

Exam.Code:0025  
Sub. Code: 0885

2012  
Bachelor of Business Administration  
Fifth Semester  
BBA-301: Insurance and Risk Management

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:-
- Give functions of insurance.
  - What is double insurance?
  - Define principle of utmost good faith.
  - What is nomination? Give its importance.
  - What is sub standard risk?
  - What is risk financing? (4x5)

**Section - B**

- II. What is insurance? Give essential elements of contract of insurance? (15)
- III. a) Explain the principle of indemnity.  
b) Give features of general insurance. (7,8)
- IV. Give functions of IRDA. (15)
- V. Explain the various problems faced by insurance industry in India. (15)

**Section - C**

- VI. What is risk? Give various risk management techniques. (15)
- VII. Explain:-
- Burglary insurance
  - Property insurance
  - Crop insurance (3x5)

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(2)

- VIII. What is risk identification? Give its various tools and techniques. (15)
- IX. a) Write detailed note on worker's compensation insurance.  
b) Differentiate between life insurance and non life insurance. (8.7)

x-x-x

2012  
Bachelor of Business Administration  
Fifth Semester  
BBA-302: International Business

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. Write a short note on any four of the following:-
- Common Laws and Civil Laws.
  - What do you mean by Mercantilism?
  - Discuss the objectives of GATT.
  - Free Trade Area
  - What is Duty Exemption Scheme?
  - What do you mean by Rationalization of Exchange Rate Policy (4x5)

**Section - B**

- II. Describe the various mode of entry into international business clearly indicating their merits and demerits. (15)
- III. Describe Porter's Diamond model. How is it different from Heckscher- Ohlin Model? (15)
- IV. What do you mean by Tariffs? Discuss the various types of tariffs imposed by different countries on international trade. (15)
- V. Explain the objectives and role of UNCTAD in International Business. (15)

**Section - C**

- VI. ASEAN agreement is fast emerging as the largest trading bloc among developing nations. Discuss. (15)
- VII. Discuss the measures taken by Government of India in promoting outward FDI in India? (15)

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- VIII. Suggest suitable measures to solve major issues facing India's foreign trade? (15)
- IX. Discuss the regulations and provisions relating to newly introduced schemes for exports of Merchandise and Services? (15)

x-x-x

2012  
Bachelor of Business Administration  
Fifth Semester  
BBA-303: Business Environment

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) What is the need of environmental analysis?
  - b) Discuss industrial policy in brief.
  - c) What are the tools of monetary policy?
  - d) Explain FEMA in brief.
  - e) How does middle class influence business?
  - f) Highlight the role of technology on business. (4x5)

**Section – B**

- II. Discuss the nature and significance of business environment. (15)
- III. Explain the interaction matrix between various environment factors. (15)
- IV. Discuss the key elements of economic environment in detail. (15)
- V. What are the limitations of environmental analysis? (15)

**Section – C**

- VI. Discuss the economic role of government in detail. (15)
- VII. Explain the various ecological issues in context to Indian business. (15)
- VIII. Discuss the current status of technology in India. (15)
- IX. What are the social responsibilities of business? Discuss. (15)

x-x-x

2012

Bachelor of Business Administration

Fifth Semester

BBA-305: Consumer Behaviour

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:-
- Briefly discuss the profile of consumer innovator.
  - How the culture and sub culture influence consumer behaviour?
  - Explain cognitive dissonance.
  - What is consumer decision making?
  - Describe the concept of online consumer behaviour.
  - What is the importance of consumer behaviour in marketing decisions? (4x5)

**Section – B**

- II. State and explain the influence of reference group and culture of family in consumer behaviour. (15)
- III. What is the concept of life style? Establish a relationship between life style and purchase decisions. (15)
- IV. What do you understand by learning? Discuss the need of learning and factors affecting learning. (15)
- V. Explain the concept of personality. What are the determinants of personality from consumer behaviour point of view? (15)

**Section – C**

- VI. Explain the concept of diffusion of innovation. What are the different stages of diffusion process? (15)
- VII. Discuss in detail the steps involved in consumer research design. (15)

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- VIII. a) Role of consumer behaviour in marketing strategy.  
b) Explain different stages in adoption process. (15)
- IX. Write short notes on:-  
a) Diversity of consumer behaviour  
b) Consumer involvement (15)

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2012

Bachelor of Business Administration

Fifth Semester

BBA-306: Sales and Distribution Management

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:-
- Objectives of sales promotion.
  - Uses of sales budget.
  - What is supply chain management?
  - Meaning of sales management.
  - What are the qualities required in sales manager?
  - Difference between supply chain management and logistic management. (4x5)

