

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION(BACKLOG), December 2023

Program Name: **BBA**

Program Code: 02UG010

Time: 3 Hrs

Semester: **5th**

Max. Marks: 100

Course Code: **HRM – B 502**

Course Name: **Labour Relations**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Explain the concept and significance of trade unions in the context of labour relations	10	1	2
	b.	Explain Evolution of Industrial Relations in India.	10	1	2
OR					
2	a.	Analyze the challenges and opportunities of labor law reforms in the context of the changing nature of work	10	1	2
	b.	Examine the various approaches to industrial relations, providing a comprehensive analysis of their principles, applications, and implications within the context of contemporary business dynamics.	10	1	2
Section B (Unit-II) (20 marks)					
3	a.	Evaluate the benefits and challenges of collective bargaining for employers, employees, and society as a whole.	10	2	3
	b.	Examine the importance of the Trade Unions Act of 1972 within the framework of labor law.	10	2	1
OR					
4	a.	Explain the concept of Worker's participation in Management. Discuss its importance.	10	2	2
	b.	Explain the Process of Grievance Redressal in detail.	10	2	2
Section C (Unit-III) (20 marks)					
5	a.	Discuss the constitutional provisions that safeguard labour rights as fundamental rights.	10	1	2
	b.	What does the term "Labour law" encompass? Explore its inception and objectives.	10	3	2
OR					
6	a.	What are Directive Principles of State Policy, and what is their significance in the Indian Constitution?	10	3	2
	b.	Describe briefly the classification of Labour law.	10	1	2
Section D (Unit-IV) (20 marks)					
7	a.	Elaborate on the purpose and extent of the Factories Act, 1948. Evaluate the significance of this law in guaranteeing the well-being, health, and safety of workers employed in factories.	10	4	3
	b.	Examine the fundamental provisions and goals of the Industrial Disputes Act, 1947, concerning the management of industrial relations and the resolution of conflicts between employers and employees.	10	4	3
OR					

8	a.	Discuss the objectives and significance of the Industrial Employment (Standing Orders) Act, 1946. Explain how this Act aims to regulate employment conditions and maintain industrial peace in establishments.	10	4	3
	b.	Explain the objectives and scope of the Contract Labour (Regulation & Abolition) Act, 1970. Discuss the key provisions of the Act aimed at regulating the employment of contract labor and protecting their rights.	10	4	2
Section E (Unit-V) (20 marks)					
9	a.	Illustrate the goals of the Maternity Benefit Act, 1961, in advancing the well-being of female employees during pregnancy and childbirth. Delve into the entitlements and advantages offered by the legislation.	10	3	3
	b.	Examine the influence of the Payment of Gratuity Act on the well-being and motivation of employees. Explore how the Act contributes to ensuring financial stability for workers and acknowledges their prolonged service.	10	4	3
OR					
10	a.	Discuss the objectives and significance of the Workmen's Compensation Act, 1923. Explain how this legislation provides for compensation to workers in case of work-related injuries or occupational diseases.	10	3	3
	b.	Explain how the Apprentices Act 1961 promotes the training and skill development of apprentices in various industries.	10	4	3

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Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	Distinguish in detail between business strategy and corporate strategy. And in short, explain what it is needed to study the human resource environment.	10	CO2	KL2
	b.	Describe five HR strategy help in management. And what is the benefit of strategic management?	10	CO4	KL4
OR					
2	a.	Distinguish between traditional HRM and strategic HRM.	10	CO3	KL3
	b.	What are the four components of strategic human resource management?	10	CO4	KL4
Unit-II					
3	a.	How technology helps youth to receive job opportunities. And what are the different mediums of receiving a job?	10	CO1	KL1
	b.	What is a retention strategy brief in detail? Write any 5 elements of a retention strategy.	10	CO3	KL3
OR					
4	a.	What is Recruitment Strategy? Write its advantages and disadvantages.	10	CO2	KL2
	b.	What is a retention strategy brief in detail? Write any 5 elements of a retention strategy.	10	CO3	KL3
Unit-III					
5	a.	Meaning and definition of development. With the help of tabular chat differences between training and development	10	CO1	KL2
	b.	Write ten Importance/benefits of employee training in the organization.	10	CO2	KL3
OR					
6	a.	What is training? Mention its 8 features in detail.	10	CO3	KL3
	b.	Write 6 steps involve in the training process. Write Importance of employee training	10	CO5	KL4
Unit-IV					
7	a.	What are the function of compensation management? Explain in detail.	10	CO4	KL3
	b.	Discuss 10 major factors influencing compensation.	10	CO2	KL3
OR					
8	a.	Briefly describe what you mean by compensation management. In India, compensation or pay structure generally consists of which components.	10	CO2	KL3
	b.	What do you mean by Key Result Areas (KRA) explain in detail. With the help of chat, explain foundation work for performance management.	10	CO2	KL2
UNIT-V					
9	a.	Briefly describe the different types of retrenchment strategies. In addition, what do you mean by retrenchment strategies?	10	CO3	KL4
	b.	Briefly discuss what are the advantages and disadvantages of the retrenchment strategy	10	CO2	KL3
OR					

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10	a.	Mention what are the effects of retrenchment on Employees & effects of retrenchment on Organizational Performance in detail.	10	CO2	KL3
	b.	When are Retrenchment Strategies Appropriate? Briefly discuss what are the advantages and disadvantages of the retrenchment strategy.	10	CO5	KL4

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, December-2023

BBA 5th Sem SOM

Working Capital Management (FIN-B-502)

Time: 3 Hrs.

Max. Marks: 100

Note: Answer any one question from each unit.

All questions carry equal marks.

M CO KL

Unit-I (20 marks)

1	a.	The material DX is used uniformly throughout the year. The data about annual requirement, ordering cost and holding cost of this material is given below: Annual requirement: 2,400 units Ordering cost: Rs.10 per order Holding cost: Rs.0.30 per unit Required: Determine the economic order quantity (EOQ) of material DX using above data.	10	I	II
	b.	Explain classification of working capital with examples?	10	I	III

OR

2	a.	Explain about working capital assessment?	10	I	II
	b.	CR=3:2 LR=5:4 Value of stock 20000, find out LA, CA, & CL?	10	I	II

Unit-II (20 marks)

3	a.	What are the inventory management techniques? Explain with examples?	10	II	II
	b.	Sadaf corporation requires Rs.5 lakh in cash for meeting its transaction needs over the next five months. This amount is available with Sadaf Corp. in the form of marketable securities. It can earn 18 percent annual yield on its marketable securities. The conversion of marketable securities into cash entails a fixed cost of Rs. 500 per transaction. Find the optimum cash conversion size.	10	II	II

OR

4	a.	Explain in detail about sources of finance?	10	II	II
	b.	M/s. Tubes Ltd. are the manufacturers of picture tubes of T.V. The following are the details of their operation during 2001: Average monthly market demand 2,000 tubes Ordering cost Rs. 100 per order Inventory carrying cost 20% per annum Cost of tubes Rs. 500 per tube Normal usage 100 tubes per week Minimum usage 50 tubes per week Maximum usage 200 tubes per week Lead time to supply 6 – 8 weeks Compute from the above: (1) Economic order quantity. If the supplier is willing to supply quarterly 1,500 units at a discount of 5%, is it worth accepting? (2) Maximum level of stock. (3) Minimum level of stock. (4) Re-order level of stock.	10	II	II

Unit-III (20 marks)

5	a.	Classification of receivables & explain about uncontrollable receivables types and what are the methods of estimating those uncollectable receivables?	10	III	III
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	b.	From the following information, calculate Economic Order Quantity and the number of orders to be placed in one quarter of the year. (a) Quarterly consumption of materials= 2000 kg (b) Cost of placing one order= Rs. 50 (c) Cost per unit= Rs. 401 (d) Storage and carrying cost= 8% of average inventory	10	III	III
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OR

6	a.	What is cash management & what are the models are used for optimum cash balance?	10	III	II
	b.	Cash sales=300000, credit sales = 110000, opening stock= 27000, closing stock=33000, gross profit ratio= 20%, calculate inventory turnover ratio?	10	III	II

Unit-IV (20 marks)

7	a.	Manik limited estimates its total cash requirements of 6 lakhs for the coming year. The opportunity cost of funds has been worked out as 12%. The company has to incur a cost of 50 rupees per transaction for converting marketable securities into cash. compute the optimum cash balance using Baumol's model. Also calculate the annual cost of optimum cash balance. How many investments should the company make during the year?	10	IV	III
	b.	Calculate the economic order quantity for material M. The following details are furnished: Annual usage= 90000 units Buying cost per order= Rs. 10 Cost of carrying inventory= 10% of cost Cost per unit= Rs.50	10	IV	III

OR

8	a.	What are the objectives & factors determining cash needs?	10	IV	I
	b.	KSK Limited provides the following information about its cash management system. •The annual yield on marketable securities is 15percent. •The fixed cost of per transaction of marketable securities transaction is Rs.2000. •The standard deviation of the change in daily cash balance is Rs.5,000. •The minimum cash balance is Rs.50,000. •Calculate RP and UL.	10	IV	III

UNIT-V (20 marks)

9	a.	What are the approaches of working capital financing?	10	V	III
	b.	Midwest Precision Control Corporation is trying to decide between two alternate Order Plans for its inventory of a certain item. Irrespective of the plan to be followed, demand for the item is expected to be 1,000 units annually. Under Plan 1st, Midwest would use a teletype for ordering; order costs would be Rs. 40 per order. Inventory holding costs (carrying cost) would be Rs. 100 per unit per annum. Under Plan 2nd order costs would be Rs. 30 per order. And holding costs would 20% and unit Cost is Rs. 480. Find out EOQ and Total Inventory Cost than decide which Plan would result in the lowest total inventory cost?	10	V	III

OR

10	a.	What is Tondon committee & Chore committee?	10	V	III
	b.	Demand for the Child Cycle at Best Buy is 500 units per month. Best Buy incurs a fixed order placement, transportation, and receiving cost of Rs. 4,000 each time an order is placed. Each cycle costs Rs. 500 and the retailer has a holding cost of 20 percent. Evaluate the number of computers that the store manager should order in each replenishment lot?	10	V	III

Course Code: 02UG010

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



BBA 5th Semester [MKT B 502]

School of Management

Marketing of Financial Services

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Define service. Explain the nature of service marketing and distinguish it with the marketing of goods.	10	1	1
	b.	Explain the stages of evolution and growth of service marketing	10	1	2

OR

2	a.	Explain the challenges faced by service marketing.	10	1	2
	b.	Explain the marketing framework for service.	10	1	2

Unit-II (20 marks)

3	a.	Explain service strategy and its stages.	10	2	2
	b.	Explain the stages of service product development.	10	2	2

OR

4	a.	Explain: 1. Service blueprint 2. Service encounter	10	2	2
	b.	Write short notes on: 1. Service triangle 2. Service escape	10	2	2

Unit-III (20 marks)

5	a.	Explain the meaning, characteristics and dimensions of service quality.	10	3	2
	b.	Explain the ways to ensure high quality service.	10	3	2

OR

6	a.	Explain the meaning and strategies of demand-supply marketing.	10	3	2
	b.	Explain the meaning challenges and strategies of branding of services.	10	3	2

Unit-IV (20 marks)

7	a.	Explain the process of designing service strategy.	10	4	2
	b.	Explain the challenges and upcoming opportunities in tourism service.	10	4	2

