

2108000406010002
EXAMINATION APRIL 2024
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
BUSINESS POLICY & STRATEGIC 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 (SIXTH SEMESTER)**
 - b. Name of the Subject: **BUSINESS POLICY & STRATEGIC MANAGEMENT**
 - c. Subject Code No: **2108000406010002**
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. Define the term Strategy.
2. Define Mission.
3. What is Competitive Advantage?
4. What is OCP?
5. What is SBUs?
6. What is Mc Kinsey's 7-S framework?
7. What do you mean by Cost Leadership?
8. Define the term Tactics.
9. What is Backward Integration?
10. Write down the difference between Policy and Strategy.

Q.2 Explain the Value Chain Approach in Organisational Analysis in detail. **14**

OR

Explain any two structures of organisation in Structural Implementation.

Q.3 Explain GE 9-cell matrix in detail with diagram as well as its Merits and Demerits. **14**

OR

When and why does an organization pursue stability strategy? Explain the variants of stability strategy.

Q.4 Explain Strategic Management Process with its Implications. **14**

OR

Explain Activating Strategy in detail.

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

1. Strategic evaluation and control criteria.
2. Experience curve and its limitations.
3. Five Force Model

2108000406020002
EXAMINATION APRIL 2024
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
FINANCIAL INSTITUTIONS & MARKETS

[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 (SIXTH SEMESTER)**
 - b. Name of the Subject : **FINANCIAL INSTITUTIONS & MARKETS**
 - c. Subject Code No : **2108000406020002**
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. Substantiate your answer with suitable examples wherever required.

Seat No:

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Student's Signature

Q.1 Answer the following questions briefly. (Any 7)

14

1. Define financial services.
2. What is capital market?
3. Give the full form: CRR & SLR
4. Give name of any 4 private sector banks.
5. Explain any 1 function of IRDA.
6. What is revenue bond?
7. Define listing.
8. Give 2 point of difference between public banks and private banks.
9. Define Non-Banking Financial Institutions.
10. List down any 4 financial sector reforms.

Q.2 A) Explain in detail: Banking sector reforms.

7

B) Explain tools of monetary policy.

7

OR

A) Explain the importance of financial system.

7

B) Distinguish commercial banks and co-op. banks.

7

Q.3 What is call money market? Explain its features, advantages, and limitations in detail. **14**

OR

A) Explain trading & settlement process on stock exchange. **7**

B) Differentiate primary market & secondary market. **7**

Q.4 What are the municipal bonds? Explain different government securities issued by state government. **14**

OR

Define treasury bill. Discuss types of treasure bills. Also explain participants, advantages, and limitations of treasury bills in India. **14**

Q.5 Write a short note on following. (Any 2) **14**

1. Functions of RBI
2. Small savings instruments
3. Merchant banking
4. Importance of financial system in India

2108000406030002
EXAMINATION APRIL 2024
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
CONSUMER BEHAVIOUR
(MSE-3-CONSUMER BEHAVIOUR)

[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 (SIXTH SEMESTER)**
 - b. Name of the Subject : **CONSUMER BEHAVIOUR (MSE-3-CONSUMER BEHAVIOUR)**
 - c. Subject Code No : **2108000406030002**
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) Define Consumer Behavior
- b) As per SHETH'S family Decision Making, -----control the flow of information for a product or brand that they favor and influence the family to buy the product of their choice.
 - 1) Deciders
 - 2) Gatekeepers
 - 3) Deciders
 - 4) User
- c) -----refers to the processes that allow us to record and later retrieve experiences and information related to products, services, and consumption experiences."
 - 1) Consumer Behavior
 - 2) Consumer Learning
 - 3) Consumer Memory
 - 4) Consumer Personality
- d) What do you mean by ego-defensive mechanism of Attitude?
- e) -----are evaluative statements - either favorable or unfavorable- concerning objects people or events.

