

2108000406010002
EXAMINATION OCTOBER 2024 (ATKT EXAM)
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
601-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: **601-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. What do you mean by CSFs?
2. Define the term Policy.
3. Define Strategic Management.
4. What is difference between OCP and SAP?
5. List out the stakeholders of the company.
6. What is Core competence?
7. Explain Vertical Integration.
8. What is Experience curve?
9. What do you mean by Gap Analysis?
10. Write down McKinsey 7-S framework

Q.2 Explain BCG Growth Share Matrix in detail with its merits and demerits.

14

OR

Explain any two Organisation Structures with respect to Strategy Implementation in detail.

14

Q.3 Define Strategic Choice? Explain Process of Choice of Strategy in detail.

14

OR

Explain the Value Chain Approaches of Organisational Analysis with diagram.

14

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

OR

When and why the organisations adopt Retrenchment Strategy? And also explain liquidation strategy in detail. **14**

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

1. Process of Strategic Control
2. Any one issue of Behavioural Implementation
3. BCG Growth Share Matrix

2108000406020002
EXAMINATION OCTOBER 2024 (ATKT EXAM)
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. Define financial services.
2. List down 4 regulatory agencies of financial systems in India.
3. Give 4 names of private sector banks.
4. Define primary market.
5. Explain in brief any 1 function of RBI.
6. Define Merchant banking.
7. What is Zero coupon bond?
8. Define Credit Ratings.
9. What is Listing?
10. List down 2 features of Treasury bills?

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

7

B. Write a brief note on functions of Commercial banks.

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 **7**

A. Explain listing process of shares on exchange. **7**

B. Differentiate primary market & secondary market.

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

OR **14**

Define T-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. Commercial vs. Co-operative Banks
2. Small savings instruments
3. Merchant banking
4. Role of NBFCs

2108000406030003
EXAMINATION OCTOBER 2024 (ATKT EXAM)
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
INVESTMENT AND PORTFOLIO 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: **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 investment?
2. Explain undiversified Risk
3. What is IPO and FPO?
4. What is ASBA?
5. What is primary market?
6. State the basic elements required to enter in stock market.
7. What is Alpha Coefficient?
8. What is portfolio management?
9. What is AMC in mutual funds?
10. In India, all mutual funds are established as trusts under _____, 1882 and their activities are governed by the _____ regulations 1996.

Q.2 Explain various types of orders in stock market with examples.

14

OR

Explain following investment options with their risk and return profile.

14

- (a) NPS.
- (b) Real Estate Mutual Funds.
- (c) Cryptocurrency
- (d) Index fund

- (e) PPF
- (f) Gold ETF
- (g) Equity

- Q.3** (a) What is Technical Analysis? Explain RSI technique in details. 7
 (b) Explain MACD technique in details. 7
OR
 (a) Explain Functions of SEBI in details. 7
 (b) Explain Types of Broker in details. 7

- Q.4** (a) Explain process of Portfolio Management in detail 7
 (b) The estimates of standard deviations and correlation co-efficient from 3 securities are given below: 7

Securities	Standard Deviation	Correlation with security		
		A	B	C
A	32	1.00	-0.80	0.40
B	26	-0.80	1.00	0.65
C	18	0.40	0.65	1.00

If proportion is constructed with 15% of Security A, 50% of security B and 35% of security C, what is portfolio Risk?

OR

- (a) From the following data rank the security, calculate cut-off rate of optimum portfolio and find out proportion of selected securities on the basis of sharp model. If Risk Free Rate is 7% & Market Index Variance (σ^2_I) is 20. 10

Securities	Expected Return (R _i)	B _i	Residual Risk (Unsystematic Risk)(e _i ²)
A	20	0.75	25
B	18	1.3	16
C	16	1.3	9
D	12	0.75	16
E	10	0.6	9
F	15	1.8	36

- (b) Explain Beta coefficient in detail 4

Q.5 Write short note. (Any two)

1. Capital Assets Pricing Model (CAPM)
2. Explain IPO Process
3. Differences between Speculations and Gambling
4. Types of Mutual fund.

