

VEER NARMAD SOUTH GUJARAT UNIVERSITY



Examination March- 2026

TYBBA – (Semester VI)

Sub.Code: 2508000706010001

Subject: BUSINESS POLICY AND STRATEGIC MANAGEMENT NEP

Set – 4

TIME: 3 HOURS |

MAX MARKS: 70

Q. 1 Answer in Brief: (Any FIVE)

(10)

1. Write the difference between Strategy and Policy.
2. What is Gap Analysis?
3. Explain ETOP.
4. List the subjective factors affecting choice of strategy?
5. Define Turnaround Strategy.
6. State the dimensions of Chanakya's Fourfold Strategy.
7. What is McKinsey 7-S Framework?

Q. 2 Explain Value Chain Analysis with suitable diagram along with its merits and demerits.

(14)

OR

Q. 2 Explain when and why an organization adopts Stability Strategy. Also discuss types of Stability Strategies in detail.

(14)

Q. 3 State and explain any two issues related to Behavioral Implementation in detail.

(14)

OR

Q-3 Discuss the process of Strategic Management with its implications. (14)

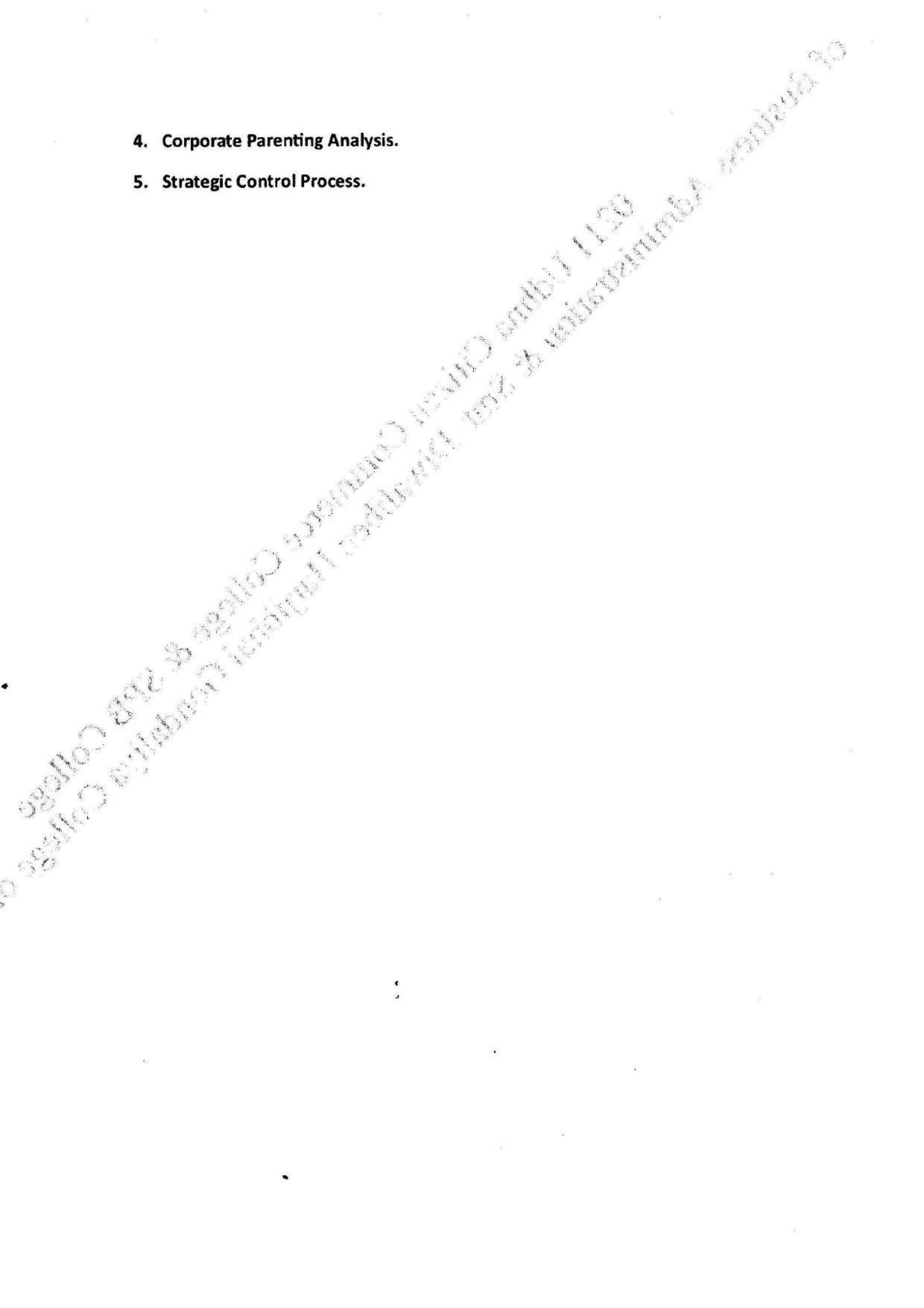
Q-4 Write Short Notes: (Any 3)