OR

8	a.	Explain the concept and challenges in marketing of financial services.	10	4	2
	b.	Explain the causes and remedies for service failure.	10	4	2

UNIT-V (20 marks)

9	a.	As a manager of a hotel business, make a blueprint of service.	10	4	3
	b.	What are the scope and challenges in health service business?	10	1	2

OR

10	a.	Explain the Gaps models of service quality.	10	2	2
	b.	As a manager of a restaurant, what steps would you take for retention of your customers?	10	4	3

Course Code: MGT-B-503

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



B.B.A. 5th Semester
STRATEGIC MANAGEMENT [02UG010]

Time: 3 Hrs.**Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Strategic intent reflects the foundation of organizational effectiveness.	10	1	2
	b.	Compare and contrast any three schools of thoughts	10	1	2

OR

2	a.	Explain the strategic management process with examples.	10	1	1
	b.	What is the process of environmental analysis? Why do we scan the environment?	10	1	2

Unit-II (20 marks)

3	a.	Where and how we can apply Porter's generic strategy? Explain.	10	2	3
	b.	Discuss any strategy to analyse the environment.	10	2	3

OR

4	a.	Why ANSOFF matrix is required. What are the important strategies in it.	10	2	3
	b.	Discuss any functional level strategy in details.	10	2	3

Unit-III (20 marks)

5	a.	Analyze the condition of four different companies through BCG matrix	10	3	3
	b.	Analyze difference between red ocean and blue ocean strategy.	10	3	3

OR

6	a.	Compare and contrast between horizontal and vertical integration.	10	3	3
	b.	Compare and contrast between financial and organizational restructuring.	10	3	3

Unit-IV (20 marks)

7	a.	Narrate the importance of communication in strategic implementation.	10	4	3
	b.	How behavioral modification is important in strategic management.	10	4	3

OR

8	a.	What is the importance of 7's strategy in implementation of strategy.	10	4	3
	b.	Discuss the importance of balance score card in strategic management.	10	4	3

UNIT-V (20 marks)

9	a.	Prepare a balance score card for a company of service industry.	20	4	4
	b.				

OR

10	a.	Construct a GE Matrix for few Manufacturing companies of India.	20	4	4
	b.				

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



BBA 5th Semester [02UG010]

Investment Management I

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 marks)

1	a.	Analyze the relationship between risk and return in detail.	10	1	2								
	b.	Calculate effective annual rate of return with the given information. Suppose price of zero-coupon Treasuries with Rs 200 face value and various maturities are given as follows:	10	1	3								
		<table border="1"> <tr> <th>Time</th> <td>1-month</td> <td>6-month</td> <td>1-year</td> <td>2-year</td> <td>25-year</td> </tr> <tr> <th>Price (Rs)</th> <td>194</td> <td>190</td> <td>184</td> <td>170</td> <td>50</td> </tr> </table>				Time	1-month	6-month	1-year	2-year	25-year	Price (Rs)	194
Time	1-month	6-month	1-year	2-year	25-year								
Price (Rs)	194	190	184	170	50								

OR

2	a.	Calculate the IRR of the investment of Rs. 3,55,000, for a project of 10 Years, which yields the following cash inflow. Firm is expecting at least 15% of return. Whether the firm should invest in this project or not?	10	1	4																			
		<table border="1"> <tr> <th>Year</th> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <th>Cash Inflow</th> <td>35K</td> <td>34K</td> <td>50K</td> <td>42K</td> <td>70K</td> <td>60K</td> <td>55K</td> <td>80K</td> <td>85K</td> <td>90K</td> </tr> </table>				Year	1	2	3	4	5	6	7	8	9	10	Cash Inflow	35K	34K	50K	42K	70K	60K	55K
	Year	1	2	3	4	5	6	7	8	9	10													
Cash Inflow	35K	34K	50K	42K	70K	60K	55K	80K	85K	90K														
b.	Given, price of equity shares of XYZ co, in beginning is Rs 1750, and End price (Sell price) is Rs 2800 and dividend payout is Rs 250. Calculate Holding-period return. Also, explain the concept of HPR.	10	1	3																				

Unit-II (20 marks)

3	a.	What do you mean by business risk and financial risk? Discuss in detail with one such case example.	10	2	2
	b.	Analyse the concept of risk aversion, also discuss the investor's degree of risk aversion with an example.	10	2	3

OR

4	a.	What is Sharpe ratio, why it is used in investment management, discuss the significance of this ratio.	10	2	2
	b.	How Inflation and interest rate affects the risk and return of an Investment? Discuss with the help of an example.	10	2	3

Unit-III (20 marks)

5	a.	"An Investors should follow certain principle and rule to construct portfolio based on risk preference and expected return." In this regard explain the concept of "Three rule of two risky assets".	10	3	2
	b.	Explain the concept of "Capital allocation line". How it illustrates the risk-return tradeoff?	10	3	2

OR

6	a.	In modern portfolio theory there is a fundamental concept of “Mean- variance criterion”. Explain this concept, and suggest how it help to understand risk and return of an Investment.	10	3	3
	b.	Explain Markowitz model. How it help to understand portfolio optimization.	10	3	2

Unit-IV (20 marks)

7	a.	Discuss the different strategies of diversification and portfolio risk. Also give an example to make understand the concept.	10	4	2
	b.	What do you understand with the preferred complete portfolio and the separation property?	10	4	2

OR

8	a.	Discuss the concept of Security characteristic line (SCL). How it can be graphically explain the relationship between security’s return and return from the market?	10	4	2
	b.	Analyse the concept of MPT of “Efficient diversification with many risky assets”.	10	4	2

UNIT- Common (20 marks)

9	a.	<p>Let’s consider average monthly return of “Mahindra Auto stock” and Index return during same period during April 2023 to December 2023 is given below.</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Apr</th> <th>May</th> <th>June</th> <th>July</th> <th>Aug</th> <th>Sep</th> <th>Oct</th> <th>Nov</th> <th>Dec</th> </tr> </thead> <tbody> <tr> <td>Index return</td> <td>-3.39</td> <td>0</td> <td>-3.01</td> <td>0.14</td> <td>-1.57</td> <td>-2.28</td> <td>3.28</td> <td>-0.95</td> <td>0.47</td> </tr> <tr> <td>Stock return</td> <td>-4.52</td> <td>2.13</td> <td>-3.96</td> <td>-0.94</td> <td>-1.71</td> <td>-4.76</td> <td>8</td> <td>0.04</td> <td>6.5</td> </tr> </tbody> </table> <p>i) Calculate alpha and beta for the Company’s stock. ii) Suppose NSE index is expected to move up by 20% next month? How much return would you expect from the stock?</p>	Month	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Index return	-3.39	0	-3.01	0.14	-1.57	-2.28	3.28	-0.95	0.47	Stock return	-4.52	2.13	-3.96	-0.94	-1.71	-4.76	8	0.04	6.5	10	4	4
	Month	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec																									
Index return	-3.39	0	-3.01	0.14	-1.57	-2.28	3.28	-0.95	0.47																										
Stock return	-4.52	2.13	-3.96	-0.94	-1.71	-4.76	8	0.04	6.5																										
b.	<p>The return on two securities “X” and “Z” are given below select the security according to risk and return:</p> <table border="1"> <thead> <tr> <th>Return on Security “X” (in %)</th> <th>Return on Security “Z” (in %)</th> <th>Probability (in %)</th> </tr> </thead> <tbody> <tr> <td>5</td> <td>1</td> <td>0.5</td> </tr> <tr> <td>4</td> <td>3</td> <td>0.4</td> </tr> <tr> <td>0</td> <td>3</td> <td>0.1</td> </tr> </tbody> </table>	Return on Security “X” (in %)	Return on Security “Z” (in %)	Probability (in %)	5	1	0.5	4	3	0.4	0	3	0.1	10	4	4																			
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5	1	0.5																																	
4	3	0.4																																	
0	3	0.1																																	

OR

10	a.	In investment management, Explain: a) Market risk, b) Purchasing power risk, and c) Interest rate risk.	10	1	2
	b.	Why Geometric mean is more suitable over arithmetic mean in calculation of average return from the asset. Justify the concept with the help of an example.	10	1	2

Course Code: MKT-B-501

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
BBA. 5th Semester
CONSUMER BEHAVIOUR [02UG010]



Max. Marks: 100

Time: 3 Hrs.

Note:

Answer any one question from each unit
 All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	What are the various causes of consumer satisfaction? Explain with examples.	10	2	2
	b.	Narrate the importance of service in consumer behavior.	10	1	2

OR

2	a.	Why there is a need to study consumer behavior? Explain with examples.	10	1	1
	b.	What are the elements of the purchase process? Explain with examples.	10	2	2

Unit-II (20 marks)

3	a.	Explain the influence of perception on consumer behavior with examples.	10	3	2
	b.	Compare and contrast between two learning theory with examples.	10	3	2

OR

4	a.	Describe one personality theory and its effect on consumer behavior.	10	3	2
	b.	Explain one learning theory and its effect on consumer behavior.	10	3	2

Unit-III (20 marks)

5	a.	What is cross-cultural dynamics and its impact on consumer behavior?	10	4	3
	b.	What are the VALS model's impact on consumer behavior?	10	4	2

OR

6	a.	What are the demographic factor impact on consumer purchase.	10	4	2
	b.	Explain the influence of parents on family purchase decision-making.	10	4	2

Unit-IV (20 marks)

7	a.	Elucidate the elements of organizational purchase with examples.	10	5	3
	b.	Explain the inherent factors influencing the organizational buying process.	10	5	2

OR

8	a.	Elucidate the Howard Family decision making model in detail.	10	5	3
	b.	Explain elements of the Nicosia model in connection to consumer purchase.	10	5	2

UNIT-V (20 marks)

9	a.	Construct a purchase model of your own for consumer durable product.	20	5	3
	b.				

OR

10	a.	Construct a purchase a model of CAR on Nicosia model.	20	5	3
	b.				

