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Bachelor of Business Administration 5th Semester
(2123)

**PRINCIPLES OF INSURANCE AND
RISK MANAGEMENT**

Paper : BBA 301

Time Allowed : Three Hours] [Maximum Marks : 80

Instructions to the Candidates :

1. Attempt any *four* questions from Section-A. Each question carries 5 marks.
2. Attempt any *two* questions from Section-B. Each question carries 15 marks.
3. Attempt any *two* questions from Section-C. Each question carries 15 marks.

SECTION—A

1. What is double insurance ?
2. What is the need of nomination ?
3. What is fidelity guarantee insurance ?
4. Give features of general insurance.
5. What is meant by proposal form ?
6. Explain the principle of indemnity.

SECTION—B

7. Discuss the different problems being faced by insurance industry in India.

8. Explain the features of general insurance contract.
9. Discuss in brief the nature and functions of life insurance.
10. Discuss in detail the features and composition of IRDA.

SECTION—C

11. What is meant by risk ? Discuss the various types of risk.
12. What is the concept of commercial risk management ? Explain the policies regarding commercial property insurance.
13. Explain in detail the following three types of insurances.
 - (a) Property insurance 5
 - (b) Liability insurance 5
 - (c) Crop insurance 5
14. Suppose you have lost your property that was covered by insurance. How would you get claim from the insurance company ?

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**Bachelor of Business Administration 5th Semester
(2123)**

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 any *two* questions each from Section-B and C, each question carries 15 marks.

SECTION—A

- I. What is the importance of Indian Financial System ?
- II. Explain primary and secondary markets.
- III. What do you mean by Euro markets ?
- IV. What do you mean by financial services ?
- V. Explain the concept of mutual funds.
- VI. Explain types of factoring.

SECTION—B

- VII. Explain the structure of Indian Financial System.
- VIII. Explain the structure of Indian Money Market.
- IX. Explain capital market instruments in detail.
- X. Explain commodity markets along with its advantages and disadvantages.

SECTION—C

XI. Explain the following concepts :

- (a) Underwriting Services
- (b) Corporate debt restructuring
- (c) Loan syndication.

XII. Explain the various schemes of mutual funds.

XIII. Explain factor services and its functions.

XIV. What are the recent trends in credit rating services in India.

(i) Printed Pages : 2 Roll No.

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**Bachelor of Business Administration 5th Semester
(2123)**

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 IMF ?
2. Define Social Audit.
3. Define BoP.
4. Explain Planning Commission.
5. What is Fiscal Policy ?
6. What are limitations of Environment Analysis ? 5×4=20

SECTION—B

7. Explain Interaction Matrix between various Environmental Factors.
8. Explain various Techniques of Environmental Analysis.
9. Explain Monetary Policy in Detail.
10. Discuss Economic Role of Government towards Business.

15×2=30

0887/PB-10863

1

[Turn over

SECTION—C

11. Define Product Life Cycle in detail.
12. Explain EXIM Policy.
13. Give an Overview of UNCTAD.
14. Explain Current Status of technology in India. 15×2=30

(i) Printed Pages : 2 Roll No.

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Bachelor of Business Administration 5th Semester

(2123)

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 Section-C respectively.

SECTION—A

1. Attempt any four questions from the following :
 - (a) Distinguish between Intrapreneurship and Entrepreneurship.
 - (b) What is brain storming ?
 - (c) Define Feasibility Analysis.
 - (d) Explain in brief the concept of Corporate Entrepreneurship.
 - (e) Define Crowd Funding.
 - (f) What is venture capital ? 4×5=20

SECTION—B

2. Define Entrepreneurship. Discuss the importance of Entrepreneurship.
3. Discuss the various sources of Innovation in Business.
4. What is franchising ? Explain the advantages and disadvantages of franchising ?

0888/PB-10864

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[Turn over

5. Discuss the steps involved in developing an effective business model in Entrepreneurship. 2×15=30

SECTION—C

6. What is social Entrepreneurship ? Discuss the role of social Entrepreneurship.
7. Explain the traditional sources of financing entrepreneurial ventures ?
8. Discuss the advantages and disadvantages of Limited Liability Partnership form of ownership.
9. Explain the various Project Appraisal Techniques in detail. 2×15=30

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Bachelor of Business Administration 5th Semester

(2123)

CONSUMER BEHAVIOUR

Paper : BBA-305

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt *four* questions from Section A.

(2) Attempt *two* questions each from Section B and Section C.

SECTION—A

1. What are the features of consumer behaviour ?
2. Write a note on consumer values.
3. What are the various types of reference groups ?
4. Explain diversity of consumer behaviour.
5. Explain the concept of consumer behaviour.
6. Explain the role of consumer behaviour.

4×5=20

0889/PB-12069

1

[Turn over

SECTION—B

7. What is Industrial buying behaviour ? How is it different from consumer buying behaviour ?
8. Explain the concept of personality. What are the determinants of Personality from consumer behaviour point of view.
9. What are the different models of consumer behaviour ? Discuss any two models of consumer behaviour.
10. What do you mean by family ? How does family influence consumer behaviour ? 2×15=30

SECTION—C

11. Discuss the consumer decision making process in detail.
12. Explain the concept of diffusion of innovation. What are the different stages of diffusion process ?
13. Explain consumer satisfaction roles and buying behaviour.
14. Write a short note on :
 - (a) Role of consumer behaviour in marketing strategy.
 - (b) Consumer behaviour — Interdisciplinary approach.2×15=30

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**Bachelor of Business Administration 5th Semester
(2123)**

SALES AND LOGISTICS MANAGEMENT

BBA 306

Time Allowed : Three Hours] [Maximum Marks : 80

Note: Attempt any *four* questions from Section-A. Each question will carry 5 marks.

