

2108000406010002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
BUSINESS POLICY & STRATEGIC 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 (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.

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Student's Signature

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

14

1. What is Gap Analysis?
2. What is forward and backward linkage?
3. Write down the difference between Policy and Strategy.
4. Explain CAP.
5. Write down McKinsey 7-S framework.
6. What is Turnaround Strategy?
7. What is Strategy?
8. List the business and industry factors considered in GE9 Cell Planning Grid.
9. What is Experience curve?
10. When & why should Stability Strategy be adopted?

Q.2 Explain the Value Chain Approach in detail with the help of diagram.

14

OR

Explain when and why the organisations adopted Growth Strategy? Explain Acquisition Strategy in detail.

Q.3 Discuss the Forces Shaping that shape competition. **14**

OR

What is Strategic Choice? Explain Process of Choice of Strategy in detail.

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

OR

Explain Corporate Parenting Analysis with diagram.

Q.5 **Answer questions of the following:**

1. Case Study

07

Read the following case and answer questions given after it.

Shri Chimanlal Mehta in 1970 started a chemical processing industry under the name of Deepak Nitrite. He sensed opportunity in India's drive for self-sufficiency and import substitution. Over the years Deepak Nitrite grew impressively. It followed strategy which was judicious mix of integration, related diversification and internationalisation. It has made tremendous progress over the years and has posted impressive financial results as well as excellent export performance. Company management claims that planned strategic management has led to its growth over the period of time. Environmental scanning led to foreseeing the threats emerging from liberalization Policy of government. Anticipating this, the company went about implementing strategies that would convert these threats into opportunities. They build on their strengths in niche areas of the chemical markets and leveraged on strong R&D and healthy skills to transfer products from lab to mass production.

The success of Deepak Nitrite could be attributed to its focused strategy implementation capabilities. A series of plans, programmes and project have been initiated and implemented over the years, in alignment with its corporate and business strategies to swiftly transfer products from the labs through production to the markets. It has effectively developed differentiating capabilities by planning and implementing projects for handling bulk products and batch products. It transformed itself from commodity supplier to a value-added, branded product supplier. It implemented cost control program by wider sourcing, including from international vendors and investing in energy saving equipment.

In the course of strategy implementation Deepak Nitrite had to deal with a host government agency for procedural implementation. In raising finance, they had to deal with SEBI. They continually had to interact with export and import regulatory authorities. Being chemical processing industry the company is under the scrutiny of environmental protection agencies. It has also to deal with explosive chemicals it has to seek licenses from Department of Explosives, Industrial Safety and Health Departments and State Pollution Boards of Gujarat and Maharashtra. Apart from these they have to deal with tax authorities for usual taxation purpose.

Questions:

- 1) What transformation was done by Deepak Nitrite in its business and what aspects of procedural implementation are required to undergo by the company?
- 2) How environmental threats were converted into opportunities by Deepak Nitrite?

2. Write Short notes on: (7 marks each) (Any one)

07

- a. SPACE.
- b. Mission
- c. Liquidation Strategy.

2108000406020002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
FINANCIAL INSTITUTIONS & MARKETS

[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 (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. List down names of any 4 Regulating and Promoting Institutions
2. Define Credit Ratings.
3. What is Zero Coupon Bond?
4. Define Money Market.
5. Define Financial Instruments.
6. Explain Primary Market in brief.
7. Explain in functions of SEBI.
8. Differentiate between Bank and NBFC.
9. Define Treasury Bill.

Q.2 Draw the structure of Indian Financial System and explain them in detail.

14

OR

Draw the structure of Banking Sector. List down the objectives of RBI. Explain the functions of RBI in details.

Q.3 Define Treasury bills. Explain its features. Also explain its various types of T-bills with its advantages and drawbacks. **14**

OR

Define IPO? Explain the process of IPO listing on Stock exchange.

Q.4 What is Call money market? Explain its features, advantages, and limitations in detail. **14**

OR

A. Discuss the role played by SEBI as regulating Body. **07**

B. Write a note on Functions of Merchant Banking. **07**

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

1. Market for Debt Securities in India
2. Primary vs Secondary market.
3. Process of Credit Ratings
4. Banking Sector Reforms.

2108000406030002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION (SIXTH SEMESTER)
CONSUMER BEHAVIOUR (MSE-3-CONSUMER BEHAVIOUR)

[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 (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.

