

(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 5th Semester
(2124)**

**PRINCIPLES OF 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 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 do you understand by Insurable Interest ?
2. What is fidelity guarantee insurance ?
3. Define risk management process.
4. Explain the principle of utmost good faith.
5. Give features of life insurance.
6. What is meant by proposal form ?

SECTION—B

7. Discuss the powers and functions of IRDA.
8. Discuss the different types of insurance.
9. Explain the features of non-life insurance in detail.
10. Discuss in brief the nature and functions of general insurance.

SECTION—C

11. Discuss in detail about the workers' compensation and risk financing.
12. Explain in detail the following terms :
 - (a) Risk distribution. 5
 - (b) Liability insurance. 5
 - (c) Risk financing. 5
13. Discuss the various tools and techniques with which the risk can be managed.
14. What is meant by property insurance ? How the risk is calculated in case of property insurance ? What are the benefits of getting such policy ?

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

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**Bachelor of Business Administration 5th Semester
(2124)**

FINANCIAL MARKETS AND FINANCIAL SERVICES

Paper : BBA - 302

Time Allowed : Three Hours] [Maximum Marks : 80

Note :—(1) Attempt any **four** parts from Section A each carrying **5** marks .

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

SECTION—A

1. Attempt any **four** parts :
 - (a) Give the features of Euro bonds.
 - (b) Write a note on Tendor Method for marketing of securities.
 - (c) What are the weaknesses of Indian Financial System ?
 - (d) Write the features of Exchange Traded Funds.
 - (e) What are the advantages of investing in Mutual Funds ?
 - (f) What are the characteristics of financial services ?

SECTION—B

2. Explain the working and functions of the financial market. Discuss the main types of financial markets.

3. What are commercial papers ? Explain the RBI guidelines for commercial papers.
4. What are capital market instruments ? Distinguish between money market and capital market.
5. Describe the role played by stock exchanges in Indian Capital Market. Give various functions in detail.

SECTION—C

6. "Merchant Banks seek to identify and solve corporate problems." In the light of above statement, explain the functions, role and importance of merchant banks.
7. Explain the classification of various mutual funds in detail.
8. What are the functions performed by a factor ? Discuss the nature of factoring and describe the factoring mechanism.
9. Write notes on the following :
 - (a) Credit Rating Agencies.
 - (b) Challenges faced by Indian Financial Services Industry.

(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 5th Semester
(2124)

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. Discuss legislative institution in Political environment.
2. What are limitations of Environmental Analysis ?
3. What do you mean by social audit ?
4. Give the importance of foreign trade at National level.
5. What do you mean by Capitalism ?
6. Write functions of WTO. 5×4=20

SECTION—B

7. Define Business Environment. Explain the significance of study of Business Environment.

8. Discuss the NITI Aayog and its functions in detail.
9. Write down the various tools of Monetary policy of Reserve Bank of India.
10. Explain the responsibilities of Government towards the business. $15 \times 2 = 30$

SECTION—C

11. Write a detailed note on Indian Business and Middle Class.
12. What are the reasons of Balance of Payments crisis in India.
13. What are the functions of International Monetary Fund ? Explain its objectives also.
14. Explain Porter's National Competitive Advantage Theory. $15 \times 2 = 30$

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 5th Semester

(2124)

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 Sections B and C respectively.

SECTION—A

1. Answer the following :—

- (a) Difference between Entrepreneur and Intrapreneurship.
- (b) Franchising.
- (c) Product development process.
- (d) Social Entrepreneurship.
- (e) Project Appraisal.
- (f) Venture Capital. 4×5=20

SECTION—B

2. Define Entrepreneurship. Explain the need for and barriers to Entrepreneurship. 15
3. What are the various Sources of Innovation ? Also discuss Techniques of Innovation. 15
4. Give a detailed note on Components of Feasibility Analysis. 15
5. Elucidate the process of developing an effective business model in detail. 15

SECTION—C

6. What is the importance of Ethics in Business organization ? Discuss various problems in the way of Ethical Behaviour. 15
7. Discuss Forms of organizations. Explain factors affecting choice of form of organization. 15
8. Define Growth. Discuss the need and strategies of growth in a new entrepreneurial venture. 15
9. Explain various sources of arranging finance in detail with special emphasis on innovative sources of finance. 15

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

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Bachelor of Business Administration 5th Semester

(2124)

CONSUMER BEHAVIOUR

Paper : BBA 305

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— (1) Attempt any *four* short answer type questions from Section A.