2108000406030002
EXAMINATION OCTOBER 2024 (ATKT EXAM)
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.

Seat No:

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Student's Signature

Q.1 Explain Following in Brief (Any Seven)

14

- a) Which of the following is step-3 in Consumer buying behavior Process?
 - 1) Information Search
 - 2) Evaluation of Alternative
 - 3) Purchase
 - 4) Post-Purchase
- b) What do you mean by reference group?
- c) As per Classical conditioning theory, ----- refers to gradual weakening of a conditioned response by breaking the association between the conditioned and the unconditioned stimuli.
 - 1) Acquisition
 - 2) Extinction
 - 3) Spontaneous Recovery
 - 4) None of Above

- d) List down categories of adopters as per diffusion of Innovation.
- e) List down any four features of Attitude.
- f) What do you mean by ego defense function of Attitude?
- g) What do you mean by fast and slow Innovation?
- h) List down various psychological factors affecting culture
- i) Give diagrammatic representation of Diffusion of Innovation
- j) What do you mean by Consumer Learning?
- k) List down various personal factors affecting consumer decision making process

- Q.2** a) Explain Sheth's Family Decision Making model in detail 07
- b) Explain Implications of Consumer Memory in Marketing. 07

OR

- a) What do you mean by extended and limited problem solving as per Howard Sheth Model? 07
- b) Explain Key Components of Operant Conditioning in detail. 07

- Q.3** a) Explain Tri-Component Attitude Model in detail 07
- b) Explain Negative Aspects of Indian Changing culture in detail 07

OR

- a) Explain Theory-of-Reasoned-Action Multi Attribute Model in detail. 07
- b) Explain Areas of Research for Cross-Culture Analysis in detail. 07

- Q.4** a) Explain Various Elements of Learning Process in detail. 07
- b) Explain Diffusion Process in detail 07

OR

- a) Explain various types of Subculture in detail 07
- b) Explain Innovation Process in detail 07

Q.5 Explain Following in detail (Any Two)

- a) Nature of Consumer Behavior
- b) Diffusion of Innovation
- c) Factors affecting formation of Attitude

2108000406040002
EXAMINATION OCTOBER 2024 (ATKT EXAM)
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
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: **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) List down the steps in personal selling.
- (ii) State any four reasons when the prospect raises objections in personal selling.
- (iii) What is sales target?
- (iv) What is cold calling?
- (v) What is personal selling?
- (vi) State the four elements in a behaviour equation theory.
- (vii) Give two importance of personal selling in Marketing.
- (viii) What is relationship selling?
- (ix) What is sales force control?

Q.2 a. Explain any five objectives of personal selling.

7

b. Explain AIDAS theory of Personal selling

7

OR

Explain the following with respect to personal selling process;

14

- i. Sales Presentation
- ii. Trial Close

Q.3 What is recruitment? Explain different sources of recruitment. **14**

OR

a. Discuss the objectives of sales training. **7**

b. Explain in brief selection process of a salesperson. **7**

Q.4 Explain the distributive and integrative negotiation strategies. **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**

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

- a. Types of tests in selection process
- b. Sales as a career option
- c. Prospecting stage in Personal selling
- d. Objection handling

2108000406040004
EXAMINATION OCTOBER 2024 (ATKT EXAM)
BACHELOR OF BUSINESS ADMINISTRATION
(SIXTH SEMESTER)
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: **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 the concept of Indiscipline
3. Explain in brief which are the parties related to Industrial Relation?
4. Explain Collective Bargaining as preventive measure for industrial dispute
5. Define Industrial Accident and Industrial Injury
6. Define Lockout
7. Discuss the concept of industrial dispute
8. What can organization do to reduce Labour turnover?
9. Explain the concept of Industrial health
10. Explain in detail types of discipline.

Q.2 A. Explain in detail objectives and conditions for good Industrial relation.

7

B. Discuss in detail preventive measures for Discipline

7

OR

Discuss at length Importance of IR and role of each parties in IR

14

Q.3 Explain the causes of grievance and discuss at length the grievance procedure

14

OR

Discuss in detail various machinery for settlement of industrial conflict with reference to Conciliation, Arbitration and Adjudication

14

- Q.4** A. Discuss in detail various types of Industrial Conflict 7
 B. Explain the meaning of employee turnover and discuss at length what are reasons of employee turnover 7

OR

Discuss at length different types of Occupational hazards employees are exposed in industries. Explain the statutory provision to maintain Health and safety under the Factories Act, 1948 14

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

1. Employee Absenteeism
2. Causes of Industrial Accident
3. Features of good grievance procedure
4. Functions of Labour Welfare Officer