(12)

1. BCG Growth Share matrix.
2. OCP.
3. Acquisition Strategy.

4. Corporate Parenting Analysis.

5. Strategic Control Process.



VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
BACHELOR OF BUSINESS ADMINISTRATION (NCF – NEP) Semester 6
Subject Code:2508000706020001
Paper: DSCC – 15 – MJ2 – START UP AND INNOVATION MANAGEMENT



Time: 2 Hours]

[Total Marks: 50

Instructions:

1. Figures to the right indicate full marks of that question.
2. Substantiate your answer with suitable examples wherever required.

Q1. Answer in brief. (Any FIVE) (10)

1. State the need for enterprise location.
2. State different types of "Mandis".
3. Define Sole Proprietorship.
4. What do you mean by the word "Subsidy"?
5. Define business incubation.
6. What is most economic site?
7. State the type of innovation.

Q2. Explain the process of starting a small – scale enterprise in detail. (14)

OR

Q2.

- (a) Explain Ancient Entrepreneur and their risk taking culture in India. (7)
- (b) Discuss Factors Affecting To Selection of Location. (7)

Q3. Explain organizational Characteristics for Innovation Process. (14)

OR

Q3

- (a) Define Joint Stock Company. Explain Disadvantages of Joint Stock Company. (7)
- (b) Define "Cooperatives". Discuss Advantages of Cooperative Societies. (7)

Q4. Write short Notes: (Any THREE) (12)

1. Types of Markets in Ancient India.
2. Importance of Enterprise location.
3. Problems of Incentives and Subsidies.
4. Role of Individual in Innovation.
5. Sources of Innovation.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
TYBBA SEMESTER-6
Subject Code: 2508000706030001
Paper: Consumer Behaviour



Time: 2 Hours
Total Marks: 50

Q1 Explain Following in detail (Any Five) (10)

1. Define Consumer Behaviour
2. Define Learning.
3. List down elements of Tri-Component Attitude Model
4. What do you mean by Social Class.?
5. True or False: Persons within a given class tend to behave different
6. List down elements of Diffusion of Innovation.
7. What do you mean by Acquisition with respect to Classical Conditioning?

Q.2 Explain Howard Sheth Model in detail (14)

OR

Q.2 Explain Classical Conditioning theory in detail (14)

Q.3 a) Explain various features of Attitude (07)
b) Explain Social Class Characteristics in detail (Any Four)

OR

Q.3 a) Explain various Function of Attitude in detail. (07)
b) Explain Adoption Process in detail

Q.4 Explain Any Three in detail (12)

- a) Diffusion of Innovation: A Consumer Profile
- b) Diffusion Process
- c) Psychological Factors affecting Social Influence on Consumer Behaviour
- d) Consumer Memory

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) Semester 6
Subject Code: 2508000706030002
Paper: INVESTMENT AND PORTFOLIO MANAGEMENT (MINOR-01)



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks.
3. Mention your options clearly.

Q.1 Answer in brief. (Any Five) (10)

- a. Explain the terms 'Floor price's and 'Cap price' w.r.t price band.
- b. List down characteristics of investment.
- c. Define Alpha & Beta.
- d. What is Security Market Line?
- e. Briefly explain Convergence & Divergence w.r.t MACD
- f. What is Entry load and Exit load?
- g. What are the benefits of hybrid mutual fund?

Q.2 Discuss types of orders in detail. Substantiate with examples. (14)

OR

Q.2 (a) Explain investment Process in detail. (7)

Q.2 (b) Explain RSI method for Technical Analysis. (7)

Q.3 What is Mutual fund? Explain various types of Mutual fund at length. also discuss the risks involved in mutual funds. (14)

OR

Q.3 (a) Mr. X owned 5 securities at the beginning of the year in the following amount with the following current & expected end of the year prices. (7)

Security	Number of Shares	Current Price (Rs.)	Expected year end price (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 of Mr. X's portfolio for the year?