**Section – B**

- Explain in detail process of sales forecasting. (15)
- Meaning, objectives and importance of personal selling. (15)
- What are the various methods of setting sales quotas? (15)
- Define sales territories and factors affecting the size of sales territories. (15)

**Section – C**

- What are the different factors influencing channel decisions in international market? (15)
- Explain waterways and airways mode of transport with their merits and demerits. (15)
- Explain various channels of distribution. (15)
- Meaning of warehousing and various types of warehousing. (15)

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2012  
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) Compare certificate of deposit and commercial papers.
- b) How does factoring differ from bills discounting?
- c) What is Money Market Mutual Fund?
- d) Explain the main objectives of listing of securities on stock exchange.
- e) Briefly explain the objectives of Financial Services
- f) What is known as Eurocurrency? (4x5)

**Section - B**

- II. Write a detailed note on structural framework of Indian Financial System. (15)
- III. Explain the various types of money market instruments. What are the problems of Indian money market? (15)
- IV. What do you understand by capital market? Describe the main features and working of the Indian capital market. (15)
- V. Write a note on SEBI and discuss recent stock market reforms in India. (15)

**Section - C**

- VI. What is merchant banking? Describe the scope and functions of merchant banking. (15)
- VII. What are mutual funds? Explain the reasons for investing in mutual funds and growth and functioning of mutual funds in India. (15)

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- VIII. Explain the features of various types of factoring. (15)
- IX. Discuss the strategic role of venture capital in the economy of India. (15)

x-x-x

2012

Bachelor of Business Administration

Fifth Semester

BBA-308: Investment Management

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:-
- Differentiate investment from gambling.
  - Explain the term absolute Breadth index.
  - Define security market line.
  - Why we use fundamental analysis?
  - Define optimal portfolio.
  - Define Sharpe's Single Index Model. (4x5)

**Section – B**

- Define investment. What are the different avenues available for it? (15)
- Enumerate the phases involved in economic analysis. (15)
- What are the tests used for testing the weak form efficiency of market? Explain any one in detail. (15)
- What is the process of security analysis? (15)

**Section – C**

- Explain Markowitz portfolio theory. (15)
- What do you mean by portfolio management? Why we need it? (15)
- Define Sharpe Ratio and Treynor Ratio used in portfolio evaluation. Indicate the circumstances under which each of these two ratios will be most suited. (15)
- Differentiate value Vs. Growth investing. Which is better value or growth investing? (15)

x-x-x

2012

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:-
- Discuss briefly the main objectives of social security.
  - What do you understand by the concept of labour welfare?
  - Write a short note on sickness benefits under Employee State Insurance Act.
  - Describe briefly the conditions under which the gratuity is paid.
  - Discuss briefly the powers of certifying officers under the Industrial Employment (Standing Orders) Act 1946.
  - How is gross profit calculated in case of a company for the purpose of bonus under the Payment of Bonus Act, 1963? (4x5)

**Section - B**

- What is the status of social security in India? Explain briefly various laws governing social security in India. (15)
- Discuss in detail various labour welfare measures that are provided by the Indian government. (15)
- Explain in detail the constitution of the Employee's State Insurance Corporation. (15)
- Discuss the scope of Provident Fund Act, 1952. What are the employers' obligations towards employees for Provident Fund? (15)

**Section - C**

- Discuss the various provisions of the Employees Compensation Act, 1923. (15)
- Define 'Standing Order' under the Industrial Employment (Standing Orders) Act, 1946. Discuss the procedure for certification of standing orders. (15)

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- VIII. Explain the method of computing gratuity. Discuss the circumstances under which employee forfeitures his right to gratuity. (15)
- IX. What deductions can be made from the bonus under the Payment of Bonus Act, 1963? Describe the minimum and maximum limits for payment of bonus. (15)

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2012

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:-

- a) Explain human relation approach of industrial relations.
- b) Define term strike and lockout.
- c) What are the duties of trade unions?
- d) Explain types of collective bargaining.
- e) What do you understand by minimum rate of wages?
- f) Define grievance.

(4x5)

**Section – B**

- II. Define industrial relations. Explain salient characteristics of industrial relations.  
Explain the constraints of industrial relations. (15)
- III. Define industrial conflicts. Discuss the causes and effects of industrial conflicts. (15)
- IV. Discuss the essential conditions for success of collective bargaining. What is scope of collective bargaining? (15)
- V. Explain different approaches of industrial relations. (15)

**Section – C**

- VI. Define trade union. Explain provisions regarding registration and cancellation of trade union. (15)
- VII. Define industrial disputes. Discuss in detail machinery for resolving industrial disputes under law. (15)
- VIII. Define Minimum wage. Explain the obligation of employer to pay minimum wage. (15)
- IX. Define wages. What is a scope and objectives of payment of Wage Act, 1936? (15)

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