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, December 2023

Program Name: BBA

Program Code: 02UG010

Time: 3 Hrs

Semester: 5th

Max. Marks: 100

Course Code: HRM-B-503

Course Name: International Human Resource Management

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	What is International Human Resource Management? Explain its characteristics.	12	1	3
	b.	What are various models of International HRM? How can an international organization practically implement and adapt specific models of International Human Resource Management?	8	1	3
OR					
2	a.	Discuss about various sources of HR.	10	1	2
	b.	Explain the Process of International Human Resource Management.	10	1	2
Section B (Unit-II) (20 marks)					
3	a.	What are various sources of Recruitment in International Human Resource Management.	8	2	2
	b.	Explain Expatriate Selection Methods in detail.	12	2	2
OR					
4	a.	What are various challenges to train Global Workforce? Explain in detail.	8	2	3
	b.	Discuss about different types of International Companies.	12	2	2
Section C (Unit-III) (20 marks)					
5	a.	How can organizations strike a balance between standardization and localization of compensation and benefits policies to meet the diverse needs of their employees in different regions around the world?	10	3	3
	b.	Discuss Objectives and Benefits of Expatriate Compensation.	10	3	2
OR					
6	a.	Explain Strategic Market Mindset.	10	3	2
	b.	What is Performance? Discuss about International Performance Management.	10	3	2
Section D (Unit-IV) (20 marks)					
7	a.	Discuss about different category of the Countries.	10	4	3
	b.	Explain Expatriation in detail.	10	4	3
OR					
8	a.	Discuss about different categories of Employee.	12	4	3

	b.	Explain Repatriation in detail.	8	4	3
Section E (Unit-V) (20 marks)					
9	a.	Discuss different types of Managerial Mindset.	10	1	2
	b.	Explain International Human Resource Management Approaches in Recruitment & Selection	10	2	3
OR					
10	a.	<p>ABC Corporation, a multinational company based in the United States, has recently expanded its operations to India. The company has decided to send a team of expatriates to oversee the establishment of the new branch and ensure a smooth transition. The expatriates selected for this assignment have diverse backgrounds and are expected to contribute to the successful integration of the company into the Indian market.</p> <p>The expatriate team consists of three members: Sarah - an American marketing specialist with 10 years of experience. Raj - an Indian-origin project manager who has been working at the company's headquarters for five years. Mei - a Chinese financial analyst with expertise in managing international budgets.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What factors should ABC Corporation consider when selecting expatriates for the assignment in India? 2. Discuss potential challenges that Sarah, Raj, and Mei might face in terms of cultural adaptation during their assignment in India. 3. Identify potential communication barriers that might arise within the diverse expatriate team and between the expatriates and local employees. 4. How should ABC Corporation assess the performance of the expatriates during their assignment in India? 	20	4	4

Course Code: FIN B 503

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, DECEMBER-2023



BBA V Semester

School of Management

Social Banking and Microfinance [FIN B 503]

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 marks)

1	a.	“Micro finance is the development tool of rural economy of India” Explain the statement.	10	CO1	KL1
	b.	Write short note on – 1. Microfinance Institutions, 2. Self Help Groups (SHGs)	10	CO1	KL2

OR

2	a.	Evaluate the Financial products and services in India.	10	CO1	KL3
	b.	Discuss on need of Microfinance in India.	10	CO1	KL2

Unit-II (20 marks)

3	a.	Discuss on the Important of Social Banking in India.	10	CO2	KL2
	b.	State the Impact of Social Banking in Indian Economy.	10	CO2	KL2

OR

4	a.	Write short note on - (Any Two) 1. Priority sector lending, 2. Lead Bank Scheme, 3. Service Area Approach	10	CO2	KL1
	b.	Discuss on any one scheme of Social Banking in India.	10	CO2	KL2

Unit-III (20 marks)

5	a.	Describe the challenges of Social Banking schemes in India.	10	CO3	KL3
	b.	Evaluate the challenges of Microfinance schemes in India.	10	CO3	KL1

OR

6	a.	What are the challenges of varying credit deposit ratios (CDR) in various banking sectors in India?	10	CO3	KL1
	b.	Describe the role of various stakeholders in achieving effective operation of social banking initiative.	10	CO3	KL2

Unit-IV (20 marks)

7	a.	State the role of Self Help Groups in promoting microfinance schemes in India.	10	CO1	KL1
	b.	Write Short note on Kisan Credit Card (KCC).	10	CO2	KL1

OR

8	a.	Discuss on the Major policy initiatives for aligning the banking system to socio-economic goals in India.	10	CO2	KL2
	b.	Compare the challenges of Social Banking and Micro Finance in India.	10	CO3	KL2

UNIT-V (20 marks)

9	a.	Prepare a case study or article on the challenges of social banking and microfinance schemes in India.	20	CO2	KL3
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OR

10	a.	Prepare a questionnaire on the challenges in implementation of social banking and microfinance schemes in India.	20	CO1	KL2
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OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



BBA V Semester
Course Name: Marketing Analytics
Course Code: MKT -B-503

Time: 3 Hrs.**Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Define marketing analytics. Outline the various types of analytics.	10	CO1	KL1
	b.	What is meant by data visualization? Explain the various tools used for visualizing the data?	10	CO3	KL3

OR

2	a.	Discuss the scope and importance of marketing analytics in present era.	10	CO1	KL1
	b.	What do you mean by measurement and scaling? Explain the Nominal, Ordinal, Interval and Ratio scale with suitable examples.	10	CO3	KL3

Unit-II (20 marks)

3	a.	What do you mean by regression? Describe briefly the linear and multiple regression technique.	10	CO1	KL1
	b.	Discuss the utilities of various statistical software such as JAMOVI and SPSS in the marketing analytics.	10	CO3	KL3

OR

4	a.	What do you mean by correlation? Describe the various properties of the correlation coefficient.	10	CO1	KL2
	b.	Distinguish between descriptive and predictive analytics in marketing.	10	CO3	KL3

Unit-III (20 marks)

5	a.	Give your basic understanding on market segmentation. How to segment the market with the help of cluster analysis techniques?	10	CO3	KL3
	b.	Why you should do A/B testing? Also critically evaluate the A/B testing process?	10	CO4	KL4

OR

6	a.	Define Recency, Frequency and Monetary (RFM). How RFM analysis can be used in customer segmentation?	10	CO4	KL4
	b.	"Perceptual mapping is a research tool used to measure a brand's position" justify this statement with suitable examples.	10	CO3	KL3

Unit-IV (20 marks)

7	a.	What is your understanding about market basket analysis? How do company use it in retailing?	10	CO2	KL2
	b.	Evaluate the various steps of conjoint analysis. What are the uses of conjoint analysis?	10	CO2	KL3

OR

8	a.	What is sentiment Analysis. Discuss the applicability of sentiment analysis in marketing research.	10	CO2	KL2
	b.	Briefly discuss the concepts of brand measurement and evaluation. How to measure the effectiveness of advertisements?	10	CO2	KL3

UNIT-V (20 marks)

9	a.	Describe the market data sources. Discuss the various methods of collecting market data.	10	CO4	KL4
	b.	What is Customer Lifetime Value? With the help of hypothetical data calculate the CLV.	10	CO4	KL5

OR

10	a.	What is a scatter diagram? From the following data, draw a scatter diagram and state the type of correlation between the variables X and Y.				10	CO4	KL4
		X	3	6	9			
	Y	15	20	25	30	35		
b.	What do you mean by single tabulation and cross tabulation? Draw the single table and cross table based on hypothetical data.					10	CO4	KL5

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
BBA 5th Semester [02UG010]

**Industrial Relations****Time: 3 Hrs.****Max. Marks: 100**

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Trace the historical evolution of industrial relations from the early industrial revolution to the present day. Highlight key milestones, events, and the changing dynamics between employers, employees, and trade unions.	10	1	3
	b.	Examine the role of the government in managing industrial relations in India. How has government policy influenced employer-employee relationships over the years?	10	1	3

OR

2	a.	Examine the various approaches to industrial relations, providing a comprehensive analysis of their principles, applications, and implications within the context of contemporary business dynamics.	10	1	3
	b.	Why is developing sound industrial relations crucial for the success of an organization? Discuss the importance of Industrial relation.	10	1	2

Unit-II (20 marks)

3	a.	Investigate the concept of workers' participation in management, delving into its underlying principles, practical applications, and the impact it has on organizational dynamics.	10	2	2
	b.	Discuss the concept of collective bargaining in labor relations, exploring its definition, process, and types.	10	2	2

OR

4	a.	What are the causes of Grievance in an Industry? Explain its types.	10	2	2
	b.	Discuss the Characteristics and Principles of Collective Bargaining.	10	2	2

Unit-III (20 marks)

5	a.	What are the core functions of the ILO, and how do they contribute to the organization's mandate of promoting social justice and fair labor practices?	10	3	2
	b.	Define Voluntary Retirement Scheme (VRS) and Outline the typical eligibility criteria for employees to participate in a Voluntary Retirement Scheme.	10	4	2

OR

6	a.	Discuss how automation, artificial intelligence, and other technological advancements alter traditional job roles. Explore the changing skill requirements resulting from technical change.	12	3	3
	b.	Discuss specific conventions or guidelines developed by the ILO to safeguard the rights of migrant workers.	08	3	2

Unit-IV (20 marks)

7	a.	<p>XYZ Corporation, a multinational company operating in the manufacturing sector, is undergoing significant changes in its industry due to technological advancements, market globalization, and increased competition. The organization is facing challenges related to employee morale, disputes, and the need to adapt its industrial relations strategies to the evolving work environment.</p> <p>Questions</p> <ol style="list-style-type: none">1. Describe the communication strategy XYZ Corporation adopts to inform employees about the ongoing workforce transition and the reasons behind it.2. Assess the engagement of labor unions within XYZ Corporation in response to the changing industrial landscape.3. Assess XYZ Corporation's initiatives related to diversity and inclusion.	20	4	4
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OR

8	a.	<p>ABC Manufacturing, a well-established company in the manufacturing sector, is facing the need for workforce restructuring due to changes in market dynamics and increased automation in their production processes. The leadership team is considering the implementation of a Voluntary Retirement Scheme (VRS) as a strategic measure to right-size the organization and enhance operational efficiency.</p> <p>Questions</p> <ol style="list-style-type: none">1. Discuss the rationale behind choosing VRS as a workforce management strategy and its alignment with the company's overall objectives.2. Analyze the legal and ethical considerations involved in implementing a Voluntary Retirement Scheme.3. How does ABC Manufacturing monitor the success of the Voluntary Retirement Scheme, and what key performance indicators are used to evaluate the effectiveness of the workforce transition?	20	4	4
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UNIT-V (20 marks)

9	a.	<p>ABC Manufacturing Ltd. is a leading manufacturing company with a large workforce. Recently, the employees of the company have expressed their interest in forming a trade union to collectively address their concerns and negotiate for better working conditions. The management of ABC Manufacturing Ltd. is aware of the legal provisions surrounding trade unions but seeks your advice as an HR consultant to navigate the situation effectively. Analyze the case and provide recommendations to the management regarding the formation and management of trade unions.</p> <p>Questions:</p> <ol style="list-style-type: none">1. Explain the concept and significance of trade unions in the context of labor relations.2. Discuss the legal provisions related to trade unions in the country	20	4	4
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		where ABC Manufacturing Ltd. operates, including the rights and responsibilities of trade unions and their members.			
OR					
10	a.	<p>A taxi service had several cars. All the cars air conditioners fitted inside them. However, taxes were hired out without the use of the air conditioner. The rate for hiring a taxi with the air conditioner was Rs 10 per kilometer, while the rate for hiring it without the air conditioner was only Rs 5 per kilometers. A person hired a taxi without the air conditioner. After getting into the car, he realized that it was hot and uncomfortable. He then decided to run the air conditioner. A dispute arose between the two parties as to the charges for the hire of the taxi. The customer was willing to pay a higher amount than what he had agreed to pay, but he did not want to pay at the rate of Rs 10 per kilometer. He argued that the latter was an exorbitant rate</p> <p>Questions</p> <ol style="list-style-type: none"> 1 Should the passenger be made to pay the charges as per the rates fixed by the taxi services? 2 If yes, there must have been an agreement. In this case, who had made the offer? Who had accepted that offer? 3 What was the modality of communication that had taken place? 	20	4	4

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
BBA. 5th Semester



Business Law [MGT B-502]

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Define Contract. What are the essentials elements of a valid contract	10	CO 1	KL 1
	b.	What do you mean by discharge of contract? Explain different modes of discharge of contract	10	CO 1	KL 2

OR

2	a.	What do you mean by breach of contract? Explain remedies for breach of contract	10	CO 1	KL 1
	b.	Difference between sale and Agreement to Sale	10	CO 1	KL 3

