

Enrollment No.....

Bachelor of Business Administration
Sixth Semester Main Examination, June-2021
Total Quality Management [BBA601T]

Time: 3:00 Hrs.

Max Marks 80

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

- Q.1 Explain Total Quality Management (TQM)? Elaborate Demings Philosophy.
- Q.2 What do you know about Kaizen? Explain various techniques of implementation of Kaizen.
- Q.3 What are the different elements of TQM and state guidelines for successful implementation of TQM.
- Q.4 Define briefly ISO-9000 series standards and explain different clauses in ISO-9000 Model?
- Q.5 What do you understand by quality function deployment (QFD)? Explain QFD process.
- Q.6 Explain the Baldrige Award Evaluation process.
- Q.7 “The only way to win global competition is Quality of products/ services’ Justify with example.

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Bachelor of Business Administration
Sixth Semester Main Examination, June-2021
Retail Management [BBA602T]

Time: 3:00 Hrs

Max Marks 80

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

- Q.1 Briefly explain Internet Technology in redefining the retail industry in the entire value chain?
- Q.2 What is the need and impact of FDI in retail sector. Does FDI is a treat for unorganized retail players in India
- Q.3 What are Characteristics of a department stores and compare it with discount stores?

- Q.4 Explain in detail how the service quality gap model fit in retail sector. How these gaps can be reduced?
- Q.5 Explain Retail Promotion Mix? Describe its components.
- Q.6 Write a brief note on Market Penetration and Market Skimming.
- Q.7 Explain the components of Retail Marketing Mix.

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Bachelor of Business Administration
Sixth Semester Main Examination, June-2021
Strategic Management [BBA603T]

Time: 3:00 Hrs

Max Marks 80

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

- Q.1 Describe the scope and significance of Corporate Strategy?
- Q.2 Explain procedure to implement innovation process in an organization?
- Q.3 Write short note on-
- BCG Matrix
 - Leadership Implementation
- Q.4 Write short note on –
- ETOP
 - SWOT
- Q.5 What is “Strategic Management”? Discuss the various steps in strategic management?
- Q.6 Differentiate between Generic Strategies and Competitive Strategies?
Briefly explain different types of Generic Strategies?
- Q.7 Explain in detail Portfolio Management?

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Bachelor of Business Administration
Sixth Semester Main Examination, June-2021
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 Explain Stress at Workplace. How it affect efficiency?
- Q.2 Explain Mr. M.K. Gandhi Approaches to management and trusteeship..
- Q.3 Throw light on the meaning and coping strategies of stress in support to the statement.
“Stress is an inevitable part of life, we should learn to cope up with stress in corporate life”
- Q.4 Explain 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
Sixth Semester Main Examination, June-2021
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 What is the structure of Merchant Banking Industry and their responsibility in Secondary Market?
- Q.2 How can we classify the Financial Services. Discuss the important 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 What are the various legal authorities to govern the Indian Financial Services? Discuss in brief.

Q.6 Write a note on:
i. Type of Brokers.
ii. Merits of Hire Purchase

Q.7 Write a note on:
i. Primary Market.
ii. Secondary Market

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**Bachelor of Business Administration
Sixth Semester Main Examination, June-2021
Performance Management [BBA-605H]**

Time: 3:00 Hrs

Max Marks 80

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

Q.1 Explain performance appraisal system. Explain its process with a view to upgrade and motivate employees of an organization.

Q.2 Define Learning and discuss the classified and operational theories of learning with suitable example.

Q.3 What difference between performance management and performance appraisal. Mention and two methods user to appraise employees in the organization.

Q.4 Discuss the difference of Performance and potential appraisal system with suitable example's.

Q.5 Define Potential Appraisal and its objectives.

Q.6 "Different learning tools are used at different levels for employees behavior modification" Support the statement by mentioning process and tools used for learning.

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
Sixth Semester Main Examination, June-2021
Marketing of Services [BBA-605M]

Time: 3:00 Hrs

Max Marks 80

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

- Q.1 Explain Service Quality. Describe the various dimensions of service quality.
- Q.2 What do you understand by Service Marketing. Explain the classification of service Marketing.
- Q.3 “The Service sector has been growing in direct proportion to the environmental changes occurring in India. ”Comment.
- 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
Sixth Semester Main Examination, June-2021
International Finance [BBA-606F]

Time: 3:00 Hrs

Max Marks 80

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

- Q.1 Elaborate the Theory of Comparative Advantage and its implications for production.
- Q.2 Explain (a) Balance of Payment?(b)Components of the Balance of Payment?
- 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 What is Traditional Gold Standard? How does it differ from our current Monetary System.
- Q.7 Write a note on:
i. ADR and GDR
ii. International Commercial Papers
- Q.8 Write a note on:
i) Special drawing rights.
ii) Capital account convertibility.

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Bachelor of Business Administration
Sixth Semester Main Examination, June-2021
Leadership Skill and Change Management [BBA-606H]

Time: 3:00 Hrs

Max Marks 80

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

- Q.1 Briefly explain role of effective leadership in current 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 Write note on-
- (i) Hersey and Blanchard's Situational Leadership Theory.
 - (ii) Differentiate Between a Group and the Team.
- Q.4 What is Managerial Grid Model of Leadership? Explain K. Lewin's three step model.
- Q.5 Explain in detail: 360⁰ feedback for fine tune leadership approach.
- Q.6 Differentiate between task related and relationship oriented leadership
- Q.7 Write a brief note on: The satisfaction and Frustration of being a leader

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Sixth Semester Main Examination, June-2021
Consumer Behavior [BBA-606M]

Time: 3:00 Hrs

Max Marks 80

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

- Q.1 What is Consumer Behavior. Explain various which effect consumer behavior.
- Q.2 What do you understand by End Chain Model?
- Q.3 How does perception influence consumer decision making process?
- Q.4 Write a detailed note on:
- i. Positive and Negative Motivation
 - ii. Learning Model
- Q.5 Explain important of Cross-Cultural analysis? Explain the problems marketers face during cross-cultural analysis.
- Q.6 What is the relationship between Social Class Life Style and Buying Behavior?
- Q.7 How can effective market segmentation lead to understanding consumer behavior?