

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023
Generic Elective
PAPER: Mobile Commerce

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Types of M-commerce
 2. Define M-commerce
 3. WAP
 4. Device location technology
 5. TDMA
 6. Bluetooth technology
 7. Native App based advertising
 8. Triangulation

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the benefits and limitations of mobile commerce.
(OR)
(b) Explain the impact of mobile commerce in the business
- 10.(a) Explain the different types of Mobile clients
(OR)
(b) Explain the different types of mobile applications.
- 11.(a) Explain the features and benefits of 5G.
(OR)
(b) Discuss I n detail about WIMAX technology
- 12.(a) What is mobile entertainment and explain the types of mobile entertainment services
(OR)
(b) How does the mobile payment work and explain the three types of mobile payments?

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023
PAPER: Financial Markets and Services (F1)

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions

(5x4=20 Marks)

1. Structure of Indian Financial System
2. OTCEI
3. Hire Purchase
4. Factoring
5. Net Asset Value
6. Trading and Settlement
7. Securities traded in Financial Markets
8. Advantages of Mutual Funds

Section-B

II. Answer the following questions

(5x12=60 Marks)

9. (a) Explain different types of Financial Markets.

(OR)

(b) Discuss the role and functions of SEBI as a regulatory authority.

10. (a) Explain about: i. Book Building ii. Underwriting

(OR)

(b) What is Secondary Market? Discuss about operations performed in NSE.

11. (a) Define Venture Capital and explain the stages in venture capital financing.

(OR)

(b) What is Leasing? Discuss different types of Leasing.

12. (a) What is Credit Rating? Write a note on Credit Rating agencies.

(OR)

(b) Define the term Merchant Banking and explain functions of merchant banking.

13. (a) Define the term Mutual Fund and explain types of Mutual Funds.

(OR)

(b) Discuss the functions of AMC.

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023
PAPER: Organization Development (H1)

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions

(5x4=20 Marks)

1. Define Organization
2. What is a team?
3. Define organizational change.
4. What is OD intervention?
5. Write about total quality management.
6. Define organizational development.
7. What is appraisal?
8. What are values in OD?

Section-B

II. Answer the following questions

(5x12=60 Marks)

9. (a) What is OD Explain its process.

(OR)

- (b) What are the benefits and limitations of OD.

- 10.(a) Explain the Litwin model of organizational change.

(OR)

- (b) Explain about participation and empowerment in an organization.

- 11.(a) Explain the steps of transforming an organization.

(OR)

- (b) Explain any 2 change management models.

- 12.(a) Explain the classification of OD.

(OR)

- (b) Explain the Gestalt approach to team building.

- 13.(a) Explain about high performance work systems.

(OR)

- (b) Explain about quality circles.

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023
PAPER: Brand Management (M1)

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions

(5x4=20 Marks)

1. Define Branding.
2. What is brand communication?
3. Define Generic branding.
4. What is repositioning?
5. Write an note on brand awareness.
6. What is brand loyalty?
7. Differentiate between brand and a product.
8. Write a note on brand positioning.

Section-B

II. Answer the following questions

(5x12=60 Marks)

9. (a) Explain the concept of branding and list the types of brands.
(OR)
(b) Explain the significance of a brand.
- 10.(a) Describe the process of creating brand awareness.
(OR)
(b) Explain the AIDA model of branding.
- 11.(a) Define brand extension and explain the various methods of extension.
(OR)
(b) Bring out the benefits and limitations of brand extension.
- 12.(a) Explain the brand positioning strategies.
(OR)
(b) Explain the importance of brand positioning.
- 13.(a) Define brand management and explain its features.
(OR)
(b) Assume that you are a brand, Describe your strength and weaknesses.

Faculty of Business Management

BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023

PAPER: Analysis of Investment in Financial Assets (F2)

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Financial Assets
 2. Fixed bonds
 3. Dividend
 4. Types of returns
 5. Variable ratio plan
 6. Arbitrage
 7. Inflation
 8. Realised return

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) What is risk? Explain the types of Risks.
(OR)
(b) Explain the approaches to Security and Portfolio analysis.
- 10.(a) What are the features of Bonds and Explain how the bonds are evaluated?
(OR)
(b) Describe YTM, AYTM and YTC in Bond valuation
- 11.(a) Explain the approaches to common stock evaluation
(OR)
(b) Explain Capital Asset Pricing Model (CAPM)
- 12.(a) Explain the basic theory of Portfolio management
(OR)
(b) Describe the steps involved in evaluation of minimum risk
- 13.(a) Explain the model of Treynor's reward for portfolio management
(OR)
(b) Explain the measures of return with reference to adjusted performance

Faculty of Business Management**BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023****PAPER: Performance Appraisal and Counseling (H2)**

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Explain Performance appraisal.
 2. Define Employee.
 3. Explain types of Appraisal.
 4. What are the factors influencing the performance?
 5. Explain the importance of Counseling.
 6. Define Performance management.
 7. What are the components of Performance appraisal?
 8. What is Merit rating?

