

Enrollment No.....

**Bachelor of Business Administration**  
**Sixth Semester Main Examination, Aug-Sep 2020**  
**Total Quality Management [BBA601T]**

**Time: 3:00 Hrs.**

**Max Marks 80**

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

- Q.1 “The only way to win global competition is quality of products/ services.” Justify with examples.
- Q.2 What do you understand by total quality management (TQM)? Explain Demings philosophy.
- Q.3 What do you understand by Kaizen? Explain various techniques of implementation of Kaizen.
- Q.4 What are the different elements of TQM and state guidelines for successful implementation of TQM?
- Q.5 Define briefly ISO-9000 series standards and explain different clauses in ISO-9000 Model.
- Q.6 What do you understand by quality function deployment (QFD)? Explain QFD process.
- Q.7 Explain the Baldrige award evaluation process.

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**Sixth Semester Main Examination, Aug-Sep 2020**  
**Retail Management [BBA602T]**

**Time: 3:00 Hrs**

**Max Marks 80**

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

- Q.1 What is the role of internet technology in redefining the retail industry in the entire value chain?
- Q.2 Describe the characteristics of a department stores and compare it with discount stores.

- Q.3 Explain in detail how the service quality gap model fit in retail sector. How these gaps can be reduced?
- Q.4 What is retail promotion mix? Describe its components.
- Q.5 Write a brief note on market penetration and market skimming.
- Q.6 Explain the need and impact of FDI in retail sector. Does FDI is a treat for unorganized retail players in India.
- Q.7 Explain the components of retail marketing Mix.

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**Strategic Management [BBA603T]**

**Time: 3:00 Hrs**

**Max Marks 80**

**Note : Attempt any five questions.**  
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- Q.1 What do you understand by the word “Strategic Management”? Discuss the various steps in Strategic Management.
- Q.2 Mention the scope and significance of Corporate Strategy.
- Q.3 How can one implement innovation process in an organization?
- Q.4 Write short note on –
- ETOP
  - SWOT
- Q.5 Write short note on-
- BCC Matrix
  - Leadership Implementation
- Q.6 Explain in detail Portfolio Management.
- Q.7 Differentiate between Generic Strategies and Competitive Strategies?  
Briefly explain different types of Generic Strategies.

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**Bachelor of Business Administration**  
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**Indian Ethos in Management [BBA-604T]**

**Time: 3:00 Hrs**

**Max Marks 80**

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

- Q.1 “Stress is an inevitable part of life, we should learn to cope up with stress in corporate life.”  
Throw light on the meaning and coping strategies of stress in support to the statement.
- Q.2 Write a detailed note on: Stress at Workplace.
- Q.3 Explain Mr. M.K. Gandhi Approaches to management and trusteeship.
- Q.4 What is Work Ethics? How can one manage stress at workplace?
- Q.5 “Social Values and Political Environment does reflect values in Management.” Explain.
- Q.6 Discuss the report of the Kumar Manglam Birla Committee on Corporate Governance.
- Q.7 “Democratic Judiciary Machinery system can help to develop healthy relationship among  
business entity and society.” Critically examine it.

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**Bachelor of Business Administration**  
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**Merchant Banking and Financial Services [BBA-605F]**

**Time: 3:00 Hrs**

**Max Marks 80**

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

- Q.1 Draw the structure of Merchant Banking Industry and their responsibility in Secondary Market.
- Q.2 Classify the Financial Services and discuss the importance of Financial Services.
- Q.3 What is Factoring? How factoring can be source of finance. Discuss the advantages and  
Limitations of Factoring.
- Q.4 Discuss the concept of Leasing. Also discuss and differentiate between operating and financial  
leases citing suitable examples.
- Q.5 Write a note on:

- i. Type of Brokers.
- ii. Merits of Hire Purchase

Q.6 What are the various legal authorities to govern the Indian Financial Services? Discuss in brief.