- 1) Consumer Behavior 2) Consumer Attitude
- 3) Consumer Memory 4) Consumer Personality

- f) List down Psychological factors affecting social class.
- g) List down economic factors affecting social class.
- h) -----are last category in diffusion of innovation process.
- 1) Innovators 2) Early Adopters
- 3) Late Majority 4) Laggards

- Q.2**
- a) Explain NICOSIA Model in detail **8**
 - b) Explain Sensory Memory, Short term and Long term memory with respect to consumer memory in detail **6**

OR

- a) Explain various factors which cause Cognitive Dissonance. **8**
- b) Explain various importance of Consumer Behavior. (Any Four) **6**

- Q.3**
- a) Explain Various Features of Attitude in detail **7**
 - b) Explain Cultural Transformation with respect to consumer Behavior **7**

OR

- a) Explain The Attitude-towards-Behavior Multi Attribute Model in detail **7**
- b) Explain Various Types of Sub-culture in detail. **7**

- Q.4**
- a) Explain stages of diffusion process in detail **7**
 - b) Explain Howard Sheth Model Level of Decision Making only in detail. **7**

OR

- a) Explain Stages of Adoption in detail **7**
- b) List down various factors affecting formation of Attitude. Explain any three of them in detail **7**

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

- a) Social Stratification
- b) Process of Classical Conditioning
- c) Social Class Characteristics

2108000406030003
EXAMINATION APRIL 2024
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
INVESTMENT AND PORTFOLIO 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 (SIXTH SEMESTER)**
 - b. Name of the Subject: **INVESTMENT AND PORTFOLIO MANAGEMENT**
 - c. Subject Code No: **2108000406030003**
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

1. What is Risk?
2. What are the two functions of BSE?
3. What is Full Service Broker?
4. What is CML?
5. What is Portfolio Management?
6. What is stop loss order?
7. What is Entry Load & Exit Load?
8. What is Divergence?
9. What is oversold zone?
10. What is Technical Analysis

Q.2 a. What is an Investment? Explain objectives, and characteristics of investment in details. **7**

b. Explain Differences between Speculation and Gambling. **7**

OR

a. What is Broker? Explain types of Broker in detail. **7**

b. Explain Short note on SEBI **7**

Q.3 What is mutual fund? Explain Types of Mutual fund in details also discuss risk in Mutual Fund. **14**

OR

a. Explain RSI methods in details of Technical Analysis **7**

b. What is Fundamental analysis? Explain Economics Analysis in details. **7**

Q.4 a. Explain Capital market Line (CML) and security Market Line(SML) of CAPM of Portfolio Management theory with suitable Graphs. **7**

b. From the following information for 5 years Return of Securities and NSE return (Nifty). Find out Alpha (α), Beta (β) **7**

Year	Security Return (Y)	NIFTY Return (X)
1	0.2	0.1
2	0.3	0.2
3	0.5	0.3
4	0.4	0.4
5	0.6	0.5

OR

a. Explain Markowitz Portfolio Theory in detail **7**

b. Mr. Dhyan owned five securities at the beginning of the year in the following amounts and with the following current and expected end-of-year prices: **7**

Security	Share Amount	Current Price in (Rs.)	Expected Year End Price in (Rs)
A	100	50	65
B	150	30	40
C	75	20	25
D	100	25	32
E	125	40	47

What is the expected return on Mr. Dhyan 's portfolio for the year?

Q.5 Write short note (Any two)

14

1. Diversification concept
2. Types of Order
3. SIP
4. Process of Portfolio management

2108000406030004
EXAMINATION APRIL - 2024
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
PERFORMANCE AND COMPENSATION MANAGEMENT
(HSE-3-PERFORMANCE AND COMPENSATION
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 (SIXTH SEMESTER)**
 - b. Name of the Subject : **PERFORMANCE AND COMPENSATION MANAGEMENT (HSE-3-PERFORMANCE AND COMPENSATION MANAGEMENT)**
 - c. Subject Code No : **2108000406030004**
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

- a) What is the relationship between performance and reward?
- b) What is 'Performance Monitoring'?
- c) What do you understand by '360-Degree Appraisal'?
- d) What are the objectives of 'Assessment Centre'?
- e) What is 'Cafeteria Compensation Plan'?
- f) What are the advantages of 'Voluntary Retirement Scheme'?
- g) Differentiate between 'Basic Salary' and 'Allowances'.
- h) What are 'Digitized Rewards'?
- i) Enlist any four objectives of 'Performance Management'.
- j) Name any four benefits available as per 'Employees' State Insurance Act, 1948'.

Q.2 Distinguish between 'Performance Appraisal' and 'Performance Management'. Discuss the principles of 'Performance Management System'.

