

2108000405030002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
SERVICES MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

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

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

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

c. Subject Code No: **2108000405030002**

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 Seven)

14

- a) What do you mean by Credence Nature of Service?
- b) Classify service on the bases of labour intensive with example.
- c) List down core product for a college and a restaurant
- d) What do you mean by monetary cost in services?
- e) What is the primary focus of Gap 2 in the GAPS model?
 - Understanding customer expectations
 - Meeting service quality specifications
 - The accuracy of service communications
 - Ensuring consistency in service delivery
- f) Which dimension of the SERVQUAL model refers to the physical appearance of facilities, equipment, and personnel?
 - Reliability
 - Tangibles
 - Assurance

- Responsiveness
- g) Which of the following characteristics is most associated with Jay customers?
- Consistent and positive feedback
 - High levels of engagement and loyalty
 - Frequent complaints and unreasonably high demands
 - Constructive criticism and actionable suggestions
- h) List down various types of Road network available in India.
- i) Define the term 'Consultancy.' List down any four types of Consultancy services.
- j) Define and give an example of single attribute-specific guarantee.

- Q.2**
- a) Explain any seven parameters on which one can classify services along with examples. **07**
- b) Explain value-based pricing in detail. **07**

OR

- a) Explain various challenges faced by service sector in India. **07**
- b) Discuss various elements of service promotional mix. **07**

- Q.3** Differentiate core benefits and supplementary services. Explain Service Flower with 14 the help of example of a college in detail. (Strictly DO NOT mention name of your college) **14**

OR

- Explain various types of GAPS arise in services. As a manager what steps will you take to minimize those GAPS. Also list down GAPS that arises in education sector. **14**

- Q.4** a) Explain various principles of Effective Service Recovery System in details. **08**
- b) Explain role of ambient conditions as environmental dimension in service. **06**

OR

Discuss Insurance Sector with respect to Service Management in detail. **14**

Q.5 Write short notes. (Any Two) 14

- a) Inseparability as Service Characteristics
- b) Types of Service Guarantee
- c) Challenges faced by Hospitality Sector in India.
- d) SERVQUAL Model

2108000405020002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
BUSINESS RESEARCH

[Time: As Per Schedule]

[Max. Marks:70]

Instructions:

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

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
- b. Name of the Subject: **BUSINESS RESEARCH**
- c. Subject Code No: **2108000405020002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Write to-the-point answers
6. Draw diagram wherever necessary
7. Check the options clearly before attempting.

Seat No:

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Student's Signature

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

14

1. Explain cross sectional Vs. Longitudinal Research
2. Mention different types of variables used in research.
3. What is research proposal?
4. State the advantages to use secondary data.
5. Explain the terms: "Data" and "Information"
6. What do you mean by Sampling Frame?
7. What is scaling?
8. What is transcribing of data?
9. Match the following.

A. Interval Scale	1. Based on Referrals
B. Ratio scale	2. Absolute zero
C. Snowball	3. Every i^{th} Element
D. Systematic	4. Artificial Zero

10. State different types of research reports.
11. Explain RATIO SCALE with suitable Example
12. What do you mean by dichotomous questions?

Q.2 Explain various types of research designs in detail. **14**

OR

- a) Explain characteristics of a good scientific research. **7**
- b) Explain business research process in detail. **7**

Q.3 A. Evaluate Personal survey. Telephonic Survey and Mail Survey methods on the basis of following parameters. **7**

- Sample Control
- Perceived Anonymity
- Social Desirability

B. Explain the merits and demerits to use secondary data **7**

OR

What do you mean by observation method? Mention when does this observation method is suitable? Also discuss various types of Observation Methods. **14**

- Q.4** a) Explain non-probability sampling Methods in detail. **7**
- b) Explain Sampling Process in detail **7**

OR

Explain various Non-Comparative and Comparative attitude measurement scales with suitable example. **14**

- A. Format of research report
- B. Draft Five Questions (Excluding Demographic Questions) on the Topic
'A Study on Preferences and Usage of Online Vs. Offline Banking in
Vesu Area of Surat City.'
- C. Types of questions in questionnaire
- D. Types of primary scales

2108000405040002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
LEGAL ASPECTS OF BUSINESS

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

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

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **LEGAL ASPECTS OF BUSINESS**
 - c. Subject Code No: **2108000405040002**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.
 5. See the option clearly before you attempt the questions.

