

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-302

Subject: Business Policy and Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Read the following case study and answer the questions that follow:
Nature Industries Limited is a leading Indian company manufacturing and marketing Snacks and Juices under the brand name "CHOICE" and "Tarang".
It has pan India Presence. The Company is planning to launch X brand of herbal tea bag in alliance with a Foreign Firm. Initially the company is planning to import herbal teabags followed by manufacturing it in India to take advantages of "Make in India" incentives.
- Market Environment of Tea Bags:** The marketing research study done on teabags shows the following insights:
- Tea is frequently served as hot beverage at work places.
 - There is a steady increase in Tea Bags consumption because it is convenient to use Tea Bags in Offices. Consumers drink, Plain, Flavored and herbal tea.
 - Consumers see herbal tea as a healthier option.
 - 77.2% Indians consume tea on a daily basis.
 - 40% of Tea consumers are from the northern region.
 - Brand A is the market leader with market share of 63 percent in Herbal Tea Segment.
- (a) Why is it essential to undertake Strategic Advantage Analysis before Nature Industries Limited enters into the new product market? What factors must be considered for Strategic Advantage Analysis? (8)
- (b) Why are the likely advantages that diversification strategy would bring to the company? (4)
- (c) What are the likely advantages that the strategic alliance would offer to Nature Industries Limited? (3)
- Q2 Write a short note on evolution of business policy. Differentiate between business policy and strategic management. (15)
- Q3 What do you understand by vision and mission? Describe the process for formulating a vision and mission by taking up the case of an automotive company. (15)
- Q4 Write a comprehensive note detailing the characteristics of different types of grand strategies. (15)
- Q5 Why do firms need to characterize and categorize Environmental factors? What are the approaches to the Environmental Scanning Process? (15)
- Q6 Identify and explain recent political, economic, social and technological trends that significantly affects Mobile Handset Industry in India. (15)
- Q7 Give a detailed account of various organizational structure options and their advantages and limitations in the context of new strategies implemented by Indian organizations in the internet economy. (15)
- Q8 Write short notes on:- (15)
- (a) Strategic Control
 - (b) Leadership issues in strategy implementation
 - (c) Core competencies

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(Please write your Exam Roll No.)

Exam Roll No. 0211107115

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY 2018

Paper Code: BBA-304

BBA (B&I)- 304

BBA (TTM)-304

BBA(MOM)-304

Subject: Project Planning and Evaluation

Time : 3 Hours

Maximum Marks : 75

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

- Q1. What are objectives of Capital Budgeting? Explain with examples various discounting and non-discounting techniques of Capital Budgeting.
- Q2. What are the various means of financing projects? Explain the procedure involved in availing them by an Entrepreneur. What are the relative advantages and limitations of such funds?
- Q3. What is Working Capital? How do calculate working capital requirement of any project? Based on working capital requirement thus calculated, how to obtain Working Capital Financing from any financial Institution? Discuss.
- Q4. What is the meaning of demand analysis? Why is it carried out? What are various techniques of Demand forecasting? Explain them briefly.
- Q5. a) What are Network Techniques for scheduling the projects? Discuss.
b) For a project following information is given.

| Activity | Predecessor Activity | Activity Time of completion |
|----------|----------------------|-----------------------------|
| A | -- | 10 weeks |
| B | -- | 5 weeks |
| C | A,B | 6 weeks |
| D | B | 7 weeks |
| E | C,D | 7 weeks |

Calculate critical path and time of completion of project. Also calculate EST, EFT, LST, LFT, Total Float for each activity.

- Q6. Write notes on:
a) Human Aspects of Project Management
b) Site/Location decision factors for a project.
- Q7. What techniques are used for risk analysis of any project? Explain them briefly with suitable examples.
- Q8. Discuss the procedure for making the assessment/review of a project
a) Which is presently running
b) Which has got completed

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SIXTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-306

BBA(TTM)-306

BBA(MOM)-306

Subject: Entrepreneurship Development

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Write short notes on **any three** of the following:-
(a) Entrepreneurial Attitude
(b) Venture Capital
(c) Business Risk
(d) Women Entrepreneurs
(e) Franchising
- Q2 'Development requires resources but resources alone do not produce development? Explain the functions of entrepreneur in the light of this statement.
- Q3 Describe the phases of an Entrepreneurship Development Programme (EDPs)? How should an EDP be evaluated?
- Q4 "Continuous interaction between knowledge, strategy and action is needed to develop an enterprise". Comment using the Enterprise Process Model.
- Q5 (a) "Most of the business opportunities exist in the environment". Explain.
(b) Discuss the role of Entrepreneurs in export promotion and import substitution.
- Q6 Define business planning and prepare a proposed business plan on behalf of a small entrepreneur.
- Q7 What is the meaning of Innovation according to Schumpeter? What type of changes results from Innovation.
- Q8 (a) State the concept of social responsibility. Also explain the major areas of social responsibility of a business.
(b) What is meant by Balanced Regional Development? How does entrepreneurship helps in achieving the same?

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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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