

(Please write your Exam Roll No.)

Exam Roll No. 01321101716

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-302

Subject: Business Policy and Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

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

- Q1 (a) Differentiate between 'Long-Range Planning' and 'Strategic Planning'.  
(b) What are the steps involved in Strategic Management? Discuss them briefly.
- Q2 Differentiate between 'Vision' and 'Mission' of a business firm. How Vision and Mission Statements of business firms are made? Illustrate Vision and Mission statement of any business firm.
- Q3 Discuss various approaches used for Environment Scanning. How ETOP serves for any business house? Explain with examples.
- Q4 What methods are used for 'Analysis of Internal Resources of a Company'? How based on the analysis, strategic advantage profile is made and what purpose it serves? Discuss with suitable example.
- Q5 What role BCG model and spotlight strategy model play in choice of strategy? Discuss the models with suitable examples.
- Q6 Discuss in brief major strategic option available to firms for stability, growth and expansion of the business. Give examples to demonstrate the differences.
- Q7 What role Leadership plays in strategy implementation. What can be different leadership styles suitable for different situations in strategy implementation? Discuss with suitable examples.
- Q8 Write notes on:-  
(a) Value-Chain approach to Internal Analysis  
(b) Structural Analysis of competitive environment.

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# END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY 2019

<b>Paper Code: BBA-304</b>	<b>Subject: Project Planning and Evaluation</b>
<b>BBA(MOM)-304</b>	
<b>BBA(TTM)-304</b>	
<b>BBA(B&amp;I)-304</b>	

Time: 3 Hours

Maximum Marks: 75

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

Q1 Two projects X and Y have the following cash flow stream.

Year	Cash Flows (Rs 000's)	
	Project X	Project Y
0	-1680	-1680
1	+1400	+140
2	+700	+840
3	+140	+1510

The company's cost of capital is 9% required:-

- (a) Compute NPV and IRR of both projects.
- (b) Which project would you choose and why?

Q2 Discuss the possible sources of optimistic bias as well as pessimistic bias in cash flow estimation.

Q3 Discuss the factors which determine 'plant location', 'plant capacity' and 'product mix' of a large scale project.

Q4 The funds and personnel requirement is to be assessed accurately. These requirements change significantly during the course of implementation of a project. Discuss how to ensure the availability of resources as and when required.

Q5 A project consists of 6 activities and their time estimates are shown below:

Activity	Time in weeks		
	Optimistic	Most likely	Pessimistic
1-2	1	3	5
1-3	3	6	9
2-4	2	6	4
3-4	5	9	13
2-5	3	4	5
4-5	5	8	11

Draw the network. Required:-

- (a) Determine the critical path.
- (b) Find the standard deviation of the critical path duration.
- (c) Compute the probability of completing the project in 20 weeks.

Q6 The floats associated with each project task can only be derived following the completion of the forward and backward passes. Explain why this is true?

Q7 Do you agree with the following statement: "With proper planning it is possible to eliminate most/all risks from a project"? Why or why not?

Q8 Write a short note on any three of the following:-

- (a) Means of financing a large scale project
- (b) Preparation of projected financial statements
- (c) Human aspects of project management
- (d) Sensitivity of cash flows.

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# END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-308      Subject: International Business Management  
BBA(MOM)-308  
BBA(TTM)-308

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Explain the term 'International Business'. What are the objectives for a firm to go for international business? Discuss some of the challenges involved in International Business.
- Q2 What do you understand by 'International Competitive Advantage'? State the requirements for achieving competitiveness in the overseas market.
- Q3 Distinguish between the role of 'IMF' and 'World Bank' in International Business. Discuss existing structure of International Monetary System and Financial Markets.
- Q4 Discuss various theories of International Business. Which theory, do you think, has practical application? Give suitable examples.
- Q5 What are the advantages and disadvantages of globalization? What are the drivers of globalization?
- Q6 State reasons for sudden spurt in cross border mergers and acquisitions. Discuss in the light of recent cases of mergers and acquisition.
- Q7 What is cultural globalization? Discuss the difficulties in managing groups across cultures. What do you understand by multicultural management?
- Q8 Write a short note on **any three** of the following:-  
(a) Technology Transfer  
(b) Social responsibilities of transnational corporations. (TNC)  
(c) Unification of World Economics  
(d) Trade War between China and USA.

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Exam Roll No. 02121101715

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-312

Subject: Environmental Science

BBA(MOM)-312

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 (a) What is forest ecosystem? Give a glimpse of forest diversity in India? What are the threats to the forest ecosystem and how it can be conserved? (15)
- OR**
- (b) "Environmental Ethics deal with issues related to the rights of individual that are fundamental to the life and well being". Comment. Mention three challenges of environmental ethics. (15)
- Q2 (a) Discuss the effects of air pollution on living organisms. Write some of the control measures for air pollution. (15)
- OR**
- (b) Describe two structural mitigation measures and two non-structural mitigation measures be taken to manage floods. (15)
- Q3 (a) What do you understand by climate change? Discuss measures that can be adopted at personal level to combat climate change. (15)
- OR**
- (b) What is global warming? What are its causes and effects? What measures should be taken to check global warming? (15)
- Q4 (a) What is the role of judiciary in environmental protection? Explain with reference Environmental Protection Act 1986. (15)
- OR**
- (b) What is EMS? Discuss the importance of Value Education in Environmental Management. (15)
- Q5 Write short notes (any three) (3x5=15)
- (a) Ozone depletion
  - (b) Environmental Impact Assessment
  - (c) ISO 14000
  - (d) Stockholm conference on environment
  - (e) Green house effect

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