Seat No:

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Student's Signature

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

14

1. What is Free Consent?
2. Define Contract?
3. What do you mean by Lawful object?
4. Write any two examples of unfair trade practices.
5. Write Two Example of Implied Contract.
6. Briefly explain the different modes of contract of sale?
7. Write any two essential elements of cheque.
8. Define Drawer and Drawee as parties to a Cheque.
9. When condition is treated as warranty?
10. Define "Product" as per Consumer Protection Act.

Q.2 Define Contract. Explain essential elements of valid contract. **14**

OR

What do you mean by Breach of Contract? Explain remedies for breach of contract.

Q.3 What do you mean by Negotiable Instrument? Discuss Essential characteristics of Negotiable instrument. **14**

OR

Define Sale and Agreement to Sale. Discuss Formation of Contract of Sale

Q.4 Define Consumer. Discuss Rights of Consumers and also explain consumer responsibilities. **14**

OR

Discuss difference between Promissory Note and Bills of Exchange.

Q.5 Write down short notes (Any Two) **14**

1. Discharge of Contract.
2. Role of consumer protection council.
3. Holder and Holder in due course.
4. Difference between Sale and Hire Purchase

2108000405051001
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
ADVERTISING AND BRAND MANAGEMENT

[Time: As Per Schedule]

[Max. Marks : 70]

Instructions:

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

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject : **ADVERTISING AND BRAND MANAGEMENT**
 - c. Subject Code No : **2108000405051001**
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 Explain Following in Brief. (Any Seven)

14

- a) Brand Revitalization strategy is used in _____ stage of Product life cycle.
 - 1) Introduction
 - 2) Growth
 - 3) Maturity
 - 4) Decline
- b) Draw Logo of any two brands along with their brand Name.
- c) What do you mean by Brand?
- d) _____ type of advertising is used by manufacturers and distributors of industrial goods such as, machinery, plants, equipment's, spare parts and components etc.
 - 1) Consumer
 - 2) Industrial
 - 3) Professional
 - 4) None of Above

- e) List down elements of hierarchy of effect model
- f) What do you mean by DAGMAR?
- g) What do you mean by central route processing related to Elaboration likelihood model?
- h) List down any four tools of IMC.
- i) List down various important points one must consider while deciding message structure.
- j) What do you mean by Dramatization Appeal?

- Q.2**
- a) Explain various roles of Advertising in Detail 7
 - b) Explain Elaboration likelihood Model in detail 7

OR

- a) Explain Role of Advertising Agency in detail. 7
- b) Explain any one parameter related to Source Factors in detail 7

- Q.3**
- a) Explain Advertising Creativity in detail 7
 - b) Explain "Area-wise" coverage of Advertising in detail. 7

OR

- a) Explain Rational Appeal and Emotional Appeal in detail along with at least two examples of each. 7

- b) You are a brand manager of XYZ electronic company. Recently you have noticed that ABC product of your company has lost its brand equity. What steps you will take to Revitalize your brand. Justify your answer. (Make necessary assumptions if any) **7**

Q.4 Explain Brand Building Pyramid in detail **14**

OR

- a) Explain any two advantages and any two disadvantages of Brand **7**
- b) List down various criteria for choosing Brand Elements and explain any two of them with possible examples. **7**

Q.5 Explain Following in detail (Any Two) **14**

- a) Brand Reinforcement
- b) Explain Brand Equity, Brand Loyalty, Brand Association and Co-branding in detail.
- c) AIDA model
- d) IMC tools

2108000405051002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)
ADVANCE FINANCIAL MANAGEMENT

[Time: As Per Schedule]

[Max. Marks:70]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **ADVANCE FINANCIAL MANAGEMENT**
 - c. Subject Code No: **2108000405051002**
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 short; (ANY SEVEN)

