

(i) Printed Pages : 2

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Bachelor of Business Administration 5th Semester
(2122)

PRINCIPLES OF INSURANCE AND RISK MANAGEMENT

Paper : BBA 301

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any **FOUR** questions from Unit-I carrying **5** marks each and **TWO** questions each from Unit-II and Unit-III carrying **15** marks each.

UNIT—I

1. (a) What is meant by Insurable Interest ?
- (b) What are the features of Life Insurance ?
- (c) Explain the principle of utmost good faith.
- (d) Differentiate between risk and uncertainty.
- (e) What do you mean by financial risk ?
- (f) Define risk management process.

UNIT—II

2. What do you mean by Insurance ? Explain the functions of Insurance.
3. Explain in detail various principles of Insurance.

4. "Insurance as a sector is key to development of any economy".
Explain.

5. What are the functions of IRDA ?

UNIT—III

6. What do you mean by Risk ? Explain the objectives of risk management ?

7. Explain the various risk management techniques.

8. What is the concept of commercial risk management ? Explain the policies regarding commercial property insurance.

9. What is workers' compensation insurance and risk financing ?

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Bachelor of Business Administration 5th Semester

(2122)

FINANCIAL MARKETS AND FINANCIAL SERVICES

Paper : BBA 302

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **FOUR** questions from Section-A. (Each question carries **5** marks). Attempt **TWO** questions each from Section B and Section C (Each question carries **15** marks).

SECTION—A

Attempt any **FOUR** questions, each question carries **5** marks.

1. Write a short note on Derivatives.
2. What are the functions of DFHI ?
3. What do you mean by Euromarkets ?
4. What do you mean by Loan Syndication ?
5. What is Gilt-Edged Securities ?
6. What is NBFCs ?

SECTION—B

Attempt any **TWO** questions, each question carries **15** marks.

7. Discuss the role and functions of Indian Financial Market.
8. What is Money Market ? Explain in detail the various constituents of money market.
9. What are functions of Capital Market ? Outline the structure of Indian Capital Market.
10. What is Commodity Market ? Explain its advantages and disadvantages.

SECTION—C

Attempt any **TWO** questions, each question carries **15** marks.

11. What do you mean by Merchant Banking ? Examine the role of merchant bank in corporate enterprises.
12. "Mutual Funds are misusing poor Investor fund for their own vested interest." To what extent do you agree with this statement ?
13. Define the term Factoring. What are different types of factoring agreements ? Explain in detail.
14. What is Credit Rating ? What kind of responsibility or accountability will attach to a rating agency ?

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Bachelor of Business Administration 5th Semester

(2122)

BUSINESS ENVIRONMENT

Paper : BBA-303

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt four short answer type questions from Section A. Attempt two questions each from Section B and Section C respectively.

SECTION—A

1. What is the need of environmental analysis ?
2. Differentiate between Niti Aayog and Planning Commission.
3. 'Cultural Traits have significant impact on Business.' Elucidate.
4. Discuss fiscal policy as an instrument of growth.
5. Write a note on the Interaction between Natural environment and Business.
6. Differentiate between BOP and BOT. 5×4=20

SECTION—B

7. 'Unless the underdeveloped countries wake up and follow the planning, they will be left far behind in the race of economic wellbeing'. Comment.

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8. Define Business Environment. Explain its various components.
9. Evaluate various environmental scanning techniques.
10. What are the main political institutions in the Political environment ? Explain its impact on business. 15×2=30

SECTION—C

11. Discuss the objectives and principles of WTO.
12. Write a note on BOP crises and its causes. Discuss the measures to correct the disequilibrium.
13. Discuss the role of Indian Government in influencing international tariff and non-tariff measures.
14. Discuss how business is responsible to various sections of the society. 15×2=30

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Bachelor of Business Administration 5th Semester

(2122)

ENTREPRENEURSHIP AND NEW VENTURE CREATION

Paper : BBA 304

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **FOUR** questions from Section-A. Attempt any **TWO** questions each from Section B and C respectively.

SECTION—A

(Marks : 4×5=20)

1. Explain the following :—

- (a) Innovative Entrepreneur.
- (b) Difference between Entrepreneur and Intrapreneurship.
- (c) Write short note on Valuation of new firm.
- (d) Crowd Funding.
- (e) Social Entrepreneurship.
- (f) Write a short note on Franchising.

