. Code : 

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Bachelor of Business Administration 5<sup>th</sup> Semester  
(1129)

**ENTREPRENEURSHIP AND SMALL BUSINESS  
MANAGEMENT  
Paper—BBA-304**

Time Allowed : Three Hours]

[Maximum Marks : 80

**Note** :— Candidates are required to attempt any **four** questions from Section A. Each question carries **5** marks, the total weightage being **20** marks. Do any **two** questions each from Sections B and C. Each question will carry **15** marks. The total weightage of each section being **30** marks.

**SECTION—A**

1. Do any **four** questions :—

(i) Define entrepreneurship. Differentiate between manager and leader. 5

(ii) Discuss the importance of motivation in Entrepreneurship. 5

(iii) List the methods used for financial appraisal of a project. 5

(iv) Explain briefly the concept of Break-even Analysis. 5

(v) Write various steps of new product planning and development. 5

(vi) What are the various characteristics of small scale industries ? 5

### SECTION—B

2. Is entrepreneur a package of equalities ? Explain. Highlight the significance of entrepreneurship in Indian economy. 15
3. What is motivation ? Discuss various factors behind Entrepreneurial Growth. 15
4. What is project identification ? Discuss various considerations in Project Selection. 15
5. Discuss the process of Financial Appraisal. What are the documents required for availing Financial Assistance ? 15

### SECTION—C

6. “Small scale Industries are the backbone of National Economy.” Discuss with relevant examples. 15
7. Discuss the concept of Profit Planning. Discuss role of break even analysis in profit planning of Small Business Unit. 15
8. What is Project Report ? Discuss the need of a Project Report before setting up a new unit. 15
9. Discuss the role of Government Institution engaged in providing support and assistance to small scale enterprises. 15

(i) Printed Pages: 2

Roll No. ....

(ii) Questions : 14

Sub. Code : 

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Exam. Code : 

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Bachelor of Business Administration 5<sup>th</sup> Semester  
(1129)

CONSUMER BEHAVIOUR

Paper—BBA-305

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any *four* questions from Section-A.  
(5×4=20)

(2) Attempt any *two* questions each from Section-B and  
Section-C. (15×4=60)

SECTION—A (5×4=20)

1. Consumer Vs Industrial buying behaviour.
2. Role of Consumer Involvement.
3. Organisational buying behaviour.
4. Steps involved in Buying Decision Process.
5. How are consumer attitudes formed ?
6. What are the basic models of consumer behaviour ?

SECTION—B (15×2=30)

7. Discuss the major determinants of buyer behaviour.
8. Consumer behaviour is strongly affected by perception.  
Elucidate this statement.

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[Turn over

9. Write short notes on :
- (a) Life Cycle
  - (b) Social Class
  - (c) Reference Groups
  - (d) Culture.
10. Define the concept of buying behaviour. What is its scope ?  
Why is it desirable to study it in marketing ?

**SECTION—C (15×2=30)**

11. Explain the role of consumer behaviour in formulating marketing strategy.
12. What is innovation ? How product characteristics influence diffusion and resistance to innovation ?
13. Explain the role of consumer involvement and customer satisfaction in marketing management.
14. Discuss the 'consumer decision making process' in detail.

(i) Printed Pages: 2

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(ii) Questions : 14

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Exam. Code : 

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Bachelor of Business Administration 5<sup>th</sup> Semester  
(1129)

SALES AND DISTRIBUTION MANAGEMENT

Paper—BBA 306

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any *four* questions from Unit A and *two* questions from each of the Units B and C. Each question from Unit A carries 5 marks and 15 marks from Units B and C.

UNIT—A

1. Discuss the importance of Sales Force.
2. Discuss the various functions of a Sales Manager.
3. What is Sales Quota ? How it is fixed ?
4. Discuss the various motivations of Intermediaries.
5. What is meant by 'Marketing Logistics' ?
6. Discuss the various modes of Transportation.

UNIT—B

7. What is Personal Selling ? Discuss the nature and importance of Personal Selling and Salesmanship Abilities.
8. What is Sales Budget ? Discuss its importance. How sales budget is decided ? Discuss the various uses of sales budget.

9. What is Sales Forecasting ? Discuss the various advantages of sales forecasting. Discuss the various methods of sales forecasting.
10. What is a Sales Territory ? Discuss the various considerations for allocation of sales territories.

#### UNIT—C

11. What is Physical Distribution ? Discuss the various objectives of Physical Distribution.
12. What do you understand by the term, “Channels of Distribution” ? Discuss the various functions of the various members of a distribution channel.
13. What is Inventory Management ? Discuss its importance and the various methods. How the inventory management method is decided ?
14. Write short notes on the following :
  - (a) International Sales and Distribution Management
  - (b) Advantages of Warehousing Automation.