Unit-II (20 marks)

3	a.	Define Patent. Explain the procedure of filling Patent.	10	CO 2	KL 2
	b.	Define Consumer. What are the rights of consumer under consumer protection act	10	CO 2	KL 2

OR

4	a.	Difference between District forum, State forum and National Commission	10	CO 2	KL 3
	b.	Explain Compulsory license. What is the procedure of renewal of lapsed patents	10	CO 2	KL 2

Unit-III (20 marks)

5	a.	Define Partnership. Explain the procedure of registration of partnership	10	CO 3	KL 1
	b.	What are the effects of non registration of partnership firm?	10	CO 3	KL 2

OR

6	a.	Difference between Sole proprietorship, Partnership and Company	10	CO 3	KL 3
	b.	Explain characteristics of partnership.	10	CO 3	KL 2

Unit-IV (20 marks)

7	a.	Explain the characteristics of Company	10	CO 4	KL 1
	b.	Difference between Memorandum of Association and Articles of	10	CO	KL

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THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

LABORATORY OF ORGANIC CHEMISTRY

CHICAGO, ILLINOIS

1950

RESEARCH REPORT

NO. 1000

BY

ROBERT H. WOODWARD

AND

ROBERT B. WOODWARD

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		Association		4	3
OR					
8	a.	Explain the process for formation of company	10	CO 4	KL 2
	b.	Difference between Public Company and Private Company	10	CO 4	KL 3
UNIT-V (20 marks)					
9	a.	Define Negotiable Instruments. Explain different types of Negotiable Instruments	10	CO 5	KL 1
	b.	Explain the objectives of IT act 2008	10	CO 5	KL 2
OR					
10	a.	Explain different sections of IT act related to crime and their penalty	10	CO 5	KL 1
	b.	Explain E-governance and digital signature	10	CO 5	KL 2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG EXAMINATION, DECEMBER 2023

Program Name: **BBA**

Program Code: 02UG010

Time: **3 Hrs**

Semester: **5th**

Max. Marks: **100**

Course Code: **MGT-B 501**

Course Name: **Business Analytics**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	What does the term Business Analytics refer to, and why is it important?	10	1	1
	b.	What are different approaches & tools of Business Analytics? Explain.	10	4	4
OR					
2	a.	Discuss challenges for Business Analytics in details.	8	1	2
	b.	Provide a detailed explanation of both Data Warehousing and the process of designing a Data Warehouse.	12	1	2
Section B (Unit-II) (20 marks)					
3	a.	What is Digital Media Analytics? Explain its elements in detail.	8	5	4
	b.	Discuss Social Media Analytics in detail. Also give examples of how social media analytics is used in real-world applications?	12	5	3
OR					
4	a.	What does Customer Analytics entail, and why is it significant?	10	5	2
	b.	Provide a comprehensive overview of Text Analytics, elucidating its intricacies. Additionally, discuss the contemporary significance of Text Analytics in the present-day context.	10	5	4
Section C (Unit-III) (20 marks)					
5	a.	What does Aggregate Planning entail? Clarify its objectives, methods, and advantages.	10	2	2
	b.	What are various types of Queuing System?	10	2	2
OR					
6	a.	Explain Waiting Line Analysis along with its characteristics and importance. Also explain various terminology used in Waiting Line Analysis.	12	2	3
	b.	What does Yield Management entail? Provide a comprehensive explanation.	8	2	3
Section D (Unit-IV) (20 marks)					
7	a.	What is the significance of HR Analytics? Provide an explanation.	8	5	2
	b.	Explain HR Metrics in Recruitment and Time Tracking.	12	3	3

OR

8	a.	Explore the HR Metrics Dashboard in conjunction with the HR Metrics Platform and Analytical Software.	10	3	3
	b.	Explain various HR Analytics tools and approaches.	10	5	4
Section E (Unit-V) (20 marks)					
9	a.	What are the key tools used in Accounting Data Analytics?	12	5	2
	b.	What does Accounting Analytics involve? Elaborate on the significance of Big Data in the field of Accounting.	8	5	2
OR					
10	a.	Discuss the importance of Data Analytics in Accounting and Financial Sector.	10	5	2
	b.	Describe various types of Accounting Analytics, providing appropriate illustrations for each.	10	4	4

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
BBA 5th Semester [01UG020]



Information Technology for Business

Time: 3 Hrs.

Max. Marks: 100

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Explain the key phases of the Software Development Life Cycle (SDLC) and discuss the importance of each phase in delivering a successful software product.	10	2	2
	b.	Define what an information system is and explain its primary purpose in organizations. How does it contribute to the functioning and decision-making processes within an enterprise?	10	1	3

OR

2	a.	Discuss the concept of Business Process Redesign (BPR) and its significance in organizational improvement. Provide examples of situations where BPR might be necessary	10	2	3
	b.	Explore the various types of information systems. Give suitable example	10	1	2

Unit-II (20 marks)

3	a.	Describe the steps involved in creating a PivotTable and its significance in data analysis.	10	3	2
	b.	Discuss the principles of effective slide design in PowerPoint. Explain the purpose of slide transitions.	10	3	3

OR

4	a.	Write the steps to perform Mail merge in MS Word in brief.	10	3	2
	b.	Discuss the types of charts available in Excel and provide scenarios where each chart type is appropriate.	10	3	3

Unit-III (20 marks)

5	a.	What is Data Analytics? Explain its types.	10	4	2
	b.	What is Data Science? Explain the steps involved in Data Science Process.	10	4	2

OR

6	a.	Differentiate between Data Science and Data Analytics	08	4	2
	b.	Explain how data analytics contributes to data-driven decision-making in organizations.	12	4	2

Unit-IV (20 marks)

7	a.	Define network topology and explain its types with advantages and disadvantages	10	4	2
	b.	Explain Database and its components briefly.	10	4	2

OR

8	a.	Explain the term Database Languages. Describe its types.	10	4	2
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	b.	Define analog signals and explain how they differ from digital signals.	10	4	2
Unit-V (20 marks)					
9	a.	Discuss the use of macros in Word and their significance in automating repetitive tasks.	10	3	3
	b.	What is an Email? Explain the steps involved to reach its final destination.	10	2	2
OR					
10	a.	Elaborate the types of computer network with suitable example.	10	1	2
	b.	Differentiate between programming software, system software and application software providing examples of each.	10	2	2

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
BBA. 5th Semester



Legal Aspects of Business [MGT B-502]

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Define Contract. What are the essentials elements of a valid contract	10	CO 1	KL 1
	b.	Difference between Indemnity and Guarantee	10	CO 1	KL 2

OR

2	a.	What do you mean by breach of contract? Explain remedies for breach of contract	10	CO 1	KL 1
	b.	Difference between Sale and Agreement to sale	10	CO 1	KL 2

Unit-II (20 marks)

3	a.	Define Patent. Explain the procedure of filling Patent.	10	CO 2	KL 2
	b.	Difference between District forum, State forum and National Commission	10	CO 2	KL 2

OR

4	a.	Define Consumer. What are the rights of consumer under consumer protection act	10	CO 2	KL 1
	b.	Explain Compulsory license.	10	CO 2	KL 2

Unit-III (20 marks)

5	a.	Define Partnership. Explain essential features of Partnership	10	CO 3	KL 1
	b.	Explain the registration procedure of Partnership firm	10	CO 3	KL 2

OR

6	a.	What are the effects of non registration of partnership firm?	10	CO 3	KL 1
	b.	Difference between Sole proprietorship, Partnership and Company	10	CO 3	KL 2

Unit-IV (20 marks)

7	a.	Define Company. Explain the characteristics of Company	10	CO 4	KL 1
	b.	Difference between Public Company and Private Company	10	CO	KL

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ADDRESS OF DONOR

CITY AND STATE

AMOUNT OF CONTRIBUTION

FOR THE YEAR ENDING

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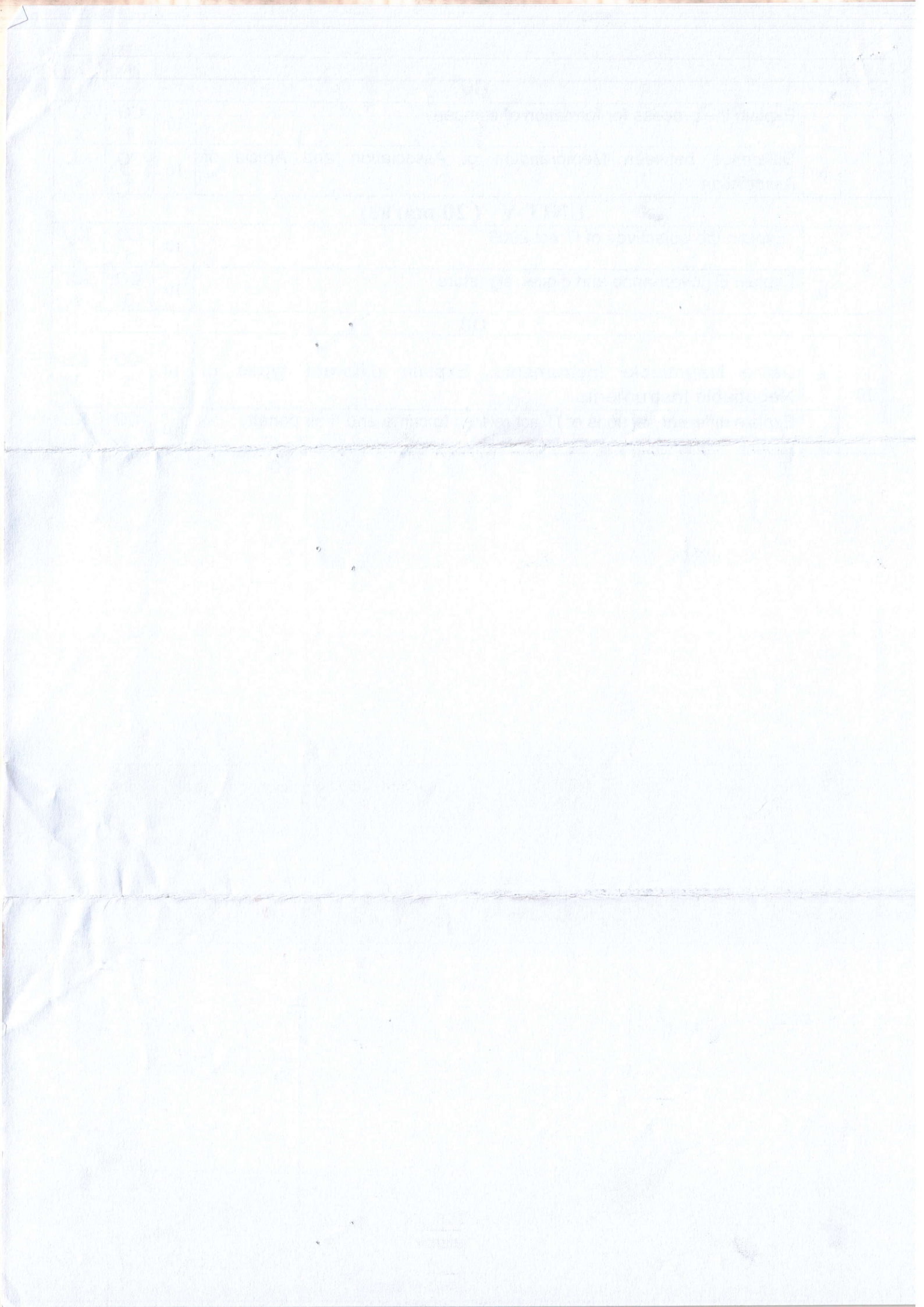
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				4	2
OR					
8	a.	Explain the process for formation of company	10	CO 4	KL 2
	b.	Difference between Memorandum of Association and Article of Association	10	CO 4	KL 2
UNIT-V (20 marks)					
9	a.	Explain the objectives of IT act 2008	10	CO 5	KL 3
	b.	Explain E-governance and digital signature	10	CO 5	KL 1
OR					
10	a.	Define Negotiable Instruments. Explain different types of Negotiable Instruments	10	CO 5	KL 1
	b.	Explain different sections of IT act related to crime and their penalty	10	CO 5	KL 3



OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, DECEMBER 2023

Program Name: **BBA**

Program Code: **BBA**

Time: **3 Hrs**

Semester: **5th**

Max. Marks: **100**

Course Code: **MGT-B 504 (Backlog)** Course Name: **Professional Development-I**

Answer any one question from each section. Marks are indicated in the "M" column.