Q.3 (b) What is Sharpe's index model? Discuss the various stages involved in the model.

Q.4 Write Short Notes: (Any Three) (12)

- a. Investment Avenues in India.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

TYBBA (NCF-NEP) (Semester- 6)

Subject Code: 2508000706040002

International Financial Management



Set - 4

TIME:2 HOURS |

MAX MARKS: 50

Q-1 Answer in Brief: (ANY FIVE)

[10]

1. How International Financial Management is different than Traditional Financial Management?
2. What is Cross rate?
3. State sources of Short-Term Financing for MNCs
4. What is forfaiting?
5. Explain Foreign Direct investment.
6. What is bilateral and Multilateral Netting?

Q-2 Briefly explain International Monetary system. Also Explain Purchasing Power parity and Interest Rate Parity relationship in International Market.

[14]

OR

Q-2

a) Explain the different ways through which firms engage in international business.

[07]

b) What is BOP? Explain various components in detail.

[07]

Q-3 Briefly explain centralised International Cash Management. Discuss various techniques to optimize cash flow in International Cash Management.

[14]

OR

Q-3a) Explain in detail motives of Direct Foreign Investment.

[07]

b) Discuss any 3 payment methods used in International Trade.

[07]

Q-4 Write Short Notes (ANY 3)

1. Reasons to engage in International Business
2. LIBOR
3. Benefits of FDI
4. Factors to be Considered in Multinational Capital Budgeting
5. Bill of Lading

[12]

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

TY BBA MANAGEMENT OF INDUSTRIAL RELATIONS SEMESTER-VI

SUBJECT CODE:2108000406040004

MANAGEMENT OF INDUSTRIAL RELATIONS



Time:

Total Marks: 50

Q.1	Answer ANY FIVE of the following: 1. Explain the concept of Industrial Relation. 2. What is the meaning of "Grievance"? Explain with suitable example 3. Describe in brief Hot Stove Rule. 4. Explain the concept of collective Bargaining. 5. Discuss the meaning of "Strike" with suitable example. 6. What are the effects of high employee absenteeism on organization? 7. Define Occupational Disease. Give suitable example	10
Q.2	"A healthy Industrial Relation is key to success for industry and economy" Discuss the statement with reference to role of parties in industrial Relation also explain in detail objective of Industrial relation	14
	OR	
Q.2	A. Explain types of discipline. Discuss in detail disciplinary procedure. B. Discuss in detail causes of industrial dispute.	7 7
Q.3	Explain various settlement methods to solve Industrial conflict	14
	OR	
Q.3	A. Explain in detail types of occupational hazards with suitable examples. B. Discuss concept of employee turnover, explain various reasons responsible for employee turnover. List down four remedies to reduce employee turnover.	7 7
Q.4	Write short Note on (Any Three) A. Grievance procedure B. Any two approaches to IR C. Statutory provision to maintain Industrial Health and Safety as per factories Act 1948 D. Remedial measures to reduce employees absenteeism E. Preventive measures for discipline	12

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) Semester VI
Subject Code: 2508000706030003
Paper: PERFORMANCE AND COMPENSATION MANAGEMENT



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks for that question.

Q.1 Answer in brief (Any Five) (10)

- a. Define 'Potential Appraisal'. How is it different from performance appraisal?
- b. Discuss the concept of 'HR audit'. State any two objectives of HR audit
- c. Define 'incentives'. State any four essentials of effective Incentive Plan.
- d. Why is performance counselling important for employees? Discuss.
- e. What is Voluntary Retirement Scheme?
- f. List down the objectives of compensation management.
- g. What is 'Performance Coaching'?
- h. State any four challenges of 'Performance Management System'.

Q.2 (a) Define 'Performance Management'. Discuss the difference between 'performance appraisal' and 'performance management.' (7)

Q.2 (b) Enlist the objectives and discuss the process of 'Performance Monitoring.' (7)

OR

Q.2 (a) Explain the strategies for effective implementation of 'performance management system.' (7)

Q.2 (b) Discuss '360-Degree Appraisal' and 'Competency Mapping' as methods of Performance Measurement. (7)

Q.3 (a) Define 'Performance.' Explain 'performance management cycle' in detail. (7)

Q.3 (b) What is 'Compensation'? Explain the components of compensation. (7)

OR

Q.3 (a) Explain in detail concept of rewards and types of rewards. (7)

Q.3 (b) Discuss in detail any two latest trends in compensation. (7)

