

FACULTY OF MANAGEMENT
BBA (CBCS) V – Semester Examination, November 2024
[Common Paper for BBA (CBCS) & (Business Analytics)]
Subject: Financial Markets and Services (F)
Paper: DSE: 502 (Elective – I: Finance)

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Explain Financial Markets.
2. What is Free Pricing?
3. What is Primary Market?
4. Describe Internet Trading.
5. What is Leasing?
6. Define Credit Rating.
7. What is Net Asset Value?
8. What is Mutual Fund?

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) What do you understand by financial system ? Explain the role of financial system in Economic Development.
(OR)
(b) Define SEBI. Explain the Objectives and functions of SEBI.
10. (a) What do you mean by Book Building? Explain the concept of On-Line IPOs and e-Prospectus.
(OR)
(b) Describe how securities are listed. Examine the trading and settlement process in detail.
11. (a) Define Hire Purchase. Distinguish between Hire purchase and Leasing.
(OR)
(b) Describe the stages of financing and why they are important.
12. (a) Define Factoring. Explain advantages and limitations of Factoring.
(OR)
(b) Define Merchant Banking. Explain the functions of Merchant Banking.
13. (a) What do you mean by Mutual funds? Discuss the advantages and disadvantages of Mutual funds.
(OR)
(b) Describe what an Asset Management Company (AMC) does and what are its pros and cons?

Code No: G-1019

FACULTY OF MANAGEMENT
BBA (CBCS) V – Semester Examination, November 2024
[Common Paper for BBA (CBCS) & (Business Analytics)]
Subject: Brand Management
Paper: DSE: 502 (Elective – I: Marketing)

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Levels of Brand Identity
2. Brand loyalty
3. Brand elements
4. Experiential marketing
5. Family Branding
6. Brand Resonance
7. Brand Performance
8. Brand switching

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) How are brand associations and touch points useful in building brands?
(OR)
(b) Differentiate between Brand and Product.
10. (a) Discuss the advantages and disadvantages of source/double branding strategy.
(OR)
(b) Illustrate the procedure for creating brand awareness of a new product.
11. (a) **Explain the Brand line extension with the help of suitable example.**
(OR)
(b) **Elaborate the** six-step process of brand extension.
12. (a) Identify the role of a merchandiser in managing the brands and creating a positive image of the organization.
(OR)
(b) Examine the role and importance of advertising in brand positioning.
13. (a) "Creation and management of Brand equity revolves round the consumer". Do you agree or disagree substantiate your answer.
(OR)
(b) Explain the element of brand identity with the help of identity prism.

FACULTY OF MANAGEMENT
BBA (CBCS) V – Semester Examination, November 2024
[Common Paper for BBA (CBCS) & (Business Analytics)]
Subject: Organizational Development (HR)
Paper: DSE – 502 (Elective – I : HRM)

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Briefly explain assumptions of OD.
2. Write about importance of coaching and counselling in OD.
3. Discuss the importance of implementing change in the organization.
4. What are the measures used to prevent employee resistance to change in an organisation.
5. Briefly explain the traits required in a change agent.
6. What is Quality circle and how does it help in organization development.
7. Write about self-managed teams.
8. Write about Socio-Technical Systems of OD.

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Explain the process of OD with a diagram.
(OR)
(b) Explain about the evolution of OD.
10. (a) Explain any two models for implementing change in an organisation.
(OR)
(b) How does Participation and Empowerment help in organization development? Discuss with examples.
11. (a) Describe The Six Box Model and Third wave consulting.
(OR)
(b) Explain the features of Generic Parallel Learning Structure and how it can be used as OD Intervention.
12. (a) Discuss the applications of OD with relevant examples.
(OR)
(b) Write about
 - (i) QWL
 - (ii) MBO
 - (iii) TQM
 - (iv) Team work
13. (a) What is Process Consultation? Explain various steps involved in it.
(OR)
(b) Discuss the importance of work life balance and high performance teams in the organization with suitable examples.

FACULTY OF MANAGEMENT
BBA (CBCS) V – Semester Examination, November 2024
Subject: D. Fundamentals of Retail Management (RM)
Paper - : DSE – 502 (Elective – I : RM)

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. What are different trends in Retailing?
2. Write a short note on E-Tailing?
3. Classify Retailers and Retail Markets.
4. Define E-Commerce.
5. Conceptualize Barcoding.
6. Discuss Career Planning in Retailing.
7. Write a short note on Manpower Planning.
8. Explain Multi-Brand Retailing?

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Define Retailing. Describe the nature and scope of Retailing.
(OR)
(b) Explain briefly about modern trends in Retailing.
10. (a) What is Retail Model? Explain about various theories of structural changes in Retailing.
(OR)
(b) Describe briefly about Life cycle and phase in growth of retail markets.
11. (a) Demonstrate on the role of technology and automation in Retailing.
(OR)
(b) What is Direct Marketing? Highlight the issues and challenges in the use of online virtual space.
12. (a) What is Retail HRM? Demonstrate a brief note on various strategies used in managing retail personnel.
(OR)
(b) Define Selection. Explain the various steps involved in selecting the employees in Retailing.
13. (a) Define Retail Strategic Planning. Discuss the steps involved in designing a retail strategic plan.
(OR)
(b) Explain briefly the role of ASSOCHAM in retailing.