14

1. Give formula of Walter Model of Dividend decision.
2. Define cost of capital
3. Define capital structure.
4. write formula to calculate cost of Preference share
5. which is irrelevance model of dividend decision? Why is it called irrelevance Model?
6. Harry wants to purchase a bond having face value of Rs. 1000 with coupon rate of 12% having maturity life of 10 years. This bond issued by company at 5% discount and matured at 5% premium. Advice to Mr. Harry Should the bond to be purchased?
7. Briefly explain YTM.
8. mention the difference Between NI and NOI approaches of capital structure.
9. Write formula to calculate value of bond.

10. What is zero Growth Model of Value of Equity? Give formula.

Q.2 Mumtaz Ltd. wishes to determine the weighted average cost of capital for evaluating capital budgeting proposal

14

Balance Sheet as on March 31, 2023

Liabilities	Rs.	Assets	Rs.
Equity share	20,00,000	Fixed assets	40,00,000
Retained earning	5,00,000	Current assets	50,00,000
Preference share	5,00,000		
Debentures	20,00,000		
Current liabilities	40,00,000		
Total	90,00,000	Total	90,00,000

Anticipated external financing information:

- 1) 15 years, 10% debenture of Rs. 3000 par value, redeemable at 5% premium sold at par, 2% floatation costs.
- 2) 10% preference shares, sale price Rs. 100 per share, 2% floatation costs.
- 3) Equity share, sale price Rs. 125 per share, floatation cost Rs. 5 per share. Expected dividend growth is 5% per year. Expected dividend at the end of current financial year is Rs. 11 per share. Assume that the company is satisfied with its present capital structure and intends to maintain it. The corporate tax rate is 35%.

OR

Nency Ltd. has the following capital structure as per the balance sheet on 31st March 2024.

14

Particular	Rs. In Lakhs
Equity share capital (Fully paid share of Rs. 10 each)	4
18% Preference share capital (Fully paid of Rs. 100 each)	3
Retained earning	1
12.5% Debenture (Fully paid of Rs. 100 each)	8
12% Term Loan	4

Additional Information:

- 1) The current market price of the company's equity share is Rs. 64.25. The dividend expected on the equity share at the end of the year is at 80% which is expected to grow @5% p.a. forever.
- 2) The preference shares of the company which are redeemable after 10 years are currently selling at Rs. 90 per preference share.
- 3) The debenture of the company which are redeemable after 5 years are currently quoted at Rs. 95 per debenture.
- 4) Corporate tax rate is 30%. Calculate the weighted average cost of capital using Book value weight and Market value weight.

Q.3 Attempt Any TWO

14

- (a) Two firm's X and Y belong to homogeneous risk class. From the following particulars, determine the value of firms under (1) NI approach (2) NOI approach;

Particular	Firm X	Firm Y
EBIT	Rs 450000	Rs. 450000
15% Debenture	Rs. 1000000	--
Equity capitalization rate	20%	20%

Corporate tax for both firms 50%

- (b) Kiyara Ltd. is getting the growth rate of 18% for the next 4 years. After that the growth rate falls to 12% for next 4 years. After that the growth rate is expected to continue at 6% p.a. The company paid dividend of Rs. 2 last years. Investor's required rate of return is 15%. At what price would investors be ready to buy shares of company?
- (c) Briefly explain NOI Approach of Capital Structure

Q.4 Attempt any TWO

14

- (a) The EPS of a company is Rs. 10. It has an internal rate of return of 15% and the capitalisation rate of its risk class is 12.5%. If Walter's model is used:
- (i) What should be the optimum pay-out ratio?
 - (ii) What would be the price of the share at this pay-out?
 - (iii) How shall the price of the share be affected if 20% pay-out were employed?
- (b) The capital structure of Mohini Ltd. is as follows:
- Equity share capital (Rs. 100 each) Rs. 100 lakhs, Earning for equity shareholders Rs. 10 lakhs
- Price of share in beginning Rs. 100, Equity capitalisation rate 10%
- (i) Calculate theoretical market price of equity share under MM model, if company is considering a pay-out of 0% and 80%.
 - (ii) How many shares are to be issued by the company at the end of the accounting year if dividends are distributed and they are not distributed on assumption that The company proposes to make a new investment of Rs. 1220000.
- (c) Explain factors affecting dividend policy.