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

SECTION—A

1. Explain the term Perception.
2. What is Online Buying ?
3. Explain the term Cognitive Dissonance.
4. Attitude and Consumer Behaviour.
5. Consumer Involvement.
6. Self-Concept. 5×4=20

SECTION—B

7. Discuss the scope of Consumer behaviour. Explain its determinants.
8. Explain the Industrial Buying Behaviour. What are the major determinants of it ?
9. Explain the Consumer Lifestyle. How it is important for marketer ? Discuss various factors affecting Consumer Lifestyle.
10. What is the relevance of personality and self-concept for understanding consumer behaviour ? 15×2=30

SECTION—C

11. What are the steps involved in the Consumer Decision Making process ?
12. Discuss about various stages in the adoption process.
13. Explain various methods for customer value maximization and satisfaction.
14. What is outlet selection ? Explain various factors that affect outlet selection. 15×2=30

(i) Printed Pages : 2 Roll No.

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Exam. Code :

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Bachelor of Business Administration 5th Semester

(2124)

SALES AND LOGISTICS MANAGEMENT

Paper : BBA 306

Time Allowed : Three Hours] [Maximum Marks : 80

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

SECTION—A

I. Attempt any *four* of the following :—

- (A) Explain various functions of Sales Manager.
- (B) Write a short note on Strategic Alliance.
- (C) What are the objectives of ceiling Sales Quota ?
- (D) Importance of Supply Chain.
- (E) Define Logistics Management.
- (F) Selection process of suppliers. 4×5=20

SECTION—B

- II. What are the various methods of setting Sales Quotas ?
- III. "Allocation of Sales Territory is very crucial step" — Do you agree ? If yes, justify your answer.
- IV. What is personal selling ? Explain its various Theories.
- V. Define Sales Budget. Also explain its process and uses in today's scenario. $2 \times 15 = 30$

SECTION—C

- VI. Meaning, Objectives and advantages of Warehousing.
- VII. Explain with examples Third party, Fourth party and Reverse logistics in detail.
- VIII. Does Information Technology play any role in Supply Chain Management ? Explain.
- IX. Explain various methods of Supply Chain Management. $2 \times 15 = 30$

Exam.Code:0025
Sub. Code: 17891

2124
Bachelor of Business Administration
Fifth Semester
BBA-307: Financial Statement Analysis

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 Common Size Statements.
- b) Differentiate between Income Statement and Balance sheet.
- c) What do you mean by value added statement?
- d) Explain liquid ratio.
- e) Write a short note on Corporate Social Responsibility.
- f) Discuss Audit Committee. (4x5)

Section - B

- II. Explain in detail the preparation of income statement and balance sheet of company. (15)
- III. What is the purpose of a value added statement, and how is it prepared? Discuss its role in providing insights into a company's financial performance. (15)
- IV. Explain the significance of ratio analysis in financial statement analysis with respect to profitability, liquidity and leverage ratios. (15)
- V. Explain in detail Comparative statements and common size statements. (15)

Section - C

- VI. Explain the role of corporate governance in financial reporting in detail. (15)
- VII. Discuss the key elements of an annual report regarding corporate governance. (15)
- VIII. What do you mean by Corporate Social Responsibility and its disclosure? (15)
- IX. Explain the importance of disclosure and compliance in corporate Governance in annual financial reports (15)

x-x-x

2124

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 system theory.
 - Discuss Kurt Lewin model of change.
 - Write a short note on counseling interventions.
 - Discuss briefly the techniques used in team building interventions.
 - What assumptions about people are implicit in organization development?
 - Write short note on MBO. (4x5)

Section – B

- II. Define organizational development. Discuss its characteristics values and assumptions. (15)
- III. Write a detailed note on components of organizational development process. (15)
- IV. Discuss in detail the Burke Litwin model of organizational change. (15)
- V. Write a detailed note on:
- Participation and empowerment
 - Third wave consulting (15)

Section – C

- VI. What do you mean by OD interventions? Discuss the results and classification of OD interventions. (15)
- VII. Discuss the total quality management framework, total quality management elements and steps involved in implementing TQM. (15)
- VIII. Write a detailed note on:-
- Techniques of team building
 - Organizational development process consultation (15)
- IX. Define team. What are characteristics of good team? Explain various team interventions with the help of examples. (15)

x-x-x

2124

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) Objectives of Industrial Relations.
- b) Pluralistic approach of Industrial Relation
- c) Define Discipline.
- d) Duties of Conciliation Officer.
- e) Objectives of Trade Unions.
- f) Strikes and Lockouts.

(4x5)

Section - B

- II. Define Industrial Relations. Explain the factors affecting industrial relations. (15)
- III. Explain in detail the types of Collective Bargaining. (15)
- IV. Explain the causes and effects of Industrial conflicts. (15)
- V. What are the reasons of Grievances? Explain grievances redressal process in detail. (15)

Section - C

- VI. Explain the health provisions under Factories Act. (15)
- VII. Define Wage. Discuss the procedure for fixing minimum wage. (15)
- VIII. Explain the provisions regarding Registration of Trade union. (15)
- IX. What is Arbitration? Discuss its forms and procedure. (15)

x-x-x