

FACULTY OF MANAGEMENT
BBA (CBCS) V - Semester Examination, November 2024
Subject: Analysis of and Investment in Financial Assets
Paper : DSE-503(A) (Elective – II : Finance)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Financial Assets
2. SEBI
3. Deep Discounted Bond
4. Plain Vanilla Bond
5. Dividend
6. CAPM
7. Portfolio Theory
8. Market Risk

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Explain the remarkable changes in the traditional to current Stock Markets.
(OR)
(b) Explain factors influencing investment decisions.
10. (a) Discuss the different types of Fixed Income Securities.
(OR)
(b) Explain the following:
(i) YTM (ii) AYT M (iii) YTC.
11. (a) Explain the following:
(i) Book Value (ii) Face Value (iii) Intrinsic Value.
(OR)
(b) What is Equity Market? Explain its features.
12. (a) Explain the concept of Portfolio. How do you measure portfolio risk and return.
(OR)
(b) Explain the advantages and disadvantages of Portfolio Management.
13. (a) Differentiate Sharpe and Treynor measure of Portfolio Management.
(OR)
(b) Explain portfolio return, market return, risk premium.

FACULTY OF MANAGEMENT
BBA (CBCS) V - Semester Examination, November 2024
Subject: Retail Marketing
Paper : 503 (Elective – II : Marketing)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Types of Retailing
2. Impact of FDI on retail industry
3. Modern Retail Formats
4. The Theory of Conflict
5. Define Merchandise Planning
6. POP Displays Importance
7. Layout selection
8. Channel Conflict

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Define Retailing? Explain the characteristic of retailing.
(OR)
(b) Discuss the Emergence and Growth of Retailing in India.
10. (a) What are the different types of Franchising? Discuss.
(OR)
(b) Explain the concept of the Retail Life Cycle.
11. (a) Explain the factors which influence Merchandizing Performance.
(OR)
(b) Discuss the Functions of Merchandise Manager.
12. (a) Explain the different types of Store Layout.
(OR)
(b) Define Retail Promotion. Explain the factors for effective retail promotion.
13. (a) What are the roles and functions of channel distribution?
(OR)
(b) Explain the need and importance of physical distribution system.

FACULTY OF MANAGEMENT
BBA (CBCS) V – Semester Examination, November 2024

Subject: Performance Appraisal and Counselling
Paper: DSC-503 (Elective – II : HRM)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Importance of Performance Appraisal
2. KPA (Key Performance Areas)
3. Paired comparison method
4. Reasons for ineffective performance
5. Performance Appraisal Vs Performance Management
6. Checklist method
7. Employee Counselling
8. Functions of Counselling

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Define performance appraisal? Explain the uses and benefits of appraisal?
(OR)
(b) Discuss the objectives and scope of performance appraisal?
10. (a) Employee- employer perspective in terms of appraisal system leads to success of an organisation? Discuss?
(OR)
(b) Explain the effective appraisal program and discuss the issues in appraisal design?
11. (a) Discuss in detail about the various methods of performance appraisal?
(OR)
(b) Discuss the barriers to effective appraisal system and suggest how to overcome the barriers to appraisal?
12. (a) Discuss the various sources of ineffective performance and suggest measures to increase the productivity of an organisation?
(OR)
(b) Discuss the various strategies to improve performance appraisal?
13. (a) Define counselling? Explain the features and characteristics of counselling?
(OR)
(b) Organisational performance and productivity will depend on the employee health and mental status? Discuss?

FACULTY OF MANAGEMENT
BBA (CBCS) V - Semester Examination, November 2024
Subject: Retail Mall Management (RM)
Paper : 503 (Elective – II : RM)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Briefly explain the concept of mall positioning.
2. Explain the importance of parking facilities in a mall's overall design.
3. Name the key amenities commonly found in modern malls.
4. Distinguish between a single store retailer and a chain store.
5. Why is it important to diversify tenant offerings in a mall?
6. What role do events play in enhancing the overall mall experience?
7. How do consumer behaviours and expectations differ between American and Indian mall-goers?
8. How has the concept of "mall culture" evolved differently in India compared to Western nations?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Explain the advantages and disadvantages of malls as a retail format, providing specific examples to illustrate your points.
(OR)
(b) Compare and contrast malls with other retail formats such as department stores, convenience stores, and e-commerce.
10. (a) Explain the essential components of a mall's entrance design. How can a well-designed entrance enhance the visitor's experience?
(OR)
(b) Describe the various circulation patterns and pathways commonly found in shopping malls.
11. (a) Describe the process and criteria that retailers follow when selecting the location for a new shopping mall?
(OR)
(b) Discuss the importance of retail zoning and layout decisions within a mall.
12. (a) How can mall management maximize revenue through space selling? Discuss.
(OR)
(b) Elaborate on the significance of mall promotion for attracting and retaining customers.
13. (a) Explain the pivotal role of technology in modern mall management, including its effects on security, data analysis and marketing.
(OR)
(b) Explore the anticipated future trends in mall development.

