

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY- JUNE 2017

Paper Code: BBA-302

Subject: Business Policy & Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write short notes on the following:-
- (a) Stop Light and PIMS Model (5)
 - (b) Relationship between Leadership and Resource allocation' (5)
 - (c) Interrelationship of structure and strategy (5)
- Q2 What is strategic management process? Explain the various elements of the process with the help of a working model. (15)
- Q3 Define Mission? What are the characteristics of a good mission statement? Also discuss the issues in setting the mission statements.(15)
- Q4 What are the various techniques of environment scanning? What role does business environment play in strategic decision making? (15)
- Q5 (a) Trace the path taken from organizational resources and organizational behavior to the development of strategic advantage. (7)
- (b) What different approaches can be adopted by strategists to appraise their organizations? (8)
- Q6 What are the four alternative corporate-level strategies? Explain with the help of family tree of corporate strategies. (15)
- Q7 Select an industry of your choice. Identify Porter's five-forces of competition in that industry. Also prepare SWOT analysis of the leader of the above chosen industry. (15)
- Q8 What is BCG-Model? Discuss the salient features of this model. How does it help in taking important strategic decisions to an organization?(15)

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-304

Subject: Project Planning and Evaluation

BBA(TTM)-304

BBA(B&I)-304

BBA(MOM)-304

Time : 3 Hours

Maximum Marks :75

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

- Q1. a) Why capital investment decisions are considered critical? Explain.
b) Explain the various phases of capital budgeting decisions.
- Q2. Discuss various sources of finance which a start up venture may explore. Also explain who are angel investors? How do they provide finance to young aspirational investors who want to start their startup venture? Give examples.
- Q3. What is demand forecasting? What is its significance? Also state the uncertainties related with it.
- Q4. "Plant location its an important strategic decision in Project Analysis". Explain the factors which affect the choice of a location. Why selection of a good location is crucial for the success of project? Give examples.
- Q5. a) Explain the various forms of project organization stating their merits and demerits.
b) Discuss the pre-requisite the successful implementation of a project.
- Q6. Write short notes on following:
a) Critical path
b) Floats of activities
c) Crashing of activities
d) Project Rating Index
e) Human aspects of Project management
- Q7. a) What is the meaning of risk? What are its different forms? How is it measured?
b) State the assumptions of Capital Asset Pricing Model (CAPM) and explain the concept of beta.
- Q8. What is a project idea? How project ideas are generated? How will you decide whether an idea is worth pursuing or it is a raw idea only? Give examples.

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SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-306 BBA(MOM)-306 BBA(TTM)-306	Subject: Entrepreneurship Development
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Time: 3 Hours

Maximum Marks: 75

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

- Q1 (a) Who is an Entrepreneur? What are unique characteristics and capabilities of an Entrepreneur? Discuss in brief.
(b) Discuss few theories of Entrepreneurship as given by Ducks, Schunter etc. in brief.
- Q2 "To start a business, it is IDEA that is needed not money." Discuss the statement in the light that how to identify opportunities for starting business. Give an illustrative list of few business ideas.
- Q3 Explain the procedure involved in establishment of a new unit in India. What Registrations are required? Explain the steps involved with documentation requirements.
- Q4 What are the sources of funds for a start up in India? Discuss these sources mentioning their relative merits and demerits.
- Q5 What are EDPs? How are these organised? Discuss the stages and activities involved in EDPs?
- Q6 Discuss the role of an Entrepreneur in bringing about Economic Growth of a country. How economic growth takes place with the growth of Entrepreneurship in any country? Explain with examples.
- Q7 Discuss the impact of recent demonetization on the entrepreneurial development in India. Explain your answer with suitable examples.
- Q8 Write notes on:-
(a) Social Responsibilities of an Entrepreneur.
(b) How to Understand Entrepreneurial Behaviour of a person.
(c) Role of entrepreneur in export promotion and import substitution

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SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-308

Subject: International Business Management

BBA(TTM)-308

BBA(MOM)-308

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory. Give suitable examples to illustrate your answer. All questions carry equal marks.

- Q1 Discuss the meaning and importance of International competitive advantage. Elucidate your answer with suitable example.
- Q2 Critically analyse Global Competitiveness of Indian Organizations. Strengthen your answers with suitable examples.
- Q3 Imagine that you are an Indian engineer who has been offered a job as the CEO of a large TNC in Dubai. What are the important cross cultural issues you are likely to face and how would you solve them?
- Q4 Discuss the importance of technology in making the business global? How technical capabilities of a company can be enhanced? Also mention the ways of technology transfer.
- Q5 Why is strategic planning important to achieve Global Competitive Advantage? Taking some real life examples illustrate how some organizations have achieved this.
- Q6 (a) What are trade barriers? Give their classification and state their relative merits and demerits.
(b) Discuss the role of IMF and world bank in the growth of internal business.
- Q7 Discuss how a functional organisational structure based company align its organisational structure to the strategy of International expansion?
- Q8 Write short notes on the following:-
(a) Globalization and Corporate social responsibility.
(b) Motivating employees globally.
(c) Performance appraisal in a Global Organisation

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-312
BBA(MOM)-312

Subject: Environmental Science

Time: 3 Hours

Maximum Marks: 75

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

- Q1 (a) Define ecosystems and elaborate on various kinds of ecosystems. (15)
- OR**
- (b) Elucidate on sustainability development elaborating on its social, economic and environmental aspects. (15)
- Q2 (a) Explain the phenomenon of climate change. (15)
- OR**
- (b) What are various greenhouse gases? How can the effect of global warming be reduced? (15)
- Q3 (a) Classify air pollutants into different categories indicating their sources and effects on human health. (15)
- OR**
- (b) Discuss the principle and methods of composting. Write a note on management of biomedical wastes. (15)
- Q4 (a) Discuss major sources of groundwater and surface water pollution citing examples. Also discuss various methods of water conservation. (15)
- OR**
- (b) Discuss renewable and non renewable energy resources. Explain stock and flow resources of the environment. (15)
- Q5 (a) Give salient features of the Water (Prevention and Control of Pollution) Act, 1974 and AIR (Prevention and Control of Pollution) Act, 1981. (15)
- OR**
- (b) Elaborate various features of ISO 14001, EMS that must be implemented by the companies to pass the audit requirements. (15)