14

OR

- How Performance Management is challenging? Discuss the strategies for effective implementation of performance management System. **14**
- Q.3** Define 'Job Evaluation'. Discuss the process of Job Evaluation. Discuss the Essentials of Effective Incentive Plan. **14**

OR

- What is a Reward? Give examples of Intrinsic and Extrinsic rewards. Explain any three latest trends in compensation management. **14**
- Q.4** Discuss 'Balanced Score Card' as a method of 'Performance Measurement'. Also discuss the popular tools of 'Performance Monitoring'. **14**

OR

- Explain the four phases of 'Performance Management Cycle'. Write a detailed note on 'Performance Planning'. **14**
- Q.5 Write Short Notes (Any Two):** **14**
- a) Minimum Wages Act, 1948
 - b) Payment of Bonus Act, 1965
 - c) Employees PF and Miscellaneous Provisions Act, 1952
 - d) Equal Remuneration Act, 1976

2108000406040003
EXAMINATION APRIL 2024
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
INTERNATIONAL 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 (SIXTH SEMESTER)**
 - b. Name of the Subject : **INTERNATIONAL FINANCIAL MANAGEMENT**
 - c. Subject Code No : **2108000406040003**
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) What is foreign Exchange Market?
- 2) What is Cross rate?
- 3) Explain LIBOR.
- 4) What do you mean by Centralise International cash management?
- 5) What is Letter of Credit?
- 6) What is Bills of Lading?
- 7) What is DFI?
- 8) What is documents against Acceptance?
- 9) What is multinational capital budgeting?
- 10) State the factors that may affect the Multinational capital budgeting.

Q.2

- a) Explain various Types of Foreign Exchange Quotations.
- b) Why firms pursue international business? Discuss.

7

7

OR

- a) How Firms Engage in International Business? Discuss
- b) What is BOP? Explain in detail.

7

7

- Q.3** a) Explain Concept of parallel loan. **7**
b) Discuss Any 3 Payment terms in International Trade **7**

OR

Explain various Financial Techniques for International Trade in detail. **14**

- Q.4** a) Explain Host Government Views on FDI. **7**
b) Discuss the Benefits of Direct Foreign Investment. **7**

OR

- a) Explain in detail motives of Direct Foreign Investment. **7**
b) Discuss various Techniques for Optimising Cash Flow. **7**

Q.5 Write Short Notes (ANY 2) **14**

- 1) EXIM Bank of India
- 2) International Bond Market
- 3) International Centralised Cash Management
- 4) Inputs in Multinational Capital Budgeting

2108000406040004
EXAMINATION APRIL 2024
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
MANAGEMENT OF INDUSTRIAL RELATIONS

[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 (SIXTH SEMESTER)**
- b. Name of the Subject : **MANAGEMENT OF INDUSTRIAL RELATIONS**
- c. Subject Code No : **2108000406040004**

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 SEVEN of the following:

14

1. What is Industrial Relation?
2. Explain in brief any two methods of prevention of industrial conflict?
3. What is the meaning of Discipline? Why it is needed in organization?
4. What is the meaning of Oral Warning?
5. What do you mean by Occupational Disease? give example
6. List down two functions of Labour Welfare Officer.
7. Define "Industrial health"
8. Define "Lockout"
9. What are the effects of high turnover of workers on organization?
10. List down various cost related to Industrial accident.

Q.2 "Harmonious industrial relation can lead to higher productivity and economic development". Discuss the statement with reference to conditions for good Industrial relation and explain in detail role of parties in industrial relations.

14

OR

Discuss in detail causes of grievance and Grievance resolution procedure

14

Q.3 What are the causes of industrial disputes? Discuss in detail preventive measures organization can to handle industrial dispute **14**

OR

A. Discuss in detail causes of Accidents **7**

B. Discuss in detail concept of occupational Hazard, explain various types of occupational hazard with example **7**

Q.4 Explain the concept of Absenteeism. Discuss the causes of absenteeism. What can organization do to reduce absenteeism of workers **14**

OR

What is punishment? Explain in detail "progressive penal system" and discuss types of punishment. **14**

Q.5 Write short notes on any two of the following: **14**

1. Statutory provision to maintain Industrial Health and Safety as per factories Act 1948
2. Conciliation and Arbitration
3. Types of industrial Dispute
4. Occupational Disease