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**Bachelor of Business Administration**  
**Fifth Semester**  
**BBA-307: Financial Markets and Services**

**Time allowed: 3 Hours****Max. Marks: 80**

*NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.*

x-x-x

**Section – A**

- I. Attempt any four of the following:-
- a) Write functions of Indian Financial System.
  - b) What is Term Money Market?
  - c) Describe about Initial Public Offering.
  - d) What is known as Eurocurrency?
  - e) What is called Net Asset Value?
  - f) How would you describe Investment Banking? (4x5)

**Section – B**

- II. Explain about the structural framework of Indian Financial System. How does all get inter-connected? (15)
- III. Explain about the following in detail:-
- a) Features and types of T-bills
  - b) Who govern Indian Money Market and how? (15)
- IV. Enlist and elucidate various reforms in secondary market after globalization. (15)
- V. Answer the following:-
- a) National stock exchange and its operational aspect
  - b) Commodity markets and how does it operate (15)

**Section – C**

- VI. Describe about financial services. What are its traditional and modern activities?(15)
- VII. 'A Merchant banker provides solution to any corporate problem.' Explain about it and various services rendered by it. (15)

P.T.O.

(2)

- VIII. Explain the following:-
- a) Functions of a factor.
  - b) Special Purpose Vehicle (SPV) (15)
- IX. What is Venture Capital Financing? Write about its various features and stages of financing. (15)

x-x-x

1129

B.B.A.-5<sup>th</sup> Semester

BBA-308: Investment Management

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt any four short answer type questions from Section-A. Attempt any two questions from Section-B & C respectively.

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**SECTION-A**

- I. Explain any four of the following in brief: -
- Give any three objectives of investment in securities.
  - What do you mean by diversification?
  - Define Absolute Breadth Index.
  - What are the basic assumptions of APT (Arbitrage Pricing Theory)?
  - Explain the traditional approach to portfolio construction.
  - What is portfolio revision? (4×5)

**SECTION-B**

- II. Why do people invest? What are the factors which are favourable for making investments in an economy? (15)
- III. How fundamental analysis is useful to a prospective investor? (15)
- IV. What are the charts? How they are interpreted in technical analysis? (15)
- V. What are the techniques for testing the various forms of efficient market hypothesis? (15)

**SECTION-C**

- VI. 'Higher the return, higher will be the risk.' In this context discuss the various risks associated with portfolio planning? (15)
- VII. Discuss in detail the Capital Asset Pricing Model (CAPM). (15)
- VIII. Differentiate value Vs Growth Investing. Give logical reasons to support your answer. (15)
- IX. What is the essential difference between the Sharpe and Treynor indexes of portfolio performance? (15)

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Exam.Code:0025  
Sub. Code: 0893

1129  
Bachelor of Business Administration  
Fifth Semester  
BBA-309: Social Security and Labour Welfare

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.*

x-x-x

**Section – A**

- I. Attempt any four of the following:-
- Define standing Order.
  - When is the gratuity payable and at what rate?
  - Define factory.
  - Write short note on Employee P.F. Scheme.
  - What is an occupational accident?
  - What are intramural welfare facilities? (4x5)

**Section – B**

- II. Discuss the need, importance and status of labour welfare in India. (15)
- III. What is Provident Fund? Under what circumstances can a worker withdraw money from provident fund? (15)
- IV. What do you mean by social security? Differentiate between social security and labour welfare. (15)
- V. What is the Constitution of Employees' Insurance Court and what are the different matters to be decided by it? (15)

**Section – C**

- VI. Write a short note on the payment of gratuity act, 1972. (15)
- VII. What are the categories of employees excluded from the application of Payment of Bonus Act? (15)
- VIII. What is the objective of Workman's Compensation Act, 1923? Explain its provisions. (15)
- IX. Discuss the effect of certification of standing orders. What is their duration? (15)

x-x-x

1129  
Bachelor of Business Administration  
Fifth Semester  
BBA-310: Industrial Relations and Labour Legislation

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.*

x-x-x

**Section – A**

- I. Attempt any four of the following:-
- Discuss the objectives of industrial relations.
  - Explain briefly the functions of collective bargaining.
  - Explain Marxist approach of industrial relations.
  - Define the term Lay off and Retrenchment under Industrial Dispute Act.
  - What is the scope of Payment of Wages Act?
  - What is the importance of Trade Union Act? (4x5)

**Section – B**

- II. What do you mean by industrial relations? Explain the essentials to make industrial relations effective. (15)
- III. Define industrial conflict. What is the importance and factors affecting industrial conflict? (15)
- IV. What do you mean by collective bargaining? Explain its nature and types. (15)
- V. Explain the different approaches of industrial relations. (15)

**Section – C**

- VI. Explain the different modes of settlement of industrial disputes. (15)
- VII. What are the privileges available to a registered trade union? (15)
- VIII. What deductions can be made from wages under Payment of Wages Act? (15)
- IX. What is the procedure for fixing minimum wages under Minimum Wages Act and what are the obligations of employer under this Act? (15)

x-x-x