

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Customer Relationship Management [BBA501T]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 What is the CRM? Define all the Customer Retention Strategies.
- Q.2. Explain the various components of customer relationship management?
- Q.3 Explain the various customer relationship management goals.
- Q.4 Explain the customer relationship management selection process?
- Q.5 Explain the advantages and disadvantages of customer relationship Management.
- Q.6 Explain the CRM implementation process.
- Q.7 Explain how sale force automation works in customer relationship Management.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Project Management [BBA502T]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 Define the term 'project'. Briefly explain steps in project management. What is project life cycle? Describe in brief the action needed at each stage from designing to developing of a project?
- Q.2 Write a short note on CPM and PERT with suitable example
- Q.3 Write a short note on the UNIDO approach.
- Q.4 Discuss the salient features of Project Software and explain its application as MS-Project.

- Q.5 What do you understand by following
- (i) Market Potential Analysis
 - (ii) Killers Model
 - (iii) Social Cost Benefit Analysis
 - (iv) Reason for failure of Project

Q.6 Write short note on project monitoring.

Q.7 Write a short note on Financial Risk in Project Management.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Indian Financial Systems [BBA503T]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 While there have been changes in the structure of Indian Financial system (IFS) over the last five decades, please explain the current structure of Indian Financial system (IFS).
- Q.2 List the various players who are a part of organized and unorganized financial markets.
- Q.3 Define the terms equity and debentures & list the advantages & disadvantages of having them in your investment portfolio.
- Q.4 As the prime banking regulatory body in India today, Reserve Bank of India plays a key role in ensuring financial stability in the economy. In this regard, explain in detail its role, & functions.
- Q.5 Define the term “Cooperative Bank” and elaborate
- Q.6 NBFC’s have helped in providing a tremendous boost to the financial sector in India. What role have they played in helping the economy grow? Also give a brief on various types of NBFC’s in India.
- Q.7 List out the various types of finances & need for these types of finances as a part of the funding requirement of any organization.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Research Methodology [BBA504T]

Time: 3:00 Hrs

Max Marks 80

Note : Attempt any five questions.

All question carry equal marks.

- Q.1 What do you meant by research? Explain its significance in modern time. What points must be kept in mind while defining a research problem? Briefly explain.
- Q.2 “Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability.” Discuss.
- Q.3 “Experimental research is better than descriptive research” Do you agree with the statement?
- Q.4 Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable example.
- Q.5 What is the purpose of statistical hypothesis? Discuss null and alternative hypothesis with appropriate examples.
- Q.6 What is meant by "representativeness" in a sample? Explain in what sense a simple random sample is representative of the population. Also distinguish between simple random sampling and convenience sampling.
- Q.7 What are the different categories of research reports? Explain each of these categories in detail. Also give two examples of reports from each of these categories.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Banking and Insurance [BBA505F]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 Define the terms ‘banker’ and ‘customer’ and bring out the relationship exists between them.
- Q.2 What are Commercial Banks? Discus their role & functions.

- Q.3 Explain the objectives, constitution and working of the Reserve Bank of India.
- Q.4 What do you understand by IRDA? Explain in detail.
- Q.5 What precautions should a banker take while making advances against fixed deposit receipt?
- Q.6 Enumerate the advantages and disadvantages of goods as security for bank advances. Analyse the precautions to be taken in such cases.
- Q.7 What aspects are to be taken into consideration by Indian Bank while granting license to a financial institution? Under what grounds license of Financial Institution can be cancelled?

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Human Resource Management [BBA505H]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All questions carry equal marks.

- Q.1 What is the role and importance of HRM? How does HRM contribute to strategic management?
- Q.2 What are the major sources of manpower supply? Highlight any six techniques used to tap manpower resource?
- Q.3 You have recruited five marketing executives for your organization. Explain their development in the organization through labour Planning competence based training.
- Q.4 Write short note on-
- (i) TQM
 - (ii) Job description
- Q.5 Explain the induction process.
- Q.6 Explain the various challenges and emerging horizons of HRM.
- Q.7 Job analysis is the most basic personal activity. Discuss.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Sales and Distribution Management [BBA505M]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

- Q.1 What do you understand by the term sales force ? Why is controlling and motivation essential for sales force ?
- Q.2 Describe the process of Managing dealer –network. Bring out the importance of channels of distribution.
- Q.3 Brief the importance and objectives of training of sales persons.
- Q.4 Distinguish between salesmanship and Personal Selling.
- Q.5 What are the factors that determine choice of channels of distribution?
- Q.6 What is EDI? How it support Supply Chain?
- Q.7 Briefly define Manufacturer and Retailer Promotion Planning Process.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Working Capital Management [BBA506F]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions. All question carry equal marks.

- Q.1 What is the significance of working capital for a manufacturing firm? What will be the consequences of shortage and excess of working capital?
- Q.2 Describe the important features of Tandon Committee. What are the three methods of financing as suggested by the committee?
- Q.3 Discuss the sources of Working Capital. How the commercial papers and trade credit can be used as source of finance in working capital? Discuss.
- Q.4 What is work of Commercial Banks?
- Q.5 What is objective of investing cash in marketable securities?

Q.6 What is advantage of taking Bank Finance? How it differ from trade credit?

Q.7 How finance manager estimate working capital needs?

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Industrial Relations [BBA506H]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

Q.1 Explain Concepts & Scope of Industrial Relations at workplace.

Q.2 Write short note one Conflict Model. How is it different from Collaboration Model?

Q.3 What are Trade Unions? Write history of trade unions in India.

Q.4 What are impacts of globalization on Trade Unions?

Q.5 Write main features of Industrial Disputes Act.

Q.6 Write key features of Negotiation.

Q.7 Explain how worker's participation in Management can affect Quality of Work Life at workplace.

Enrollment No.....

Bachelor of Business Administration
Fifth Semester Main Examination, Dec-2020
Advertising and Brand Management [BBA506M]

Time: 3:00 Hrs

Max Marks 80

Note: - Attempt any five questions.

All question carry equal marks.

Q.1 What are various objectives of Advertising? Explain with the help of examples? What are the considerations used to set objectives of advertising?

Q.2 What are essential features of a scientifically drafted copy of advertising?

- Q.3 What do you understand by Message Appeal? Explain different message appeals with the help of examples.
- Q.4 Explain Parity and Differentiation.
- Q.5 What are the types of advertising agencies?
- Q.6 Write about major branding strategies. How is a brand created?
- Q.7 How is a brand's personality developed? Explain various type of Brand Personalities. What is Branding?