Q.4 Write Short Notes (Any two): (12)

- a. Equal Remuneration Act, 1976.
- b. Payment of Wages Act, 1936.
- c. Employee's State Insurance Act, 1948.
- d. Employee's PF & Miscellaneous Provision Act, 1952.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

T.Y.B.B.A. (NCF-NEP) SEMESTER SIX

Subject Code: 2508000706040001

**SUBJECT NAME: MINOR:2 PERSONAL SELLING AND SALES
FORCE MANAGEMENT**



Time: 2 Hours

Marks: 50

Q:1 Answer the following Questions in Brief. (Any Five) [10]

- A. Define Prospecting.
- B. What is Distributive Bargaining?
- C. What is a Straight Commission Plan?
- D. What is Sales Quotas?
- E. Give any Two Examples of Relationship Selling
- F. What is Cues in Behavior Equation Theory of Selling?
- G. What is Cold Calling in Sales?

Q:2 Define Personal Selling. Explain the Process of Personal Selling with diagram in detail. [14]

OR

Q:2 (A) Discuss the Responsibilities of Sales Co-ordinator in detail. [14]

Q:2 (B) Make a detailed Note on AIDAS Theory of Selling. [07]

Q:3 What is Negotiation? Explain the Distributive and Integrative Bargaining strategies in detail. [14]

OR

Q:3 (A) Explain different types of third party in negotiation. [07]

Q:3 (B) Explain the Steps of Administering Sales Target Setting Procedure.

[07]

Q:4 Write a Short Notes on Following Titles. (Any Three) [12]

- A. Types of Sales Targets
- B. External Sources of Sales Force Recruitment
- C. Selection Process of Salesforce
- D. Cultural Differences / Global Implications in Negotiation.
- E. Reasons for Establishing Sales Territories

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

Third Year B.B.A. (Sem. VI)

Subject Code: 2508000706050001

Course Code: Statistics with Business Applications



Time: As per schedule

Marks: 25

Instructions:

- **Write to-the-point answers.**
- **Figures to the right indicate marks allotted to those questions.**
- **Draw diagram wherever necessary.**

1. Answer the following questions in brief.

[10]

- a. What is data?
- b. Explain any two difference between descriptive statistics and inferential statistics.
- c. What is the decision rule to reject H_0 in t-test?
- d. Which steps should be followed to run the t-test in Microsoft Excel?
- e. What do you mean by hypothesis?
- f. Mean of a distribution of height is 150 cms for a group of teachers. How would you interpret this result?
- g. What do you mean by Information?

2. What do you mean by data analysis? Give the meaning of descriptive statistics and inferential statistics. Write a detailed note on descriptive statistics.

[15]

OR

2 a. Explain various uses of Pivot Tables in Excel.

[08]

2 b. Differentiate data and information.

[07]

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) Semester VI
Subject Code: 2508000706030003
Paper: PERFORMANCE AND COMPENSATION MANAGEMENT



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks for that question.

Q.1 Answer in brief (Any Five)

(10)

- a. Define 'Potential Appraisal'. How is it different from performance appraisal?
- b. Discuss the concept of 'HR audit'. State any two objectives of HR audit
- c. Define 'incentives'. State any four essentials of effective Incentive Plan.
- d. Why is performance counselling important for employees? Discuss.
- e. What is Voluntary Retirement Scheme?
- f. List down the objectives of compensation management.
- g. What is 'Performance Coaching'?
- h. State any four challenges of 'Performance Management System'.

Q.2 (a) Define 'Performance Management'. Discuss the difference between 'performance appraisal' and 'performance management.'

(7)

Q.2 (b) Enlist the objectives and discuss the process of 'Performance Monitoring.'

(7)

OR

Q.2 (a) Explain the strategies for effective implementation of 'performance management system.'

(7)

Q.2 (b) Discuss '360-Degree Appraisal' and 'Competency Mapping' as methods of Performance Measurement.

(7)

Q.3 (a) Define 'Performance.' Explain 'performance management cycle' in detail.

(7)

Q.3 (b) What is 'Compensation'? Explain the components of compensation.

(7)

OR

Q.3 (a) Explain in detail concept of rewards and types of rewards.

(7)

Q.3 (b) Discuss in detail any two latest trends in compensation.

(7)

Q.4 Write Short Notes (Any two):

(12)

- a. Equal Remuneration Act, 1976.
- b. Payment of Wages Act, 1936.
- c. Employee's State Insurance Act, 1948.
- d. Employee's PF & Miscellaneous Provision Act, 1952.