SECTION—B

(Marks : 15×2=30)

2. Define Creativity and explain the importance of Creativity in Entrepreneurship.
3. Explain the process of developing Entrepreneurial competencies.
4. Elucidate Porter's Five forces Model in detail.
5. Elucidate the process of developing an effective business model in detail.

SECTION—C

(Marks : 15×2=30)

6. Prepare a project plan for a vendor who wants to start a Computer Centre.
7. Discuss various sources of arranging finance in detail with special emphasis on innovative sources of finance.
8. Define Growth. Discuss the need and strategies of growth in a new entrepreneurial venture.
9. Write down the various Project appraisal techniques for appraising the new project.

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Bachelor of Business Administration 5th Semester
(2122)

CONSUMER BEHAVIOUR

Paper : BBA-305

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt four short answer type questions from Section A.
Attempt two questions each from Section B and C
respectively.

SECTION—A

1. Define Consumer Behaviour. Is there any difference between consumer and customer ?
2. To what extent do you think youth are truly becoming a single, global culture ?
3. What are the determinants of Industrial Buying Behaviour ?
4. How culture and sub-culture affects consumer behaviour ?
5. Explain Cognitive dissonance.
6. 'Consumer Involvement plays a significant role in the buying decision'. Discuss.

5×4=20

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SECTION—B

7. Discuss the scope and relevance of consumer behaviour.
8. What is personality ? Discuss its determinants and various theories of personality.
9. Write short notes on :
 - (a) Perception and Consumer Behaviour
 - (b) Attitude and Consumer Behaviour
 - (c) Social Class and Consumer Behaviour.
10. 'Consumer provides different response in different conditions which is determined by using the Model concept'. Discuss.

15×2=30

SECTION—C

11. Describe the steps involved in consumer decision making process with appropriate examples.
12. What do you understand by Diffusion of Innovation ? Discuss its influencing characteristics.
13. Discuss the concept of Deliver Value Maximization. Explain various methods for maximization of customer value and satisfaction.
14. 'Organizational Market is entirely different from consumer market'. Discuss the concepts and differentiate.

15×2=30

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Bachelor of Business Administration 5th Semester
(2122)

SALES AND LOGISTICS MANAGEMENT

Paper : BBA-306

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **four** questions out of **six** in Section—A. Each question carries 5 marks. Attempt any **two** questions out of **four** in Section—B. Each question carries 15 marks. Attempt any **two** questions out of **four** in Section—C. Each question carries 15 marks.

SECTION—A

1. (a) Discuss the importance of Sales Force.
- (b) Discuss various functions of Sales Manager.
- (c) What is Sales Quota ? How it is fixed ?
- (d) What is the meaning of personal selling ?
- (e) Discuss various types of warehousing.
- (f) What do you mean by 'Marketing Logistics' ? $4 \times 5 = 20$

SECTION—B

2. Meaning & Advantages of Sales Forecasting. Also discuss various methods of sales forecasting.
3. What is sales territory? Discuss various considerations for allocation of sales territories.
4. What is Salesmanship? Discuss nature and importance of Salesmanship.
5. Explain in detail principles of Ceiling Sales Quota. $15 \times 2 = 30$

SECTION—C

6. What is inventory management? Discuss its importance and various methods of inventory management.
7. Explain 'Channels of Distribution'. Discuss the various functions of members of distribution channel.
8. Discuss in detail importance & key issues of Supply Chain Management.
9. Explain in detail meaning & components of logistics management. $15 \times 2 = 30$

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Bachelor of Business Administration 5th Semester

(2122)

FINANCIAL STATEMENT ANALYSIS

Paper : BBA-307

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt **FOUR** short questions from Section-A. Attempt **TWO** questions each from Section B and C respectively.