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	A good speaker is also a good persuader. Justify.	10	1	3
	b.	During speech delivery on the platform, what should be the speaker's behavior.	10	1	3
OR					
2	a.	How can a speaker overcome stage fright?	12	1	2
	b.	Building rapport with the audience makes the life of a speaker easier. Explain.	8	1	2
Section B (Unit-II) (20 marks)					
3	a.	What are the important aspects of speech development?	10	2	2
	b.	Is rehearsal important before delivering a presentation? Explain.	10	2	3
OR					
4	a.	While planning a presentation, what important factors need to be considered?	10	2	3
	b.	What visual aids can be used during a business presentation?	10	2	3
Section C (Unit-III) (20 marks)					
5	a.	How would you build a strong vocabulary?	10	3	2
	b.	How would you improve your English grammar?	10	3	2
OR					
6	a.	What is articulation? How would you develop good articulation skills?	10	3	3
	b.	Why first impressions are so important?	10	3	3
Section D (Unit-IV) (20 marks)					
7	a.	Describe the importance of non-verbal communication in business?	10	4	2
	b.	Which seven colors create a positive first impression? Explain each of them.	10	4	3
OR					
8	a.	What are the different types of Body Language.	10	4	2
	b.	How to Improve your personal appearance?	10	4	2
Section E (Unit-V) (20 marks)					
9	a.	What is etiquette? Explain the Importance of telephone etiquettes?	10	5	3
	b.	Explain the role of e-mail etiquette in today's business context.	10	5	3
OR					
10	a.	Is personal grooming important for success in your career. Explain.	10	5	3
	b.	What Dining etiquettes are appropriate for business conversation?	10	5	2

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



BBA 5th Semester
School of Management 02UG010

Business Etiquette and Soft Skills

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	How can you develop and Improve soft skills? Explain the stages in the development of soft skills.	10	1	2
	b.	What are the ways to improve Interpersonal Relations? What are the advantages of having great IPR Skills	10	1	2

OR

2	a.	What is the difference between Communication and Effective communication? Explain with example.	10	1	1
	b.	How soft skills are different from Hard skills? Explain with examples.	10	1	1

Unit-II (20 marks)

3	a.	Explain Good table manners while dining.	10	2	2
	b.	What should I do if my fork or napkin falls on the floor? What should I do if the check is put in front of my guest? What should I do if the check is put in front of me and I am the guest who was invited to this lunch?	10	2	2

OR

4	a.	As per Business meal manner if I eat my large meal at midday. Is it proper to order a large entrée at a business lunch? What should I do if I get food stuck between my teeth? Where do I put my hands?	10	2	2
	b.	Explain the Guest responsibilities at the business Dinner or Lunch meetings.	10	2	1

Unit-III (20 marks)

53	a.	<p>Rahul Jain is a project manager for a software development company working on a critical client project. The deadline is tight, and the client has emphasized the importance of meeting it. The team is under pressure, and resources are stretched thin. During the project, Rahul discovers a critical bug in the software that could compromise its functionality and security. Fixing this issue would require additional resources and time, jeopardizing the project's deadline. Rahul is aware that reporting this bug could result in project delays and potential financial penalties from the client.</p> <p>Faced with this dilemma, Rahul decides not to report the bug to the client or his superiors. Instead, he instructs the development team to focus on other aspects of the project and to avoid bringing attention to the critical issue.</p>	10	3	3
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	<ol style="list-style-type: none"> 1. How do you approach decision-making when faced with conflicting priorities such as project deadlines versus ethical considerations? 2. In what ways do you believe professional accountability contributes to the overall success of a project and an organization? 3. What impact could have on the company's relationship with clients and its reputation with Rahul's decision? 			
b.	Define Professional accountability. Explain Professional Accountability Issues in details.	10	3	2

OR

6	a.	<p>Sophia Rodriguez works as a human resources manager for a large multinational corporation. One day, she comes across an email thread that contains confidential information about upcoming layoffs. The information is not yet public, and the company plans to make the announcement in a month. Sophia is faced with a moral dilemma. She understands the significance of keeping this information confidential, but she is also concerned about the well-being of her colleagues who will be affected. She decides to share the information with a close friend who works in a different department, believing it will give the friend some time to prepare for the upcoming changes. Unfortunately, the information spreads within the company, causing panic and anxiety among employees. The company traces the leak back to Sophia, leading to disciplinary action against her for breaching confidentiality policies. The upcoming layoffs become even more chaotic due to the premature disclosure.</p> <ol style="list-style-type: none"> 1. How do you approach decision-making when confronted with conflicting values, such as the duty to maintain confidentiality versus concerns for colleagues' well-being? 2. What profession ethics principles Sophia has broken? 3. What will be impact on her career in future as per the case study? 		3	3
	b.	Explain Professional Ethics. What are the difference between Ethics and Values? Give example of each.	10	3	1

Unit-IV (20 marks)

7	a.	Explain Email Etiquette in detail.	10	4	1
	b.	<p>Prepare a Phone call script for following situation: Selling a consumer product: You work for a consumer goods company M/s Akashi Snacks that has just launched a new line of organic snacks. Your task is to call potential retail customers (such as grocery stores or health food stores) and convince them to carry your product in their stores. You will need to highlight the unique features and benefits of your product, and explain why it would be a good fit for their customers</p>	10	4	3

OR

8	a.	What is netiquette? Explain Video Meeting Netiquettes in detail.	10	4	2
	b.	Prepare a Phone call script for following situation: Selling a financial product: Imagine that you work for a financial service company Yash Finance that offers investment advice and portfolio management services to high net worth individuals. Your task is to call potential clients and persuade them to schedule a meeting with one of your financial advisors. You will need to demonstrate your expertise in the financial markets, and highlight the benefits of working with your company versus other investment options.	10	4	3

UNIT-V (20 marks)

9	a.	In the case of a disagreement within your team, what specific actions did you take to resolve the issue? Use CARR Method to answer this interview question.	10	5	3
	b.	Can you give an example of a time when you had to adapt to a significant change at work? Use STAR Method to answer this interview question.	10	5	3

OR

10	a.	Describe a specific event at work where you had to resolve a conflict within your team. What actions did you take to address the conflict, and what was the outcome? Use CARR Method to answer this interview question.	10	5	3
	b.	Can you give an example of a time when you had to handle a dissatisfied customer? Use STAR Method to answer this interview question.	10	5	3

Course Code: MKT-B-501

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
BBA. 5th Semester
CONSUMER BEHAVIOUR [02UG010]



Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit
 All questions carry equal marks

	M	CO	KL
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Unit-I (20 marks)

1	a.	What are the various causes of consumer satisfaction? Explain with examples.	10	2	2
	b.	Narrate the impact of other disciplines on consumer behavior?	10	1	2

OR

2	a.	Why there is a need to study consumer behavior? Explain with examples.	10	1	1
	b.	What are the elements of the purchase process? Explain with examples.	10	2	2

Unit-II (20 marks)

3	a.	Explain the influence of perception on consumer behaviour with examples.	10	3	2
	b.	Explain the impact Maslow's theory and two factor theory on consumer.	10	3	2

OR

4	a.	Describe one personality theory and its effect on consumer behavior.	10	3	2
	b.	Explain one learning theory and its effect on consumer behavior.	10	3	2

Unit-III (20 marks)

5	a.	What is cross-cultural dynamics and its impact on consumer behavior?	10	4	3
	b.	What are the VALS model's impact on consumer behavior?	10	4	2

OR

6	a.	What are the demographic factor impact on consumer purchase.	10	4	2
	b.	Explain the influence of parents on family purchase decision-making.	10	4	2

Unit-IV (20 marks)

7	a.	Elucidate the elements of organizational purchase with examples.	10	5	3
	b.	Explain the inherent factors influencing the organizational buying process.	10	5	2

OR

8	a.	Elucidate the Howard Family decision making model in detail.	10	5	3
	b.	Explain elements of the Nicosia model in connection to consumer purchase.	10	5	2

UNIT-V (20 marks)

9	a.	Construct a purchase model of your own for consumer durable product.	20	5	3
	b.				

OR

10	a.	Construct a purchase a model of CAR on Nicosia model.	20	5	3
	b.				

UNIVERSITY OF JEDDAH

SCHOOL OF DISTANCE EDUCATION

DEPARTMENT OF EDUCATIONAL SCIENCES

EDUCATIONAL RESEARCH

EDUCATIONAL RESEARCH

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OP JINDAL UNIVERSITY, RAIGARH (C.G.)
END SEMESTER (BACKLOG) EXAMINATION, DECEMBER 2023