**UDHNA CITIZEN COMMERCE COLLEGE &
SPB COLLEGE OF BUSINESS ADMINISTRATION &
SMT. DIWALIBEN HARJIBHAI GONDALIA COLLEGE OF BCA & I.T.
TYBBA (Semester : VI)**

University External Examination: 2025-26

Subject: Research and Data Analysis

Time: 1 Hours

Total Marks: 25

Instructions:

Figures to the right indicate total marks of a question.

Q.1 Answer the following (Any 5) [10]

1. What are independent and dependent variables?
2. List any two data collection methods.
3. What is a questionnaire?
4. What is data coding?
5. What is SPSS?
6. What is standard deviation?
7. What are the two primary views in SPSS, and what is the purpose of each?

Q.2 A. Explain the research design, sampling technique, data collection method, hypothesis formulation, and statistical tools used in your winter research project. Justify your choices. [10]

B. Discuss types of variables used in research with examples. [05]

OR

A. Explain descriptive statistics: mean, median, mode and standard deviation with examples. [10]

B. Explain the procedure to perform a Pearson Correlation Coefficient test between Study Time and Exam Performance in SPSS. Interpret the following output: [05]

Correlation			
		Study Time	Exam Performance
Study Time	Pearson Correlation	1	0.800
	Sig (2-tailed)		0.033
	N	130	130
Exam Performance	Pearson Correlation	0.800	1
	Sig (2-tailed)	0.033	
	N	130	130

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

Third Year B.B.A. (Sem. VI)

Subject Code: 2108000406010002

Business Policy and Strategic Management



Time: 3 HRS

Marks: 70

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

[14]

1. What is Strategy?
2. What is Experience curve?
3. Define Gap Analysis.
4. What are the barriers to Strategic Control?
5. What is Vision?
6. What is Turn Around Strategy?
7. List out Mc Kinsey's 7-S framework.
8. What do you mean by Tactics?
9. What is forward and backward integration?
10. What are the phases of Project Implementation?

Q.2 Explain Michael Porter's Five Force Shaping Analysis with its diagram.

[14]

OR

(A) When an organisation adopts Stability Strategy?

[7]

(B) Explain the concept of (1) Industry Setting (2) Industry Structure.

[7]

Q.3 Explain Activation Strategy in detail.

[14]

OR

(A) Explain the process of Strategic choice in detail.

[7]

(B) When does an organisation adopt Retrenchment Strategy?

[7]

Q.4 Explain the Process of Strategic Management with its implications.

[14]

OR

(A) Prepare ETOP for any Organisation.

[7]

(B) Explain Corporate Parenting Analysis.

[7]

Q.5 Write Short Notes on: (Any 2)

[14]

1. Competition Analysis.
2. Structural Implementation.
3. Criteria for Evaluation and Control.
4. BCG Matrix.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination March- 2026
Subject Code: 2108000406020002
BACHELOR OF BUSINESS ADMINISTRATION (NON-NEP)
(SEMESTER VI)



Course Code: Financial Institutions & Markets

Time: 3 Hours

Max marks: 70

Q.1 Answer the following briefly (Any 7): (14)

- A. Define Financial Services.
- B. What is Money Market?
- C. Define Credit Rating.
- D. Give full form of CRR and SLR and differentiate them.
- E. Define Treasury Bill.
- F. Explain Primary Market in brief.
- G. List any four regulating institutions of Indian financial system with their objective.
- H. Differentiate Bank and NBFC.
- I. Explain the process of listing of securities?
- J. Explain IRDA with its major role.

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

OR (14)

Explain the objectives and functions of RBI. Also discuss tools of monetary policy.

Q.3 Define Treasury Bills. Explain their types, features, advantages, and limitations. (14)

OR

Q.3 Explain Draft Red Herring Prospectus (DHRP) and RHP and its role in IPO Management.

Q.4 Explain the Call Money Market with features, advantages, and limitations. (14)

OR

Q.4 A) Discuss the role of SEBI as a regulatory body:

B) Explain the functions of Merchant Banking.