Q.5 Write short notes on ANY TWO:

14

- 1) Stable Dividend Policy

- 2) Importance of Cost of Capital
- 3) Importance of Capital Structure
- 4) Bond Valuation

2108000405061001
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
INTERNATIONAL MARKETING MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **INTERNATIONAL MARKETING MANAGEMENT**
 - c. Subject Code No: **2108000405061001**
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 Short. (Each carries 02 Marks.) (Any Seven)

14

1. Describe large scale operations as a Nature of International Marketing.
2. Describe Licensing market entry strategy in brief in International Business.
3. Describe Dual Strategy of Product-Communication Strategies for International Marketing.
4. Describe any one Branding Decision in International Business?
5. Write all STEPS IN PRICING process used to set up export prices in International Business? (only list them)
6. What is IIP? Describe its two functions.
7. What is the full form of EPC & ECGC?
8. What is a Proforma Invoice document in export procedure?
9. Describe Horizontal FDI in International Business?
10. Describe Outward FDI in International Business?

Q.2 Discuss Importance of International Marketing in detail. **14**

OR

Discuss International Market Selection Process in detail with Diagram. **14**

Q.3 What is Indirect Exporting? Explain it in detail with its different types. **14**

OR **14**

Enlist the steps involved in export pricing. Discuss in detail factors affecting pricing in International business.

Q.4 List out any five documents used in Exports procedure. Explain the Pre- Shipment Procedure stage in detail. **14**

OR

Discuss the organizational set-up for export promotion in India. **14**

Q.5 **Write Short Notes (Any Two)** **14**

i. Benefits of FDI

ii. Disadvantages of FDI

iii. Domestic vs International business

iv. Straight Extension Product-Communication strategies for International Business.

2108000405061002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
STRATEGIC FINANCIAL MANAGEMENT

[Time: As Per Schedule]

[Max. Marks:70]

<p>Instructions:</p> <p>1. Fill up strictly the following details on your answer book</p> <p>a. Name of the Examination: BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)</p> <p>b. Name of the Subject: STRATEGIC FINANCIAL MANAGEMENT</p> <p>c. Subject Code No: 2108000405061002</p> <p>2. Sketch neat and labelled diagram wherever necessary.</p> <p>3. Figures to the right indicate full marks of the question.</p> <p>4. All questions are compulsory.</p>

Seat No:

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Student's Signature

Q.1 Answer in brief. (Any 7) 14

1. What is project management?
2. Explain equity value and enterprise value.
3. What is sensitivity analysis?
4. What is corporate restructuring?
5. What is financial forecasting?
6. Discuss Financial risk and Business risk.
7. State 2 benefits of financial forecasting.
8. What is cost benefit analysis?
9. List down different techniques of financial restructuring.
10. What is cost benefit analysis?

Q.2 A company 'X' has an opportunity to invest in equivalent schemes that will last **14**
for two years and will cost Rs 1,00,000 initially. In year 1, there is 0.3
probability that cash inflow after tax will be Rs. 40,000; 0.4 probability that

cash inflow after tax will be Rs. 60,000 and 0.3 probability that cash inflow after tax will be Rs. 80,000. Cost of capital is 15%. It has the following estimated possible cash flow after tax (CFAT):

The estimated conditional CFATs and probabilities are as under: If

If 1st year CFAT = 40,000		If 1st year CFAT = 60,000		If 1st year CFAT = 80,000	
2nd year CFAT	Probability	2nd year CFAT	Probability	2nd year CFAT	Probability
20,000	0.2	70,000	0.3	80,000	0.1
50,000	0.6	80,000	0.4	1,00,000	0.8
80,000	0.2	90,000	0.3	1,20,000	0.1

- I. Construct a decision tree for the proposed investment project.
- II. What net present value will the project yield if worst outcome is realized? What is the probability of occurrence of this NPV?
- III. What will be the best outcome and the probability of that occurrence?
- IV. Will the project be accepted?