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the nature and scope of Performance appraisal.
(OR)
(b) What are the advantages and disadvantages of Performance appraisal?
10. (a) How to identify the Performance dimensions?
(OR)
(b) What are the issues in Appraisal design?
11. (a) How to overcome the barriers to appraisal?
(OR)
(b) Briefly explain the methods of Performance appraisal.
12. (a) Briefly explain the strategies to improve performance.
(OR)
(b) How to identify sources of ineffective performance?
13. (a) Briefly explain the need and functions of Counseling.
(OR)
(b) What is employee counseling? Briefly explain types of counseling.

Code: 5406M2/R

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023
PAPER: Retail Management (M2)

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Characteristics of Retailing
 2. Environmental theory
 3. Merchandise Management
 4. Retail communication Mix
 5. Trends in Retailing
 6. Lay out Selection
 7. Any two merits of Franchising
 8. Relevance of Retailing

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the role of Retail sector in india?
(OR)
(b) Explain the emergence and growth of retailing in India?
10. (a) What are the traditional retail formats? Explain with examples
(OR)
(b) Critically examine the role of Co-operative and Government in Retail?
11. (a) Define Merchandise Mix. Explain the different types of Merchandise?
(OR)
(b) Examine the role and functions of Merchandising Manager?
12. (a) Examine the role of store layout in retailing? Explain various types of store layout
(OR)
(b) What are the various tools used in visual merchandising? Explain
13. (a) Explain in detail about the Physical Distribution System in Retailing?
(OR)
(b) Retailing without distribution channels is incomplete do you agree?

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations, Jan-2023
PAPER: INSURANCE (F3)

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Reinsurance
 2. Pension plans
 3. Motor Insurance
 4. Surrender of Policy
 5. IRDA
 6. Nomination
 7. Tax treatment of Life Insurance
 8. Insurance Riders

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the principles of Insurance
(OR)
(b) Explain the Insurance sector reforms in India.
 10. (a) What is the procedure for issuing a life insurance policy?
(OR)
(b) Write about Life insurance products.
 11. (a) Explain the general insurance procedure.
(OR)
(b) Explain how the health insurance claims are settled?
 12. (a) Explain the conditions and privileges in a policy document.
(OR)
(b) Write about the features of nomination.
 13. (a) Explain the different types of policy claims.
(OR)
(b) Explain the documents required for processing early claims.

Faculty of Business Management
BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023
PAPER: Compensation Management (H3)

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Define strategic compensation.
 2. Differentiate between seniority pay and longevity pay.
 3. What is job valuation?
 4. What are fringe benefits?
 5. List the executive compensation packages.
 6. What is team-based pay?
 7. Define employee benefit program.
 8. Define incentives.

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) What is compensation management? Explain its role in organizations.
(OR)
(b) Explain the trends in compensation management.
10. (a) Explain the process of establishing pay plans.
(OR)
(b) Differentiate between traditional pay system and modern pay system.
11. (a) How can an organization build internally consistent compensation system? Explain.
(OR)
(b) Discuss about compensation surveys.
12. (a) Explain the components of employee benefit management.
(OR)
(b) What is totally integrated employee benefit program? Explain.
13. (a) Explain international compensation and competitive strategies.
(OR)
(b) Outline the challenges of strategic compensation.

Faculty of Business Management**BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023****PAPER: Customer Relationship Management (M3)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Scope of CRM
2. Customer Experience Management
3. CRM objectives
4. Campaign Management
5. Problems in Implementing CRM
6. Customer Profitability
7. Customer Loyalty
8. Framework of CRM

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Define CRM. Examine the factors responsible for CRM growth.

(OR)

(b) Discuss the benefits of CRM for an organization

10. (a) What is customer life time value? How customer profit analysis help to understand customers?