Q.5 Write short notes on (Any 2): (14)

- A. Banking Sector Reforms
- B. Primary vs Secondary Market

C. Small Savings Instruments

1. New Reforms by SEBI related to Trading

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March 2026

TY B.B.A Consumer Behavior Semester-VI

Subject Code: 2108000406030002

Course Code: (MSE-3 Consumer Behavior)



[Time: 3 Hours]

[Max. Marks: 70]

Q-1. Explain the following in detail (Any 7)

(14 Marks)

1. Explain psychological source from where consumer gets information related to product (any four).
2. What do you mean by need recognition stage of buying behavior?
3. Define consumer learning.
4. What is stimulus discrimination?
5. What is meant by operant conditioning?
6. Differentiate between cognitive and behavioral component.
7. What is social standing?
8. Explain why social class is hierarchical.
9. What is cross cultural marketing?
10. What is compatibility in relation with innovation?

Q-2

- a) Explain nature of consumer behavior (any 7 points). (7)
- b) Explain motivation and cues in context with learning process. (7)

OR

2. a) Explain HOWARD-SHETH model with suitable examples. (7)
- b) Explain resonance and reinforcement in context with learning process. (7)

Q-3

- a) Explain process of formation of attitude all steps in detail. (7)
- b) Explain social stratification and social class with examples. (7)

OR

3. a) Explain any one multiattribute attitude model. Give any one example. (7)
- b) What is cross cultural marketing analysis? Explain culture and sub-culture in context with Indian values. (7)
-

Q-4

- a) Explain five stages of consumer adoption process with examples. (7)
- b) Explain the characteristics of social class with examples. (7)

OR

Q-4

- a) Explain: innovators, early adopters, early majority, late majority. (7)
- b) Explain instrumental conditioning theory with examples. (7)
-

Q-5 Explain the following in detail (any two)

(14 Marks)

1. Economic view model vs. passive view model
 2. Engel-kollat-Blackwell model
 3. Principles of classical conditioning theory (any 4)
 4. Product evaluation in context with adoption process
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Examination March- 2026

B.B.A(Non NEP) Sixth Semester

Subject Code: 2108000406040002

**MSE-4-PERSONAL SELLING AND SALES FORCE MANAGEMENT**

TIME: 3 HOURS |

MAX MARKS: 70

Q1. Answer the following short questions (Any 7)

[14 Marks]

1. Define Personal Selling.
2. What is Sales Forecasting?
3. State two objectives of Sales Management.
4. What is Sales Territory?
5. Define Buyer Behaviour.
6. What is Sales Quota?
7. What is Customer Relationship Management (CRM)?
8. What is Sales Presentation?
9. Exemplify any three-sales organization structure.

Q2. Explain the Personal Selling Process in brief taking examples [14 Marks]
OR

A multinational company wants to set-up franchises in various countries. Discuss the Global implications and cultural differences impacting the negotiation between local franchisees and a company.

Q3. Discuss Recruitment and Selection of Sales Force at a Decathlon (A sports retailer). [14 Marks]

OR

Explain Sales Training Methods.

Q4. A MLM (Multi-Level Marketing) company wants to revise their sales territories. Explain the procedure to revise the sales territories. [14 Marks]

OR

Explain Sales Force Compensation Methods.

Q5. Write Short Notes (Any 2 out of 4)

[14 Marks]

- a. Sales Budget
- b. Motivation of Sales Force
- c. Administering target setting procedure
- d. Sales Control

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Examination March- 2026

TY BBA Semester- 6

Subject Code: 2508000706040003

Subject: DSE 4 - Minor 2 Management of Industrial Relation



TIME: 2 HOURS |

MAX MARKS: 70

Q1 Answer in brief: (Any Five)

[10 Marks]

- (1) Define Industrial Relation.
- (2) What do you mean by Discipline?
- (3) Define Code of Discipline.
- (4) Explain in brief judicial system as a party to Industrial Relations.
- (5) Define Lockout?
- (6) Define "Industrial Injury".
- (7) Concept of Absenteeism.

Q2 Discuss in detail various approaches to Industrial Relations. [14 Marks]

OR

A. Explain steps of Grievance Procedure.

[07 Marks]

B. Discuss in detail types of Discipline.

[07 Marks]

Q3 Define Labour Turnover. Discuss in detail the causes of labour turnover. What organization can do to reduce labour turnover. [14 Marks]

OR

A. Explain various Causes of Industrial Dispute.

[07 Marks]

B. Explain various Settlement of Industrial Dispute.

[07 Marks]

Q4 Write Short Note On: (Any Three)

[12 Marks]

- (a) Hot Stove Rule.
- (b) Occupational Hazard.
- (c) Accident Prevention (3E's Approach).
- (d) Types of Industrial Dispute.
- (e) Causes of Indiscipline.