OR

A firm has an investment proposal requiring an outlay of Rs 3000 at present. The capital budgeting department has developed the following probability distribution for cash flows generated by the project during its useful life of 3 years.

14

Period 1		Period 2		Period 3	
CFAT	Pro.	CFAT	Pro.	CFAT	Pro.
800	0.1	800	0.1	800	0.2
1000	0.2	1000	0.3	1000	0.5
1500	0.4	1500	0.4	1500	0.2
2000	0.3	2000	0.2	2000	0.1

1. Assuming that the probability distribution of cash flows for future period are independent and risk free rate of return is 5%, determine the expected NPV
2. Determine the Standard Deviation about the expected value

Q.3 Discuss in detail the Classification of Projects. **14**

OR

Explain in detail Causes of Industrial Sickness. **14**

Q.4 (A) Discuss reasons for Valuation of Enterprise **7**

(B) Explain in detail Process of Financial Restructuring. **7**

OR

(A) Explain in detail Process of Strategic planning. **7**

(B) The Ritz Manufacturing Company Ltd. is considering an investment in one of the two mutually exclusive proposals –Projects X and Y—which require cash outlays of ₹ 3,60,000 and ₹3,50,000, respectively. The certainty-equivalent (C.E.) approach is used in incorporating risk in capital budgeting decisions. The current yield on government bonds is 8%, which is used as the riskless rate and the risk premium is 3%. The expected net cash flows and their certainty-equivalents are as follows: **7**

Year- end	Project X Cash Flow (Rs.)	Project X C.E	Project Y Cash Flow(Rs.)	Project Y C.E
1	2,00,000	0.85	2,00,000	0.9
2	2,20,000	0.75	2,00,000	0.85
3	2,20,000	0.55	2,40,000	0.8

Required:

- (i) Which project should be accepted?
- (ii) If risk adjusted discount rate method is used, which project would be analysed with a higher rate?

Q.5 Write short note (any 2)

14

1. Discounted cash flow method
2. Process of Financial Planning.
3. Multiple Discriminant Analysis
4. Significance of Strategic Financial Management

2108000405061003
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(FIFTH SEMESTER)
ADVANCE HUMAN RESOURCE MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 70]

Instructions:

- 1. Fill up strictly the following details on your answer book**
 - a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (FIFTH SEMESTER)**
 - b. Name of the Subject: **ADVANCE HUMAN RESOURCE MANAGEMENT**
 - c. Subject Code No: **2108000405061003**
- 2. Sketch neat and labelled diagram wherever necessary.**
- 3. Figures to the right indicate full marks of the question.**
- 4. All questions are compulsory.**
- 5. Draw diagram wherever necessary.**

Seat No:

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Student's Signature

Q.1 Answer any 7 of the following

14

1. What do you mean by Talent Management?
2. What is Culture Shock?
3. List down any four benefits of SHRM.
4. What do you mean by unhealthy culture?
5. What is Knowledge management?
6. What is Organic culture?
7. List down any four sources of power.
8. What is strategic HRM?
9. Enlist any two HR strategies for corporate level diversification strategy.
10. Define International HRM.

Q.2 Discuss in detail how culture is created and sustained in organisation **14**

OR

Discuss in detail political activities evident in organisation.

Q.3 Discuss in detail E-HRM. **14**

OR

(a) Discuss in detail Goleman's Model of Emotional Intelligence.

(b) Write note on Flexi-timing

Q.4 Answer any two of the following: **14**

(a) Discuss appropriate HR Strategies for any three SBU level strategy.

(b) Differentiate between SHRM and Traditional HRM

(c) Discuss barriers of SHRM.

Q.5 Write Short Notes on any 2 of the following: **14**

1. I- Recruitment

2. I-T&D

3. Expatriation

4. Repatriation