Program Name: BBA

Program Code: 02UG010

Time: 3 Hrs

Semester: 5th

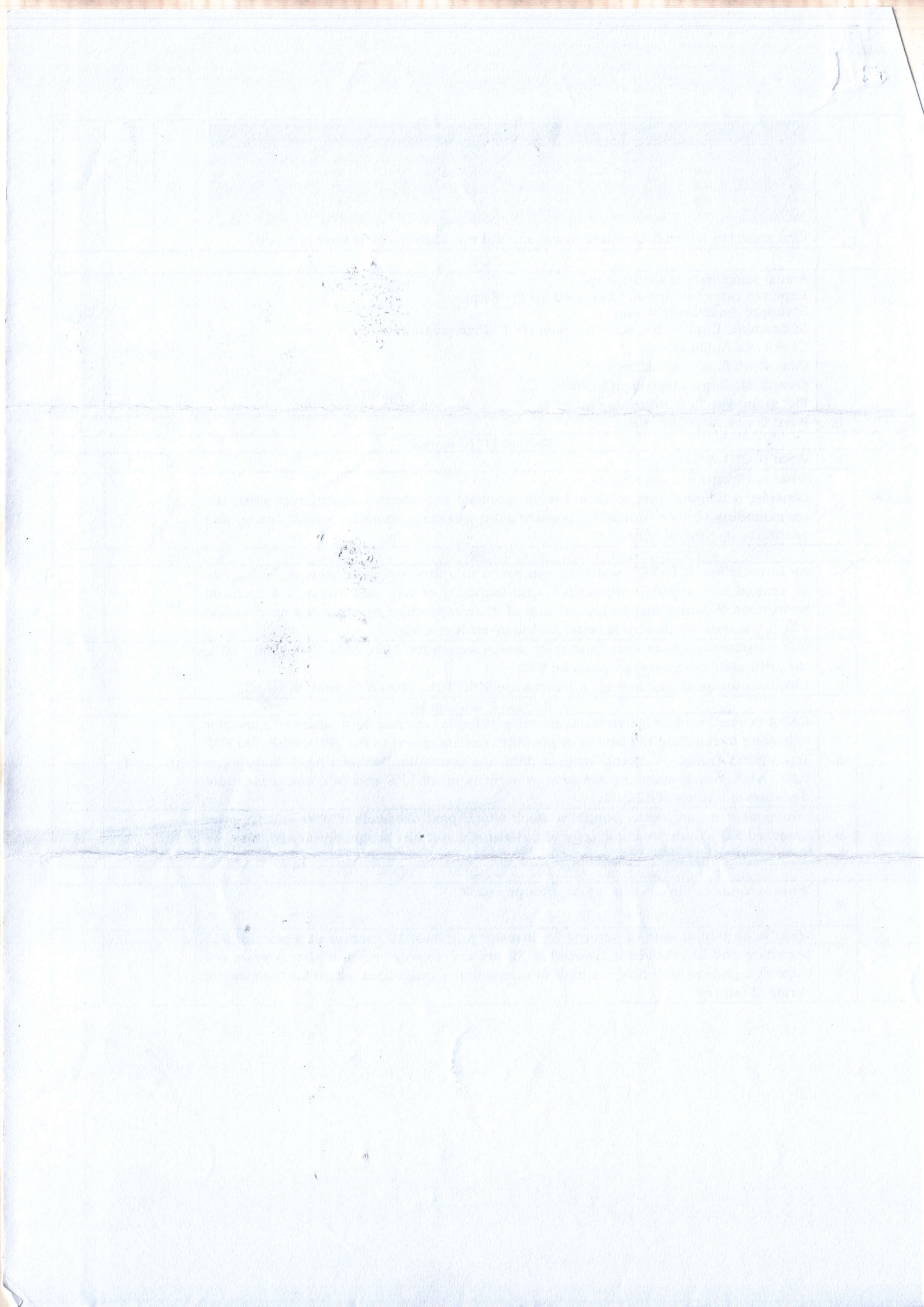
Max. Marks: 100

Course Code: FIN-B-501

Course Name: Investment management-I

Answer any one question from each section

		M	CO	KL																										
Section A (20 marks)																														
1	a.	Five years ago, Matthew paid \$14 per share for 200 shares in XYZ insurance company. The current share price has grown by 50% of the purchase price. So far, he has received 12 dividend payments, each amounting to \$0.05 per share. If Matthew decides to sell the shares at present, what will be the holding period return?		10	1	1																								
	b.	What is arbitrage pricing theory? Explain single, multiple & fama French model.		10	1	1																								
OR																														
2	a.	What are the common methods of measurement for investment risk management? What is Sharpe ratio?		10	1	1																								
	b.	What is EMH & it's types. Explain limitations and impact of EMH?		10	1	1																								
Section B (20 marks)																														
3	a.	What are the types of multiple measures of return?		10	2	1																								
	b.	An investor invests 70% of her wealth in a risky asset with an expected rate of return of 15% and a variance of 5%, and she puts 30% in a Treasury bill that pays 5%. Her portfolio's expected rate of return and standard deviation is _____ and _____ respectively.		10	3	3																								
OR																														
4	a.	What is Markowitz model, efficient frontier, portfolio optimization, optimal portfolio with a risk-free asset?		10	3	3																								
	b.	<p>On the basis of expected Rate, Standard Deviation, Variance and Coefficient of variation decided which of the following company is best for investment (Single company Risk analysis).</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 5px 0;"> <thead> <tr> <th rowspan="2">Possible outcomes</th> <th rowspan="2">Probability</th> <th colspan="2">Rate of Return</th> </tr> <tr> <th>Company G</th> <th>Company H</th> </tr> </thead> <tbody> <tr> <td>Bullish Trend</td> <td style="text-align: center;">0.3</td> <td style="text-align: center;">50%</td> <td style="text-align: center;">25%</td> </tr> <tr> <td>Normal Trend</td> <td style="text-align: center;">0.4</td> <td style="text-align: center;">20%</td> <td style="text-align: center;">15%</td> </tr> <tr> <td>Bearish Trend</td> <td style="text-align: center;">0.3</td> <td style="text-align: center;">(10)%</td> <td style="text-align: center;">15%</td> </tr> </tbody> </table>		Possible outcomes	Probability	Rate of Return		Company G	Company H	Bullish Trend	0.3	50%	25%	Normal Trend	0.4	20%	15%	Bearish Trend	0.3	(10)%	15%	10	3	3						
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Bearish Trend	0.3	(10)%	15%																											
Section C (20 marks)																														
5	a.	<p>Following are the probability distribution of returns of portfolio of Stock A and Stock B in equal proportion of weight in each state of economy. You are required to calculate Expected Return and Risk for individual Stocks?</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 5px 0;"> <thead> <tr> <th>State of Economy</th> <th>Probability</th> <th>Return on Stock A (%)</th> <th>Return on Stock B (%)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">0.2</td> <td style="text-align: center;">15</td> <td style="text-align: center;">(5)</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">0.2</td> <td style="text-align: center;">(5)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">3</td> <td style="text-align: center;">0.2</td> <td style="text-align: center;">5</td> <td style="text-align: center;">25</td> </tr> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">0.2</td> <td style="text-align: center;">35</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">5</td> <td style="text-align: center;">0.2</td> <td style="text-align: center;">25</td> <td style="text-align: center;">35</td> </tr> </tbody> </table>		State of Economy	Probability	Return on Stock A (%)	Return on Stock B (%)	1	0.2	15	(5)	2	0.2	(5)	15	3	0.2	5	25	4	0.2	35	5	5	0.2	25	35	10	3	5
State of Economy	Probability	Return on Stock A (%)	Return on Stock B (%)																											
1	0.2	15	(5)																											
2	0.2	(5)	15																											
3	0.2	5	25																											
4	0.2	35	5																											
5	0.2	25	35																											



Time: 3 Hrs.

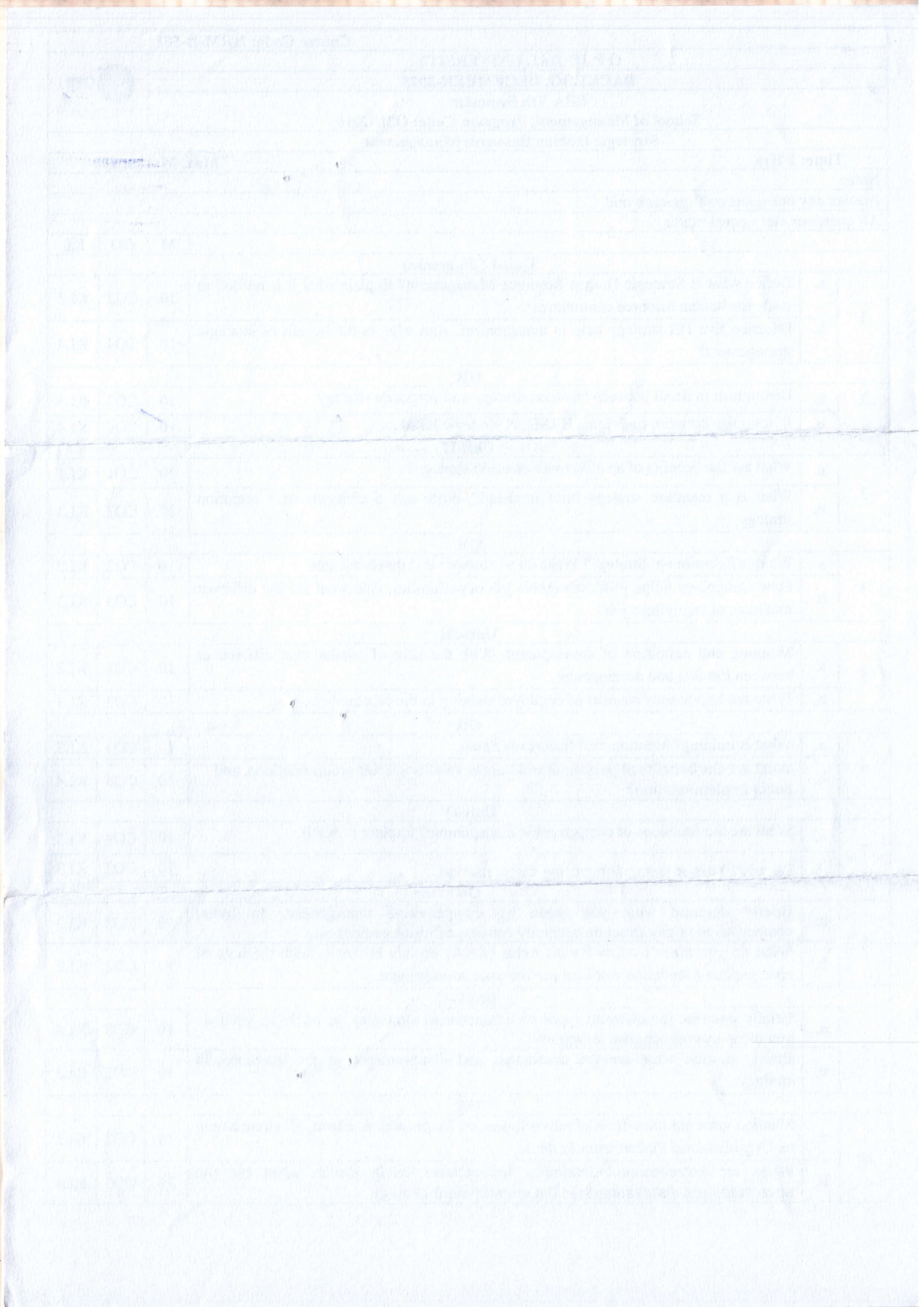
Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	Define what is Strategic Human Resource Management? Explain what it is needed to study the human resource environment.	10	CO2	KL2
	b.	Describe five HR strategy help in management. And what is the benefit of strategic management?	10	CO4	KL4
OR					
2	a.	Distinguish in detail between business strategy and corporate strategy.	10	CO3	KL3
	b.	Distinguish between traditional HRM and strategic HRM.	10	CO4	KL4
Unit-II					
3	a.	What are the benefits of an effective Retention strategy?	10	CO1	KL1
	b.	What is a retention strategy brief in detail? Write any 5 elements of a retention strategy.	10	CO3	KL3
OR					
4	a.	What is Recruitment Strategy? Write its advantages and disadvantages.	10	CO2	KL2
	b.	How technology helps youth to receive job opportunities. And what are the different mediums of receiving a job?	10	CO3	KL3
Unit-III					
5	a.	Meaning and definition of development. With the help of tabular chat differences between training and development	10	CO1	KL2
	b.	Write ten Importance/benefits of employee training in the organization.	10	CO2	KL3
OR					
6	a.	What is training? Mention its 8 features in detail.	10	CO3	KL3
	b.	What are the benefits of personnel and human relations, inter-group relations, and policy implementation?	10	CO5	KL4
Unit-IV					
7	a.	What are the functions of compensation management? Explain in detail.	10	CO4	KL3
	b.	Discuss 10 major factors influencing compensation.	10	CO2	KL3
OR					
8	a.	Briefly describe what you mean by compensation management. In India, compensation or pay structure generally consists of which components.	10	CO2	KL3
	b.	What do you mean by Key Result Areas (KRA) explain in detail. With the help of chat, explain foundation work for performance management.	10	CO2	KL2
UNIT-V					
9	a.	Briefly describe the different types of retrenchment strategies. In addition, what do you mean by retrenchment strategies?	10	CO3	KL4
	b.	Briefly discuss what are the advantages and disadvantages of the retrenchment strategy	10	CO2	KL3
OR					
10	a.	Mention what are the effects of retrenchment on Employees & effects of retrenchment on Organizational Performance in detail.	10	CO2	KL3
	b.	When are Retrenchment Strategies Appropriate? Briefly discuss what are the advantages and disadvantages of the retrenchment strategy.	10	CO5	KL4



OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION (BACKLOG), December 2023

Program Name: **BBA**

Program Code: 02UG010

Time: 3 Hrs

Semester: **6th**

Max. Marks: 100


Course Code: **HRM - B 602** Course Name: **Compensation & Benefits Analysis**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Provide an example of the term "compensation." What factors should be considered when developing a compensation system for an organization?	10	1	2
	b.	Briefly explain the Factors Affecting Pay Satisfaction and the consequences of pay dissatisfaction.	10	2	2
OR					
2	a.	What are the factors affecting Effective Compensation? Also explain Strategic Compensation System.	10	1	2
	b.	Explain Adam's Equity theory.	10	2	3
Section B (Unit-II) (20 marks)					
3	a.	Highlight the concept of executive compensation and discuss different types of incentives offered to executives.	10	3	4
	b.	Explain the concept of wage differentials and discuss the types of wage differentials.	10	3	2
OR					
4	a.	What is the relationship between compensation equity and employee motivation and engagement? Discuss the potential benefits of fair compensation practices on employee performance and organizational outcomes.	10	3	2
	b.	Examine the influence of salary equality on employee motivation, exploring the possible motivational challenges that may emerge when individuals perceive injustice or unequal pay within a company..	10	3	4
Section C (Unit-III) (20 marks)					
5	a.	'Several modern and traditional methods of performance appraisal are used for appraising an employee's performance'. Explain any three methods of performance appraisal.	10	3	4
	b.	"Performance Management is both a strategic and an integrated approach to delivering successful results in organizations" in this context explain the purpose and importance of Performance Management System.	10	2	2
OR					
6	a.	Distinguish between Performance Management and Performance Appraisal.	08	2	4
	b.	Briefly describe the Performance Management Process in an Organization	12	3	2
Section D (Unit-IV) (20 marks)					
7	a.	Identify the goals and stipulations of the Workmen's Compensation Act, 1923, concerning the provision of compensation for injuries and occupational diseases related to work.	10	4	4

	b.	Explain the provisions related to payment of minimum wages under the Minimum Wages Act. What are the requirements regarding the payment frequency, mode of payment, and deductions from wages?	10	4	4
OR					
8	a.	Discuss the principle of equal pay for equal work as mandated by the Equal Remuneration Act. What constitutes "equal work," and how is it determined?	10	4	4
	b.	Discuss the obligations of employers under the Payment of Wages Act, 1936. What are the requirements regarding the payment of wages, time limits, and modes of payment?	10	4	2
Section E (Unit-V) (20 marks)					
9	a.	Analyze the challenges and criticisms faced by pay commissions. Discuss the concerns raised regarding the affordability, fiscal impact, and disparities in pay levels between different sectors of the economy.	10	3	2
	b.	What is a pay commission, and what is its purpose? Discuss the role of pay commissions in determining and recommending revisions in the pay structure of government employee	10	2	2
OR					
10	a.	Describe the structure and operation of wage boards. Delve into the procedure of determining wages through wage boards.	10	3	3
	b.	Discuss the relationship between wages and productivity in the workplace. How does compensation impact employee productivity, and how does productivity affect wage levels?	10	2	2

				Course Code: FIN-B-601		
OP JINDAL UNIVERSITY, RAIGARH						
END SEMESTER EXAMINATION, DECEMBER-2023						
BBA 6 th Semester						
School of Management						
Investment Management II [FIN-B-601]						
Time: 3 Hrs.				Max. Marks: 100		
Answer any one question from each unit						
All questions carry equal marks						
				M	CO	KL
Unit-I (20 marks)						
1	a.	What is risk? Discuss on the risk Management.	10	CO1	KL2	
	b.	Explain about market risk premium.	10	CO1	KL2	
OR						
2	a.	State the capital asset pricing model.	10	CO3	KL1	
	b.	Is Beta a Good Measure of Risk? Explain it.	10	CO2	KL1	
Unit-II (20 marks)						
3	a.	Differentiate the CAPM and the single index model.	10	CO3	KL1	
	b.	Write short note on – “Efficient Market Hypothesis.”	10	CO2	KL1	
OR						
4	a.	Write the characteristics of security market line.	10	CO2	KL1	
	b.	Explain about Capital Assets Pricing Model (CAPM) and its assumptions.	10	CO2	KL2	
Unit-III (20 marks)						
5	a.	Define Financial Statement Analysis and write brief about the followings – 1. Comparative statement analysis 2. Common size Analysis	10	CO3	KL2	
	b.	Differentiate the Fundamental and Technical analysis of Stock.	10	CO3	KL2	
OR						
6	a.	What do you understand by Fundamental Analysis? Write its advantages.	10	CO2	KL2	
	b.	What is Technical Analysis? Write its Indicators and Assumptions.	10	CO3	KL1	
Unit-IV (20 marks)						
7	a.	Define the following terms- 1. Moving average 2. Bollinger bands 3. Momentum oscillators 4. Rate of change Oscillator	10	CO4	KL2	
	b.	Differentiate the Current Yield and Yield to Maturity.	10	CO4	KL2	
OR						
8	a.	What is bond valuation? How does equity valuation differ from bond valuation?	10	CO4	KL2	
	b.	Discuss on key futures to consider before investing in the bonds.	10	CO4	KL2	
UNIT-V (20 marks)						
9	a.	Prepare a format of Financial Statement of Balance Sheet as per company act 2013.	20	CO1	KL3	
OR						
10	a.	State the Head and shoulders pattern for technical analysis.	20	CO3	KL3	

03/01/2023

Course Code: MGT-B-601

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



B.B.A. 6th Semester
BUSINESS STRATEGY [02UG010]

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Business Strategy is required to get competitive advantage? Explain.	10	1	2
	b.	Explain the importance of 'schools thoughts' explain with any three thoughts.	10	1	2

OR

2	a.	Compare and contrast between vision and mission with examples.	10	1	1
	b.	What is the need of environmental scanning. How strategic architecture form?	10	1	2

Unit-II (20 marks)

3	a.	Compare various expansion strategies to diversification strategies.	10	2	2
	b.	Explain the need and importance of GE matrix.	10	2	2

OR

4	a.	Use four different examples to explain 'Generic Strategy'.	10	2	2
	b.	Explain the importance of various points in 3 Circle analysis.	10	2	2

Unit-III (20 marks)

5	a.	'Innovation is the key to success'. Explain in the context of Blue ocean strategy	10	3	3
	b.	Explain the change in product life cycle with change in strategy.	10	3	2

OR

6	a.	Explain the concept of organizational restructuring with examples.	10	3	2
	b.	Explain various financial stability and sustainability strategy.	10	3	2

Unit-IV (20 marks)

7	a.	Explain behavioral implementation and its importance.	10	3	3
	b.	Compare between procedural and functional implementation of strategy.	10	3	2

OR

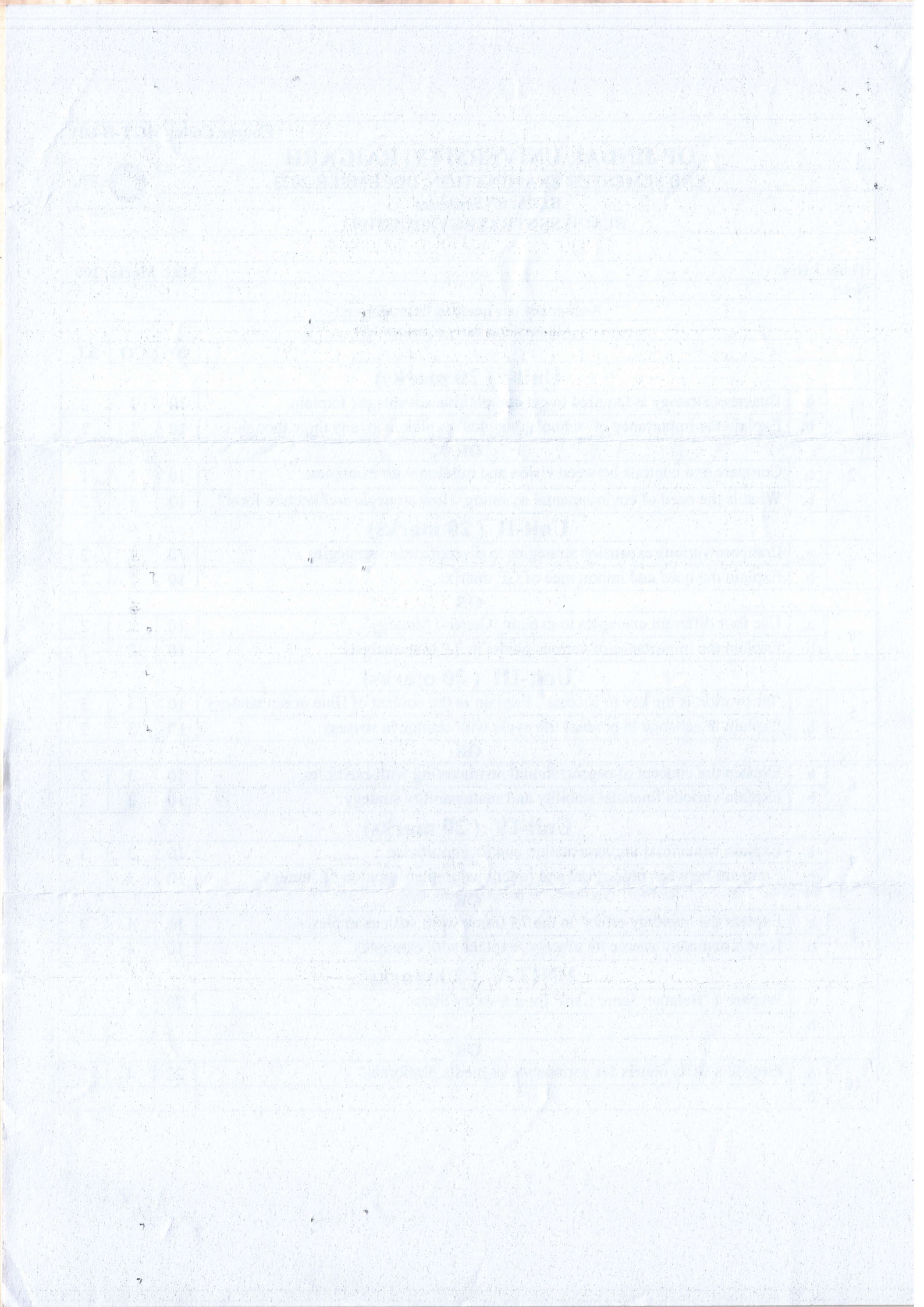
8	a.	Explain the 'synergy effect' in the 7S frame work with examples.	10	4	3
	b.	How a company pursue its strategy, explain with examples.	10	4	2

UNIT-V (20 marks)

9	a.	Prepare a 'Balance Score Card' for a Jewelry Shop.	20	4	2
	b.				