SECTION—A

1. (a) Difference between Common size statement and Comparative Statement.
- (b) Explain Current Ratio.
- (c) What are the four components of annual report ?
- (d) Difference between Balance Sheet and Cash Flow statement.
- (e) Write a short note on Corporate Social Responsibility.
- (f) Difference between Value added Statement and Profit and Loss account. 4×5=20

SECTION—B

2. What is Common size balance sheet and Income Statement ? Explain the technique of preparing the common size balance sheet.
3. Explain the procedure of preparation of Value added Statement for companies. What are its benefits ?
4. Briefly discuss the importance of the following Ratios :
 - (a) Liquidity ratio
 - (b) Debt equity ratio
 - (c) Stock turnover ratio
 - (d) Interest Coverage ratio.
5. Explain in detail the Income Statement for Service Companies. 2×15=30

SECTION—C

6. What is the purpose of preparing a Cash flow Statement ? How is it prepared ? Explain and illustrate.
7. What is an annual report ? What are the various components of annual report ?
8. What are the contents of Corporate Governance report of Listed Companies ?
9. Explain in detail the importance of Corporate Social responsibility and Disclosure. Is CSR disclosure mandatory ? 2×15=30

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**Bachelor of Business Administration 5th Semester
(2122)**

INVESTMENT MANAGEMENT

Paper : BBA-308

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt **any four** questions out of **six** questions from Section-A.

(2) Attempt **two** questions each from Sections-B & C.

SECTION—A

1. Differentiate between Investment and Speculation.
2. What are the objectives of Security Analysis ?
3. Define Advance Decline Index.
4. What is the use of Capital Market Line ?
5. What is meant by Portfolio Evaluation ?
6. What are the weaknesses of the Markowitz approach ?

4×5=20

SECTION—B

7. 'Should an Investor play a winner's game, or a loser's game while buying securities' ? In the light of above statement discuss the Investment Process.
8. Write an essay on Economic Analysis.
9. Discuss the process of Technical Analysis.
10. What are the three forms of market efficiency ? Explain in brief.
15×2=30

SECTION—C

11. What are the steps involved in analysis and construction of a Portfolio of Securities?
12. Explain Arbitrage Pricing theory.
13. Why do we need Portfolio Revision ? What are the two Portfolio Revision Strategies ?
14. What are the different components of Portfolio Management ?
15×2=30

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Bachelor of Business Administration 5th Semester

(2122)

ORGANIZATIONAL DEVELOPMENT

Paper : BBA-309

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt **FOUR** short answer type questions from Section A. Attempt **TWO** questions each from sections B. and C respectively.

SECTION—A

1. What assumptions about people are implicit in organisational development ?
2. Why is that there are more cases of OD intervention failures than success ?
3. Explain CMBO.
4. Write a note on the objectives and limitations of Quality Circles.
5. 'Effective team building exercise may help members of some team's bond and learn to work together'. Comment.
6. Elaborate the features of a System Theory. $5 \times 4 = 20$

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SECTION—B

7. 'OD is not the panacea for all organisational evils'. Examine the statement and explain the steps in Organisation Development.
8. How does Lewin's Model of change deal with resistance to change ? Explain.
9. Write a note on the components of OD Process.
10. What are the key ingredients in successful change management ? Discuss the pitfalls and how to avoid them ? 15×2=30

SECTION—C

11. 'QWL is fundamentally a philosophy or an approach that can permeate many different activities in the workplace.' Discuss.
12. Discuss the classification schemes to attain the objectives and targets of interventions.
13. Discuss the Total Quality Management framework, TQM elements and the steps involved in implementing TQM.
14. 'Team Building sessions often include many techniques and exercises.' Elaborate. 15×2=30

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Bachelor of Business Administration 5th Semester
(2122)

**INDUSTRIAL RELATIONS AND
LABOUR LEGISLATION**

Paper : BBA-310

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt **four** questions out of **six** questions from Section-A.

(2) Attempt **two** questions each out of **four** questions each from Sections-B & C.

SECTION—A

1. Causes of Industrial Disputes
2. Strikes and Lockouts
3. What are the objectives of the Payment of Wages Act ?
4. Define Industrial Relations.
5. What are the duties of a Conciliation Officer ?
6. Marxist Approach

4×5=20

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SECTION—B

7. Define the Modern Concepts of Industrial Relations. How has it become indispensable in these days ?
8. Explain the process of collective bargaining. What are the essential conditions for success of this process ?
9. What are the causes of grievances ? Discuss grievance redressal process in detail.
10. Define Industrial Conflicts. Explain the causes and effects of Industrial Conflicts in Industry. 15×2=30

SECTION—C

11. Explain safety provisions under the Factories Act 1948.
12. Discuss problems of Trade Unions in India.
13. Discuss in detail machinery for resolving Industrial disputes under law.
14. Define wages. Explain the provisions for timely payment of wages under the Payment of Wages Act 1936.

15×2=30