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Student's Signature

Q.1 Explain Following in detail (Any Seven)

14

1. Explain with example how cultural factors affecting Consumer Buying behaviour.(Any Two examples)
2. What are various sources of information in Consumer Buying Behavior Process?
3. What do you mean by Positive Punishment with respect to Operant conditioning theory?
4. What do you mean by Sensory Memory?
5. List down various psychological factors affecting Consumer behavior.
6. List down any four characteristics of Social class.
7. Which of the following factors is NOT typically used to measure social class?
 - a) Income
 - b) Education.
 - c) Physical appearance
 - d) Occupation

8. What do you mean by Laggards with respect to diffusion of Innovation Process?
9. Give examples of atleast two products which are targeted for upper class and Middle class in India.
10. Why Social Class is Hierarchical?

Q.2 a) Explain various Personal and Psychological factors affecting Consumer Buying behavior. **7**

b) Explain various elements of Learning Process in detail. (Any Two) **7**

OR

a) Explain principles of Classical learning theory in detail. **7**

b) Explain level of decision making with respect to Howard-Sheth Model **7**

Q.3 a) What do you mean by Adjustment function and Ego defense functions of Attitude? **7**

b) Explain Social Class and Social Stratification in Indian Culture. **7**

OR

a) Explain Attitude formation factors in detail. (Any Five) **7**

b) Explain various areas of Research for Cross Culture analysis **7**

Q.4 a) Explain various Stages of Diffusion in detail. **7**

b) Define Culture. Also explain various Positive Transformations happen in Indian Culture **7**

OR

a) Explain various types of Sub-culture that affect consumer behavior in detail **7**

b) Explain Process of Adoption in detail. **7**

Q.5 Explain Following in detail (Any Two)

14

- a) Cognitive View of Consumer Decision Making
- b) Implications of Consumer Memory
- c) Consumer Profile related to Diffusion of Innovation
- d) Ways to resolve Cognitive Dissonance

*****END*****

2108000406030003
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
INVESTMENT AND PORTFOLIO MANAGEMENT (FSE-3)

[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 (SIXTH SEMESTER)**
- b. Name of the Subject : **INVESTMENT AND PORTFOLIO MANAGEMENT (FSE-3)**
- 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.

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

14

1. What is equity share?
2. What is secondary market?
3. New offer to investor for mutual funds is known as _____.
4. What do you mean by underwriter?
5. State the difference between speculator and investor.
6. Write equation to calculate risk and return of portfolio for three securities?
7. What is portfolio management?
8. What is NAV?
9. What is entry and exit load in mutual funds?
10. What is bitcoin?

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

What is SEBI? Explain functions and objectives of SEBI. How SEBI protects the interest of investor? 14

- Q.3** What is Fundamental analysis? Explain Economics & Industry Analysis in details. 14

OR

Explain any 7 investment vehicles for investment with their risk and return matrix. 14

- Q.4** What is mutual fund? Explain benefits and various risks associated with mutual funds. 14

OR

- a) Explain the Sharpe Single Index Model. 7

- b) Sandip owns a portfolio of 2 securities with the following expected returns, variances and weights. 7

| Security | Expected Return | Variance | Weight |
|----------|-----------------|----------|--------|
| W1 | 10% | 16 | 0.30 |
| W2 | 15% | 20 | 0.70 |

What is the risk of the portfolio at correlation co-efficient of 0.60 and 0.80?

1. Secondary market vs Primary Market
2. Portfolio management process
3. Types of Order
4. RSI

2108000406030004
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
PERFORMANCE AND COMPENSATION
MANAGEMENT (HSE-3-PERFORMANCE
AND COMPENSATION 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 (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) Explain the terms 'Compensation' and 'Reward'.
- b) What is the importance of Performance coaching in performance development?
- c) What is the role of counseling in performance development?
- d) List down any four Perquisite given to employees in India.
- e) Enlist the objectives of HR Audit.
- f) Explain 'Digitized Rewards'.
- g) List down the steps of Performance Monitoring Process.
- h) Explain 'Salary Broad Banding'.
- i) What was the purpose of enacting the 'Minimum Wages Act, 1948'?
- j) List down the main provisions in 'Payment of Bonus Act, 1965'.