OR

10	a.	Prepare a BCG matrix for various social media platforms.	20	4	2
	b.				



Course Code: MGT-B-603

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



B.B.A. 6th Semester
INTERNATIONAL BUSINESS[02UG010]

Time: 3 Hrs.**Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	What are the importance of globalization. Explain .	10	1	2
	b.	What are the differences between domestic and international business.	10	1	2

OR

2	a.	Explain the process of internationalization in detail with examples.	10	1	1
	b.	Describe the various components of international business.	10	1	2

Unit-II (20 marks)

3	a.	Differentiate between tariff and non-tariff instrument as policy measures.	10	2	2
	b.	What is 'Balance of Payment'? What are its components?	10	2	2

OR

4	a.	Why WTO established? What are its functions and importance?	10	2	3
	b.	Describe various different regional integrations? What are the purposes?	10	2	2

Unit-III (20 marks)

5	a.	Describe various features of international financial system?	10	3	3
	b.	Explain the difference between Spot market and forward market.	10	3	2

OR

6	a.	Explain the terms: Arbitrage; forward rate; forward discount; hedging.	10	2	2
	b.	Analyze foreign investments. Explain it in term of Indian perspective.	10	3	3

Unit-IV (20 marks)

7	a.	Explain the various factors effecting the foreign exchange market.	10	4	2
	b.	Explain : Relative inflation rate; relative interest rate and relative income rate.	10	4	2

OR

8	a.	Analyze the government influence on exchange rate.	10	4	3
	b.	Describe the PPP theory with examples.	10	4	2

UNIT-V (20 marks)

9	a.	Analyze the role of organisations in India that promote foreign trade.	10	5	3
	b.	Explain: SEZ; EPZ; EOU in context of international business.	10	5	2

OR

10	a.	Discuss the measures to promote foreign investments in India.	10	5	2
	b.	Analyze the Indian Joint ventures and acquisition abroad.	10	5	3

OR JINDAL UNIVERSITY, RAJINDER
EMPLOYMENT EXAMINATION DECEMBER 2011
B.B.A. 3rd Semester
INTERNATIONAL BUSINESS (101)

Time: 1 1/2 hrs

Total Marks: 100

Answer any four questions & don't exceed
All questions carry equal marks

Unit-I (20 marks)

1. Define international business and explain its scope.
2. What are the differences between domestic and international business?
3. Explain the process of internationalization in detail with examples.
4. How do you measure foreign trade in various ways? Explain.

Unit-II (20 marks)

1. What is balance of payments? What are its components?
2. Explain the balance of trade and its components.
3. What is foreign exchange? What are its functions and importance?
4. Explain the various international trade instruments. What are the advantages?

Unit-III (20 marks)

1. Explain the various forms of international trade.
2. What are the various forms of international trade? Explain.
3. Explain the various forms of international trade.
4. Explain the various forms of international trade.

Unit-IV (20 marks)

1. Explain the various forms of international trade.
2. Explain the various forms of international trade.
3. Explain the various forms of international trade.
4. Explain the various forms of international trade.

Unit-V (20 marks)

1. Explain the various forms of international trade.
2. Explain the various forms of international trade.
3. Explain the various forms of international trade.
4. Explain the various forms of international trade.

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG EXAMINATION, DEC 2023

Program Name: BBA

Program Code: 02UG010

Time: 3 Hrs

Semester: 6th

Max. Marks: 100

Course Code: MGT-B-602

Course Name: ENTREPRENEURSHIP

Answer any one question from each section

All questions carry equal marks

		M	CO	KL	
Section A (Unit-I) (20 marks)					
	a.	What are the differences between Traditional Businessman and an Entrepreneur?	10	I	II
1	b.	Explain Characteristics/Nature of an Entrepreneur.	10	I	III
Or					
2	a.	Define entrepreneurship and discuss its role in fostering economic development. How does entrepreneurship contribute to job creation and innovation in a country?	10	I	II
	b.	Examine the role of failure in the entrepreneurial process. How can entrepreneurs learn from failure, and what strategies can they implement to bounce back and succeed in subsequent ventures?	10	I	I
Section B (Unit-II) (20 Marks)					
3	a.	Explain the Skills Required to be an Entrepreneur.	10	II	II
	b.	Explain in detail "The Entrepreneurial Decision Process".	10	II	II
Or					
4	a.	1. Identify the Challenges Facing Rural Entrepreneurs. 2. Use some Appropriate Example to Define Entrepreneur and Intrapreneur.	10	II	II
	b.	(1) Explain Types of Business Mentoring Programs. (2) How Does an Entrepreneur Contribute Towards Social Development?	10	II	II



OP JSC UNIVERSITY, RAIGARH (C.E.)

BACK OF EXAMINATION, DEC 2023

Department: B.A. English, Course: Second

Section: A (100 Marks)

Time: 2 Hours

Q.1. Answer the following questions in brief.

Q.2. Answer the following questions in detail.

Q.3. Answer the following questions in detail.

Q.4. Answer the following questions in detail.

Q.5. Answer the following questions in detail.

Q.6. Answer the following questions in detail.

Q.7. Answer the following questions in detail.

Q.8. Answer the following questions in detail.

Q.9. Answer the following questions in detail.

Q.10. Answer the following questions in detail.

Q.11. Answer the following questions in detail.

Q.12. Answer the following questions in detail.

Q.13. Answer the following questions in detail.

Q.14. Answer the following questions in detail.

Q.15. Answer the following questions in detail.

Q.16. Answer the following questions in detail.

Q.17. Answer the following questions in detail.

Q.18. Answer the following questions in detail.

Q.19. Answer the following questions in detail.

Q.20. Answer the following questions in detail.

Section C (Unit-III) (20 Marks)

5	a.	Explain Sources of Business Ideas.	10	III	II
	b.	What is Feasibility Analysis? Explain Market Feasibility Analysis and Its Benefits.	10	III	I

Or

6	a.	Illustrate Technical & Financial Feasibility Analysis and their Benefits.	10	III	II
	b.	Develop The Market Research Plan for Dairy Business.	10	III	III

Section D (Unit-IV) (20 Marks)

7	a.	Explain Different Types of Business Model.	10	IV	I
	b.	What Is Financial Plan? Explain Its Components.	10	IV	II

Or

8	a.	What is Business Plan? What Are Its Elements?	10	IV	II
	b.	Explain Marketing Plan. How to Write a Marketing Plan?	10	IV	I

Section E (Unit-V) (20 Marks)

9	a.	Explain in Detail Operations Plan & Its Components.	10	V	II
	b.	Explain Each Step of the Entrepreneurial Process.	10	V	II

Or

10	a.	Explain "Franchising" With A Suitable Example of Any Company. How Networking Can Help in Franchising Business.	10	V	II
	b.	Prepare A Business Plan for Steel Industry.	10	V	III

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OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023



BBA- 6th Semester
SCHOOL OF MANAGEMENT
Professional Development-II [02UG010]

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit
 All questions carry equal marks

M	CO	KL
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Unit-I (20 Marks)

1	a.	What do you mean by SWOT analysis? Discuss the role of SWOT analysis in students' life.	10	1	2
	b.	What do you mean by Functional competencies ? How do competencies differ from skills and knowledge?	10	2	1

OR

2	a.	What do you mean by 'Self-Image' and 'Self-Analysis'? Write a note on 'Need of Self-Analysis in Career Planning'?	10	2	1
	b.	As the CEO of a company, what are the competencies required to you to deal with business?	10	2	3

Unit-II (20 Marks)

3	a.	<i>Sapthagiri Group of Institutions</i> , 18, Hosur-Bangalore Road, Dharmapuri requires Assistant Managers (HR/ Finance/ Marketing). Candidates with good BBA degree can apply to the Head-HR of the above institution. Forward your resume' along with the cover letter. (Invent necessary details) Advertisement Publication: The Times of India, Dharmapuri, 15 December 2023. Eligibility Conditions: <ul style="list-style-type: none"> Academic Qualification: Minimum Graduate Degree in Management with good academic record. 	15	4	2
	b.	Discuss the characteristics of a Cover letter.	5	1	1

OR

4	a.	Discuss the importance of Cover Letter in business communication?	5	3	2
	b.	<i>Bharat Aeronautics Limited</i> , MG Road, Coimbatore (TN) requires Assistant Managers (HR/ Operations/ Marketing/ Finance). Candidates with good Graduation degree in Management can apply to the Head-HR of the above company. Send your resume' along with the cover letter. (Invent necessary details) Advertisement Publication: The Hindu, Coimbatore, 15 December 2023. Eligibility Conditions: <ul style="list-style-type: none"> Academic Qualification: Minimum Graduate Degree in Management. 	15	4	3

Unit-III (20 Marks)

5	a.	What are the Skills judged in a Group Discussion? Discuss the Prerequisites of a Group Discussion.	10	2	2
	b.	What do you mean by Case Based Group Discussion? Describe the various roles a candidate can take during Group Discussion.	10	3	2

OR

6	a.	How to make a good first impression in GD? Discuss with example.	10	3	2
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UNIVERSITY OF JIANGSU

SCHOOL OF MANAGEMENT

DEPARTMENT OF ACCOUNTING

ACCOUNTING

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	b.	Explain the functional and non-functional roles of group members in a GD.	10	2	2
Unit-IV (20 Marks)					
7	a.	Imagine that you are a secretary in attendance at the 11 th meeting of Management Committee, Gandhi Vidyapith, Hyderabad held on 18 December, 2023. Write Minutes of the meeting assuming Agenda to be as follows: <ul style="list-style-type: none"> • Minutes of the last meeting • Appointment of Support Staff (Accounts) • Celebration of National Science Day-2024 • Extra Classes for preparation of Board Exams • Any other matter with permission of Chairman. (Invent Necessary Details)	12	4	2
	b.	What are the Roles of members attending a meeting? Discuss.	8	2	1
OR					
8	a.	Imagine that you are a secretary in attendance at the 18 th meeting of Board of Management, Ashoka Steel & Power Ltd., Bilaspur held on 20 th December 2023. Write Minutes of the meeting assuming Agenda to be as follows: <ul style="list-style-type: none"> • Minutes of the last meeting • Achievements of Last Quarter (July 2023-October 2023) • Recruitment of Assistant Managers in the Department of Sales & Marketing • Revision in Employee Welfare Policy • Any other matter with permission of Chairman. (Invent Necessary Details)	12	4	3
	b.	What is the role of Secretary in a Meeting.	8	2	1
UNIT-V (20 Marks)					
9	a.	Discuss the preparations you will make before appearing for a job interview.	10	3	2
	b.	Answer the following questions to get ready for your interview to be held next month: <ol style="list-style-type: none"> i. What is your weakness and what is the single most important factor that must be present in your work environment for you to be successful? ii. Describe the management style that will bring forth your best work and efforts. 	10	3	2
OR					
10	a.	Discuss the barriers to effective Interviews and the possible remedies.	10		2
	b.	Answer the following questions to get ready for your interview to be held next month: <ol style="list-style-type: none"> i. What is your strength and where do you see yourself after FIVE years? ii. What is your Philosophy of Work and with what kind of person would you refuse to work? 	10	3	2

