

2008000403010002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(THIRD SEMESTER)
ENTREPRENEURSHIP DEVELOPMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (THIRD SEMESTER)**
 - b. Name of the Subject: **ENTREPRENEURSHIP DEVELOPMENT**
 - c. Subject Code No: **2008000403010002**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following: (Any Seven)

14

- I. Define entrepreneur.
- II. What are the problems of social entrepreneurship?
- III. What are the kinds of family firms?
- IV. What is corporate entrepreneurship?
- V. What is business scaling?
- VI. Define women entrepreneurship.
- VII. Write two benefits of good succession planning.
- VIII. What is exit strategy?
- IX. Write any two barriers of entrepreneurship.
- X. What are the support schemes for women entrepreneurship?

Q.2 Define entrepreneurship. Explain qualities of an entrepreneur in detail.

14

OR

Discuss various functions of an entrepreneur in detail.

Q.3 Explain various risks faced by social enterprises. Also, discuss options available for funding for social enterprises.

14

OR

Who is social entrepreneur? Explain problems faced by start-up or early stage ventures.

Q.4 What is family business? Explain Characteristics and structure of family business. **14**

OR

What is family conflict? Explain causes and resolution of family conflict in detail.

Q.5 Write short notes: (Any two) **14**

- A. Difference between entrepreneur and manager
- B. Role of social entrepreneur
- C. Challenges faced by family business
- D. Women entrepreneurship

2008000403020002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(THIRD SEMESTER)
BUSINESS START-UPS AND INNOVATION

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (THIRD SEMESTER)**
 - b. Name of the Subject: **BUSINESS START-UPS AND INNOVATION**
 - c. Subject Code No: **2008000403020002**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions in brief: (Any 7)

14

- a) Write one name each of successful and unsuccessful start-ups founded in India.
- b) List down any four factors affecting enterprise location.
- c) What is the importance of social cost-benefit analysis in setting up a small enterprise?
- d) On the basis of liability of members, evaluate Sole proprietorship, Partnership Firm, Private Limited Company and Public Limited Company.
- e) Do incentives and subsidies mean the same? Explain.
- f) Is Going Concern concept applicable in sole proprietorship? Explain.
- g) List down four subsidies in operations.
- h) Define business incubator.
- i) Give two examples of inventions. Also write innovations based on these inventions.
- j) In which model of business innovation is the role of luck explained? Elaborate.

Q.2 Explain the process of starting a small-scale enterprise.

14

OR

Explain the factors affecting the location of the enterprise.

14

Q.3 What is a co-operative society? Discuss the advantages and disadvantages of cooperatives. **14**

OR

Prepare a comparative evaluation (in tabular format) of different forms of business ownership i.e. Sole proprietorship, Partnership Firm, Private Limited Company and Public Limited Company on basis of various features **14**

Q.4 a) Explain the role of individuals in the innovation process. **7**
b) Explain the simultaneous model of innovation. **7**

OR

a) Explain Organizational characteristics that facilitate the innovation process. **7**
b) Explain the types of innovation. **7**

Q.5 **Write short notes: (Any two)** **14**
a) Format of comparative statement of total cost for selection of most economic site
b) Features of Joint Stock Company
c) Innovation as a Management Process

2008000403030002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(THIRD SEMESTER)
BANKING, INSURANCE & FINANCIAL SERVICES

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (THIRD SEMESTER)**
 - b. Name of the Subject: **BANKING INSURANCE & FINANCIAL SERVICES**
 - c. Subject Code No: **2008000403030002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in Brief. (Any SEVEN)

14

1. Define Negotiable Instrument.
2. What are open ended and closed-ended funds?
3. What is Social Security Insurance?
4. What is Credit Management?
5. Give names of any 4 Private Sector banks.
6. What is NEFT?
7. What is Lease?
8. What is Endowment policy?
9. What is Credit risk?
10. Explain briefly the concept of NPAs.

Q.2 (A) "The relationship between a banker and a customer depends upon the nature of services rendered by the banker," w.r.t the statement explain the banker-customer relationship. **7**

(B) What is Internet Banking? Discuss its advantages & limitations. **7**

OR

(A) Explain in detail various types of Bank Customers. **7**

(B) What is a Debit card? Explain its advantages and disadvantages. **7**

Q.3 Define Insurance. Discuss its importance to Individuals, Society and Business. **14**

OR

What is General Insurance? Discuss different types of policies under General Insurance **14**

Q.4 (A) What are Mutual Funds? Explain various types of Mutual Funds. **7**
(B) What is Hire Purchase? Differentiate between Lease & Hire Purchase **7**

OR

(A) Explain organization of Mutual Funds in India. **7**

(B) Explain various types of Lease. **7**

Q.5 Write Short Notes: (Any TWO) **14**

1. Services rendered by Banks
2. Difference between RTGS & NEFT
3. Nomination & Assignment
4. SEBI regulation for Mutual funds

2008000403040002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(THIRD SEMESTER)
MARKETING MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (THIRD SEMESTER)**

b. Name of the Subject : **MARKETING MANAGEMENT**

c. Subject Code No : **2008000403040002**

2. Sketch neat and labelled diagram wherever necessary.

3. Figures to the right indicate full marks of the question.

4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following in Brief: (Any 7)

14

1. What is Labelling?
2. Define the word Satisfaction.
3. What is core product?
4. Define Consumer Buying Behaviour.
5. Write down the full form of AIDA.
6. What is PPC in Digital Marketing?
7. What do you mean by Marketing Management?
8. What is Augmented Product?
9. Define Promotion Mix.