(OR)

(b) Discuss the strategies for customer acquisition, retention

11. (a) Discuss the elements of CRM plan

(OR)

(b) Explain the CRM strategy development process

12. (a) How call centers contribute to reaching the objectives of CRM

(OR)

(b) Elucidate CRM in Services sector with relevant example

13. (a) Discuss the steps in implementing CRM

(OR)

(b) Elaborate on the Information technology tools in CRM

Faculty of Business Management
BBA II-Year, CBCS-III Semester Regular Examinations –Jan, 2023
PAPER: Financial Management

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Current Asset Management Decision
 2. Present Value of Money
 3. Cost of Debt
 4. Gross and Net working capital
 5. Re-order level
 6. Wealth Maximization and Profit Maximization
 7. Meaning of Capital structure
 8. Cash discount

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Define the term Financial Management and discuss its objectives.
(OR)
(b) Explain the role of financial manager in organizing finance function.
 - 10.(a) Define the term Capital Budgeting and explain the techniques of capital budgeting.
(OR)
(b) Details of a project are given below. Calculate the Net Present Value of the project and decide whether project is to be accepted or rejected. Cost of Capital is 12 percent.

Year	Annual Cash flows in rupees
0	- 10,00,000
1	5,00,000
2	3,80,000
3	3,00,000
4	2,70,000
5	2,50,000

- 11.(a) What is Dividend? Explain types of dividend.
(OR)
(b) What is Cost of Capital? Explain the procedure in calculating weighted average cost of capital.
- 12.(a) What is cash management? Explain the techniques of cash management.
(OR)
(b) Explain the procedure in calculating Cash Budget with an illustration.
- 13.(a) i.Explain credit policy.
ii. Write a note on Inventory management.
(OR)
(b) The Varalaxmi Equipment Company estimates its carrying cost at 15% and its ordering cost at \$9 per order. The estimated annual requirement is 48,000 units at a price of \$4 per unit. You are required to calculate:
 - i.What is the most economical number of units to order?
 - ii.How many orders should be placed in a year?
 - iii.How often should an order be placed?

Faculty of Business Management
BBA II-Year, CBCS-III Semester Regular Examinations –Jan, 2023
PAPER: Human Resource Management

Time: 3 Hours

Max Marks: 80

Section-A

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Scope of Human Resource Management
 2. What is job rotation?
 3. Write the benefits of training?
 4. What do you mean standing orders?
 5. Write the components of organization culture?
 6. Write about off the job training methods?
 7. Explain the organizational climate?
 8. Write about BARS?

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Why Human Resource Management is essential for an organization. Explain the functions of Human Resource Management?
(OR)
(b) What are the challenges for human resource management in the present era?
 10. (a) What is significance of Job Analysis? Explain the process of Job Analysis.
(OR)
(b) What do you mean by placement? Explain the contents for making induction process a success.
 11. (a) Explain the types of different training programs?
(OR)
(b) What is career planning and explain its impact on productivity?
 12. (a) What are the industrial disputes? Explain the cause for industrial disputes and ways to resolve them?
(OR)
(b) What is the importance of collective bargaining and explain its importance in the employers and workers relationship?
 13. (a) Discuss the various hindrances in effective implementation of performance appraisals
(OR)
(b) What do you mean quality of work life (QWL)? Explain the role of QWL in organization culture?

Faculty of Business Management

BBA II-Year, CBCS-III Semester Regular Examinations –Jan, 2023

PAPER: Information Technology for Business

Time: 3 Hours

Max Marks: 60

SECTION-AI. Answer any *five* of the following questions. (5x2=10 Marks)

1. LAN and WAN
2. Decision Support Systems
3. Social Networking
4. Multimedia concepts
5. Virtual Private network
6. Information and Knowledge
7. Security issues in internet
8. GUI

SECTION-B

II. Answer the following questions. (5x10=50 Marks)

9. (a) Why do we require an operating system? Discuss its various features

(OR)

- (b) What do you mean by topology? What are popularly used topologies in computer networks? Explain the features of each

10. (a) Write in detail about Operational and Executive Information system

(OR)

- (b) What is Database? Discuss the tasks allowed by DBMS

- 11.(a) Discuss the Applications of Multimedia in business

(OR)

- (b) Write about various multimedia devices

- 12.(a) Describe security issues in Internet

(OR)

- (b) What is e-commerce? Explain the advantages and disadvantages of e-commerce?

- 13.(a) What is wireless Communication? Explain some of the essential wireless communication systems

(OR)

- (b) Discuss the spread sheet applications