Q.7 Write a note on:

- i. Primary Market.
- ii. Secondary Market

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**Performance Management [BBA-605H]**

**Time: 3:00 Hrs**

**Max Marks 80**

**Note : Attempt any five questions.**

**All questions carry equal marks.**

- Q.1 Define performance appraisal system. Explain its process with a view to upgrade and motivate employees of an organization.
- Q.2 “Different Learning tools are used at different levels for employees behavior modification process support the statement by mentioning process and tools used for learning.
- Q.3 Differentiate with suitable examples performance management and performance appraisal. Mention any two methods used to appraise employees in the organization.
- Q.4 Define Learning and discuss the classical and operational theories of learning with suitable examples.
- Q.5 Define Potential Appraisal and its objectives.
- Q.6 Discuss the differences of Performance and potential appraisal system with suitable examples.
- Q.7 Explain competency and approaches to competency analysis. Discuss the tools to identify the competencies in employees.

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**Bachelor of Business Administration**  
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**Marketing of Services [BBA-605M]**

**Time: 3:00 Hrs**

**Max Marks 80**

**Note : Attempt any five questions.**  
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- Q.1 Define Service Marketing. Explain the classification of Service Marketing.
- Q.2 “The Service sector has been growing in direct proportion to the environmental changes occurring in India.” Comment.
- Q.3 Define Service Quality. Describe the various dimensions of Service Quality.
- Q.4 What are the service failures? How service recovery can be done.
- Q.5 What do you mean by Service Recovery? Explain the process of Service Recovery?
- Q.6 Positioning of services plays a very significant role in service sector. How this Positioning Strategy can be created and used by service provider.
- Q.7 Discuss the reasons why quality has become an increasingly important issue in service marketing?

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**Bachelor of Business Administration**  
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**International Finance [BBA-606F]**

**Time: 3:00 Hrs**

**Max Marks 80**

**Note : Attempt any five questions.**  
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- Q.1 Explain the Theory of Comparative Advantage and its implication for production and trade.
- Q.2 (a) What do you understand by Balance of Payment?  
(b) What are the components of the Balance of Payments?
- Q.3 Identify the difference between IMF and World Bank. What are Special Drawing Rights? Why were they created.
- Q.4 What is the difference between Fluctuating and Fixed Exchange Rate of Foreign Exchange?
- Q.5 Briefly explain the Purchasing Power Parity Theory.
- Q.6 Write a note on:  
i. ADR and GDR  
ii. International Commercial Papers
- Q.7 What is Traditional Gold Standard? How does it differ from our current Monetary System.
- Q.8 Write a note on:  
i) Special drawing rights.  
ii) Capital account convertibility.

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**Bachelor of Business Administration**  
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**Leadership Skill and Change Management [BBA-606H]**

**Time: 3:00 Hrs**

**Max Marks 80**

**Note : Attempt any five questions.**  
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- Q.1 Discuss the role of effective leadership in today's scenario.
- Q.2 How does the Behavior Theory of Leadership differ from that of Trait Theory of Leadership? Which theory is more applicable in a Democratic Society and Why?
- Q.3 Differentiate between task related and relationship oriented leadership.
- Q.4 Write a brief note on: The satisfaction and Frustration of being a leader.
- Q.5 Explain in detail: 360<sup>0</sup> feedback for fine tune leadership approach.
- Q.6 Write note on-
- (i) Hersey and Blanchard's Situational Leadership Theory.
  - (ii) Differentiate Between a Group and the Team.
- Q.7 Write note on-
- (i) Managerial Grid Model of Leadership
  - (ii) K Lewin's Three Step Model

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**Consumer Behaviour [BBA-606M]**

**Time: 3:00 Hrs**

**Max Marks 80**

**Note : Attempt any five questions.**  
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- Q.1 Define Consumer Behavior and explain various factors which effect consumer behavior.
- Q.2 What is the importance of Cross-Cultural analysis? Explain the problems marketers face during cross-cultural analysis.
- Q.3 What do you understand by End Chain Model?
- Q.4 How does perception influence consumer decision making process?
- Q.5 Write a detailed note on:

i. Positive and Negative Motivation

ii. Learning Model

Q.6 What is the relationship between Social Class Life Style and Buying Behaviour?

Q.7 How can effective market segmentation lead to understanding consumer behavior?