10. What is Discriminatory Pricing?

- Q.2** Explain Concepts of marketing in detail. **14**
OR
Explain Factors Affecting CBB in detail.
- Q.3** Explain social media marketing, penetration & characteristics in detail. **14**
OR
Distinguish between Marketing and Selling.
- Q.4** What is Digital Landscape? And also explain the P-O-E-M Framework as a digital marketing strategy. **14**
- Q.5** **Write Short Notes on: (Any Two)** **7*2=14**
1. Product Line Decision.
 2. Role of Internet.
 3. Discriminatory Pricing.

2008000403050002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(THIRD SEMESTER)
FINANCIAL MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

- 1. Fill up strictly the following details on your answer book**
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (THIRD SEMESTER)**
 - b. Name of the Subject : **FINANCIAL MANAGEMENT**
 - c. Subject Code No : **2008000403050002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in Brief. (Any 7)

14

1. Differentiate between Traditional and Modern phase of Financial Management.
2. List out duties of Treasurer.
3. What is Commercial Paper?
4. What is accept - reject criteria for Profitability Index method of Capital Budgeting?
5. What is "float" in cash Management?
6. What do you mean by Right Issue?
7. Define Capital Budgeting.
8. What is Net Working Capital?
9. Enlist sources of short-term finance.

10. Suppose Mr. M has invested Rs. 1,000 in a bank, whose maturity period is 20 years. The investment carries an interest rate of 14% compounded annually. What is the amount that he will receive back at the end of 20th year?

Q.2 a) Explain how wealth maximization goal is superior than profit maximization goal of Financial Management. **7**

b) What is Equity Share? Explain features of Equity Share. **7**

(OR)

a) Explain Functions of Finance. **7**

b) Explain merits and demerits of preference to Company. **7**

Q.3 a) RAJ Company is considering investment proposal to install new machinery at a cost of Rs. 40,000 with the installation charges of Rs. 10,000. The life of machinery is 5 years, without salvage value. The company is considering taxation rate at 55% and straight line method is used for depreciation. **14**

Year	Profit Before Depreciation & Tax	Discount rate @ 10%
1	10,000	0.909
2	11,000	0.826
3	14,000	0.751
4	15,000	0.683
5	25,000	0.621

Compute i) PBP ii) ARR iii) NPV at 10% discount rate.

(OR)

a) Explain Average Rate of Return method of evaluating investment proposal with merits and demerits **7**

b) Explain Capital Budgeting Process. **7**

Q.4 While preparing a project report on behalf of a client you have collected the following facts. Estimate the net working capital required for that project. Add 10% to your computed figure to allow contingencies:

14

Particulars	Amount Per Unit (Rs.)
Estimated cost per unit of production:	
Raw Material	80
Direct Labour	30
Overhead (exclusive of depreciation, Rs. 10 per unit)	60
Total cash cost	170

Additional Information:

- Selling price Rs. 200 per unit.
- Level of activity 1,04,000 units of production per annum.
- Raw materials in stock, average 4 weeks.
- Work in progress (assume 50% completion stage in respect of conversion costs and 100% completion in respect of materials), average 2 weeks.
- Finished goods in stock, average 4 weeks.
- Credit allowed by suppliers, average 4 weeks.
- Credit allowed to debtors, average 8 weeks.
- Lag in payment of wages, average 1.5 weeks.
- Cash at bank is expected to be, Rs. 25,000.

You may assume that production is carried on evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit basis only.

(OR)

- a) Explain Any 2 methods for Monitoring Receivables.
- b) Explain factors affecting working capital.

7
7

Q.5 Attempt any TWO. (2 x7)

14

1. Managing Cash inflow techniques of cash management.
2. Evolution of Financial Management.
3. Costs associated with Receivables Management
4. Brief idea about Right Shares

2008000403060002
EXAMINATION MARCH 2024
BACHELOR OF BUSINESS ADMINISTRATION
(THIRD SEMESTER)
HUMAN RESOURCE MANAGEMENT

[Time: Three Hours]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (THIRD SEMESTER)**
 - b. Name of the Subject: **HUMAN RESOURCE MANAGEMENT**
 - c. Subject Code No: **2008000403060002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer any 7 of the following.

14

1. Diagrammatically represent Krick Patrick Model of Training Evaluation
2. What are incentives?
3. What are wage differentials?
4. State parties to IR.
5. What is a trade union?
6. State four statutory provisions for employee health.
7. What is work life balance?
8. State any four significance of human resource management.
9. What is a preliminary interview?
10. Why recruitment is tagged as positive while selection is tagged as negative process.

Q.2 State and discuss various competencies and qualities essential for being an effective HR manager.

14

OR

State and discuss **challenges** faced by HRM in current scenario.

Q.3 Discuss in detail Human Resource Information System.

14

OR

Discuss in detail **process** of job analysis.

Q.4 State and explain various methods of training in detail.

14

OR

Draft a **performance appraisal form** using graphic rating scale method for the post of bank cashier in a Nationalized Bank.

Q.5 Write short notes on any 2 of the following

14

1. Machinery for **settlement** of dispute
2. **Types** of Trade Union
3. **Process** of Collective Bargaining