- Q.2** a) Define 'Performance Management'. Discuss 'Performance Management Cycle'. **7**
- b) What is 'Performance Planning'? Explain 'Performance Planning Process'. **7**

OR

How can performance be measured? Enlist and discuss in detail. **14**

- Q.3** What is 'Cafeteria Compensation Plan"? Discuss VRS and ESOP in detail. **14**

OR

- a) What is Incentive? Discuss the Essentials of Effective Incentive Plan. **7**
- b) What is Reward? Explain Classification of Rewards in detail. **7**

- Q.4** a) Having a good 'Performance Management System' in an organization is a challenging task for the HR Manager. Discuss in Detail. **7**
- b) Discuss the ways to make 'Performance Management System' effective. **7**

OR

How is "Performance Management" different from "Performance Appraisal"? Discuss the objectives of Performance Management System in detail. **14**

Q.5 Write Short Notes (Any Two):

14

- a) Employees' PF and Miscellaneous Provisions Act, 1952
- b) Employees' State Insurance Act, 1948
- c) Payment of Gratuity Act, 1972
- d) Maternity Benefit Act

2108000406040002
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
MSE-4-PERSONAL SELLING AND SALES FORCE
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 (SIXTH SEMESTER)**
 - b. Name of the Subject : **MSE-4-PERSONAL SELLING AND SALES FORCE MANAGEMENT**
 - c. Subject Code No : **2108000406040002**
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

- i. What is personal selling?
- ii. Why does a prospect raise objections during personal selling process?
- iii. What is sales target?
- iv. What is following up in personal selling?
- v. Write any two advantages of having a sales coordinator.
- vi. State the four elements in a behaviour equation theory (do not explain)
- vii. Personal selling is an element of one of the Ps in Marketing. Justify.
- viii. Write down the steps in sales person selection.
- ix. Write down the steps involved in personal selling.
- x. Give any one example of culture differences in negotiation.

Q.2 a. Discuss the responsibilities of a Sales Coordinator.

7

b. Write a note on evolution of Sales department in Marketing.

7

OR

Explain the following with respect to personal selling process;

- i. Sales Presentation & Demonstration 8
- ii. Closing the sales 4
- iii. Follow up activities (list any 2 activities) 2

Q.3 Discuss the methods of training sales force in detail 14

OR

Explain different sources of recruitment of a sales person with merits and demerits. 14

Q.4 What are the two types of Negotiation strategies? Explain them in detail with examples 14

OR

- a. Write a note on arbitration and mediation as a part of third party negotiation. 7
- b. Discuss the objectives of using sales target. 7

Q5 Write a short note on (Any two) 14

- a. Techniques of overcoming objections
- b. Motivating the sales force
- c. Reasons for establishing sales territories
- d. Prospecting stage in Personal selling

2108000406040003
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
INTERNATIONAL FINANCIAL MANAGEMENT (FSE-4)

[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 (SIXTH SEMESTER)**
 - b. Name of the Subject : **INTERNATIONAL FINANCIAL MANAGEMENT (FSE-4)**
 - 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 Direct Quote?
- 3) Explain LIBOR.
- 4) State sources of Short-Term Financing for MNCs.
- 5) What is Letter of Credit?
- 6) What is Bills of Lading?
- 7) What is DFI?
- 8) What is factoring method of financing international trade?
- 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.

07

07

OR

- a) How firms engage in International Business? Discuss. **07**
b) Explain International Bond market. **07**

- Q.3** a) Explain Concept of parallel loan. **07**
b) Discuss Any 3 Payment terms in International Trade **07**

OR

Explain various supportive documents required in International Trade. **14**

- Q.4** a) Explain Various Barriers to FDI. **07**
b) Discuss the Benefits of Direct Foreign Investment. **07**

OR

- a) Explain in detail motives of Direct Foreign Investment. **07**
a) Discuss various Techniques for Optimising Cash Flow. **07**

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

- 1) Interest Rate Parity relationship
- 2) Balance of Payment
- 3) International Centralised Cash Management
- 4) Inputs in Multinational Capital Budgeting

2108000406040004
EXAMINATION MARCH 2025
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
HSE-4-MANAGEMENT OF INDUSTRIAL RELATIONS

[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 (SIXTH SEMESTER)**
 - b. Name of the Subject: **HSE-4-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. Define Industrial Relation
2. Explain the concept of Discipline.
3. What is the meaning of "Grievance" explain with example?
4. What do you mean by occupational disease? give example.
5. What is collective bargaining?
6. List down importance of Industrial health.
7. What is a Strike?
8. What are the effects of high employee turnover on organization?
9. List down various cost related to Industrial accident.
10. Define "Industrial Injury"

Q.2 Discuss in detail objectives for good Industrial relation and explain in detail approaches to IR **14**

OR

Discuss in detail types of discipline and explain the procedure for disciplinary action. **14**

Q.3 Discuss in detail various settlement methods to solve industrial disputes. **14**

OR

A. Discuss in detail causes of Accident **07**

B. Discuss in detail concept of employee turnover, explain various reasons responsible for employee turnover **07**

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

OR

A. Discuss in detail causes of industrial disputes **07**

B. Explain in detail different types of occupational hazards with example. **07**

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. Features of good grievance procedure
3. Types of Industrial Disputes
4. Occupational Disease