SECTION—A

1. Discuss the various functions of sales manager.
2. Define the term logistics management ?
3. Explain the importance of sales budget.
4. Write a note on supply chain management.
5. Explain the importance of personal selling.
6. Write a note on importance of automation in warehousing. $5 \times 4 = 20$

SECTION—B

Note : Attempt any *two* questions from Section-B. Each question will carry 15 marks.

7. What is Sales Management ? Explain various functions of a sales manager.
8. Explain various methods of sales forecastings ?
9. Explain various factors to be consider while allocation sales territories ?

10. What is sale quota ? What are the various parameters of setting sale quotas ? 15×2=30

SECTION—C

Note : Attempt any *two* questions from Section-C. Each question will carry 15 marks.

11. What are the key issues of supply chain management ?
12. What is warehousing discuss the features of warehousing ?
13. Discuss the various methods of inventory control.
14. Discuss the use and importance of information technology in Supply Chain Management ? 15×2=30

2123
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:-
- Investment vs. Speculation
 - Explain the term Advance Decline Index
 - Define Security Analysis
 - Write the basic formula to calculate the expected return of a security under CAPM Model.
 - Capital Market Line
 - Define Optimal Portfolio
- (4x5)

Section - B

- II. Discuss the meaning, objectives and process of Investment Management in detail. (15)
- III. "In the top-down approach of Fundamental Analysis, Industry analysis comes at second stage and assumes an important place". Elucidate the statement. (15)
- IV. What do you understand by security analysis? Write its importance and process in detail. (15)
- V. How is technical analysis different from fundamental analysis in making investment or trading decision? Would you advise an investor to use technical analysis as the only basis for investment decisions? (15)

Section - C

- VI. Explain Markowitz Portfolio theory and its importance to 'Portfolio management' in detail. (15)

P.T.O.

(2)

- VII. Write short notes on the following with regard to 'Portfolio Performance Evaluation'
- a) Sharpe Model
 - b) Treynor Model
 - c) Jensen Model
- (3x5)
- VIII. a) Differentiate between Value and Growth investing.
- b) Explain the Capital Asset Pricing Model.
- (8+7)
- IX. Explain arbitrage Pricing Theory.
- (15)

x-x-x

2123
Bachelor of Business Administration
Fifth Semester
BBA-309: Organizational Development

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 evolution of Organisational Development.
 - How the Teamwork helps the organisations in goal achievement?
 - Discuss the Generic parallel learning structure intervention process.
 - How the coaching and counseling intervention has been done in the Organisations?
 - Discuss counseling intervention.
 - How the Total Quality Management help employees and organization itself?
(4x5)

Section - B

- II. What is Organisational Development? Specify its benefits and limitations. (15)
- III. Discuss in detail the Kurt Lewin model of change and how it is different from Burke Litwin model? (15)
- IV. What is Six Box model and what are the various pros and cons of using six-box model in the organisations? (15)
- V. What is Third wave consulting and how it facilitates the phases of OD programs? Discuss the various steps to transform an Organisation. (15)

Section - C

- VI. Discuss the Socio-Technical Systems. What are the various components of Socio-Technical System? (15)

P.T.O.

(2)

- VII. Do you think that Quality of work life affects the Organisations? Discuss Scope and Principles of Quality of Work Life to justify its affect? (15)
- VIII. Discuss the OD Consultation process in detail. (15)
- IX. What is Team Building? Discuss the process and techniques of Team Building. (15)

x-x-x

2123

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:-
- What is Industrial Conflict and how the organizations manage the Union level conflicts?
 - What are the essentials of effective Industrial Relations?
 - How the Sociological approach differs from Socio-ethical approach of an organization?
 - Discuss the conditions of Lockouts and Layoff in the organizations.
 - Discuss the provisions of leave with wages under the Industrial Dispute Act, 1947?
 - Describe the salient features of payment of wage act, 1936? (4x5)

Section - B

- Discuss the nature and various forms of Conflict. (15)
- What is Collective Bargaining? Discuss its relevant functions and types. (15)
- What is the Scope and Objectives of Industrial Relations, who are the key players in Industrial relations and how they affect the Organizations at mass level? (15)
- Discuss any five approaches of your choice to be adopted by the organizations to determine the better Industrial Relations? (15)

Section - C

- What are the various modes applied by the organizations for the settlement of Industrial disputes? (15)
- What are the duties and responsibilities of Trade unions and what privileges have been given to registered Trade Unions? (15)

P.T.O.

(2)

- VIII. Discuss the provisions with regard to the deductions from wages under payment of wages act, 1936? (15)
- IX. What is the procedure for fixing minimum wage for the employees and what are the Authorities and Remedies available under the Minimum, wage act, 1948? (15)

x-x-x