FACULTY OF MANAGEMENT
BBA (Business Analytics) V - Semester Examination, November 2024

Subject: Financial Analytics – I
Paper: DSE – 503 (Elective – Finance)

Time: 2 Hours

Max. Marks: 50

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 2 = 10 Marks)

1. What is financial analytics?
2. What does a common-size income statement represent?
3. What is regression analysis, and how is it used in financial forecasting?
4. How do financial models typically function?
5. Define liquidity ratios and provide an example.
6. What key components are typically found in a balance sheet?
7. What is the purpose of using Excel in financial analytics?
8. Write about Regression Analysis.

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

9. (a) Discuss the significance of financial analytics in decision-making for organizations.
(OR)
(b) Explain how Excel can be utilized for financial analytics. Discuss its features that support financial data analysis.
10. (a) Describe the process of building a basic income statement and balance sheet in Excel. What best practices should be followed for accuracy and clarity?
(OR)
(b) Explain the concept of common-size financial statements. How do they facilitate comparison across different companies or periods?
11. (a) Analyze the methods used to forecast the assets side of the balance sheet.
(OR)
(b) Compare and contrast linear trend extrapolation and regression analysis as forecasting methods.
12. (a) Discuss the process of creating a comprehensive financial model using Excel. What are the critical steps involved from inception to completion?
(OR)
(b) Describe the approach to modeling the income statement in Excel. How can assumptions about revenue growth and expense ratios impact the final model?
13. (a) Evaluate the process of comparing a company's financial ratios to industry averages.
(OR)
(b) Discuss the different types of financial ratios: How do these ratios provide insights into a company's financial health?

FACULTY OF MANAGEMENT
BBA (Business Analytics) V – Semester Examination, November 2024

Subject: (B) Marketing Analytics – I (M)
Paper: DSE-503 (Elective – Marketing)

Time: 2 Hours

Max. Marks: 50

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 2 = 10 Marks)

1. What are some common types of charts used in marketing analytics?
2. How does price elasticity affect pricing decisions?
3. What is the relationship between correlation and simple linear regression?
4. What is the impact of special events on forecasting?
5. What is the purpose of attribute importance analysis?
6. What are the different components of a pivot table?
7. How do you interpret the coefficients in a multiple regression model?
8. What is the basic assumption of random utility theory?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

9. (a) Discuss the steps involved in creating a pivot table in Excel.
(OR)
(b) Discuss the common Excel functions used for summarizing data.
10. (a) Describe the steps involved in using Solver to optimize price bundling decisions.
(OR)
(b) Describe the different types of dynamic pricing strategies and their advantages and disadvantages.
11. (a) Discuss the steps involved in conducting a simple linear regression analysis.
(OR)
(b) Discuss the different metrics used to evaluate the goodness of fit of a multiple regression model?
12. (a) Explain how to decompose time series data into trend, seasonality and residual components?
(OR)
(b) Discuss the challenges of training neural networks such as overfitting, local minima and computational complexity?
13. (a) Describe the various types of attribute analysis techniques?
(OR)
(b) What are the potential consequences of violating the assumptions of logistic regression?

FACULTY OF MANAGEMENT
BBA (Business Analytics) V – Semester Examination, November 2024
Subject: (C) HRM Analytics – I (HR)
Paper: DSE – 503 (Elective – HRM)

Time: 2 Hours

Max. Marks: 50

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 2 = 10 Marks)

1. What is traditional HRM?
2. What are HR indicators?
3. Write about two tools used in data purification?
4. How charts and tables are useful in HR Analytics?
5. Describe Workforce Analytics?
6. Define Outside In approach?
7. What are the types of Data?
8. Write two applications of HR Analytics?

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

9. (a) Discuss the HR Analytics phase from 2010 ?
(OR)
(b) Write about the various challenges in HR Analytics?
10. (a) Briefly explain the Analytics Process Model (APM) and Its Phases?
(OR)
(b) Write about various Approaches for Designing HR Metrics?
11. (a) Write about various Data capturing methods and real time applications?
(OR)
(b) Discuss the various Data analyzing techniques?
12. (a) Explain how excel analysis helps in reducing absenteeism in HR Analytics?
(OR)
(b) Is statistics really helpful in HR Analytics. Illustrate with an example?
13. (a) As a HR of the company How will you conduct a purposeful work force management?
(OR)
(b) Write about Model for adoption of HR Analytics?
