Total No. of Questions: 5

Exam. Seat No.

Total No. of Pages: 2

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: TYBBA
Semester: VI
Subject: Business Planning and Project Management [Code: UBBA 361]

[2022 Pattern]

Time: 02.00 Hours

[No. of Credits 03]

Max. Marks: 60

Instructions to the candidates:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat labelled diagram wherever necessary.

Q.1 Attempt the following:

A] Fill in the blanks

4 Marks

i) The Project budget define whole parameters time, scope ----------, quality.

    a) Need   c) Place

    b) Demand   d) Cost

ii) A physical asset control demand of the use of ------------------

    a) Physical Asset   c) Current asset

    b) Cost asset   d) company asset

iii) A project evaluation is required -------------- stages

    a) Three   c) Five

    b) Two   d) One

iv) ----------------is systematic exercise which is called as process of actual checking performance.

    a) Management   c) Quality

    b) Controlling   d) co-ordination

B] Write the answer in one sentence

8 Marks

i) What is Forecasting?

ii) What is Project coordination?

iii) What is PERT?

iv) What do you mean by chartering?

Q2. Write short note on Any 3]   **12 Marks**

    i) Explain Project life cycle.

    ii) Explain nature of negotiation.

    iii) Explain planning monitoring controlling cycle.

    iv) Explain Project termination.

Q3. Attempt the following. [Any 2]   **12 Marks**

    i)Explain the Project audit life cycle?

    ii) Explain Project life cycle?

    iii)Explain the selection criteria of project team member?

Q4. Attempt the following. [Any 2]   **12 Marks**

    i) Explain the Difference between CPM and PRT.

    ii) Explain the advantages and disadvantages of planning.

    iii) Explain the problems of effective project management.

Q5. Attempt any one of the following   **12 Marks**

    i) Explain the process of planning.

    ii) What is Forecasting? Explain the Process of Forecasting.

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[Total No. of Questions-5]   [Total No. of Printed Pages-2]

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: TYBBA
Semester: VI
Subject: E-Business [Code: UBBA363]

[2022 Pattern]
[No. of Credits 03]

Time: 2.00 Hours   Maximum Marks: 60

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1 Attempt the following:

A] Fill in the blanks   **4 Marks**

   i)_____ is a device that protects an organisations internal network from external

   network like the Internet. [Spyware, Adware, Firewall]

   ii) _____is achieving marketing objectives through applying digital technologies.

                                        [E-Business, E-Marketing, E-Money]

   iii) The meaning of latin word juris is _____.

                                        [Law, Legal, Illegal]

   iv) _____ is a system of interconnected public webpages accessible through the

   internet.   [Web, Content, Web-housing]

B] Write the answer in one sentence   **8 Marks**

   i) What is online marketing?

   ii) Define the term hacking.

   iii) What do you mean branding?

   iv) What is passive website?

Q2. Write short note on [Any 3]   **12 Marks**

   i) Difference between Advertising & Marketing.

   ii) E-Branding.

   iii) B2B Business Model.

   iv) Goals of E-business

Q3. Attempt the following. [Any 2]   **12 Marks**

    i) State the significance of E-business.

    ii) Discuss the internet marketing trends.

    iii) Explain the concept of protection against fraud.

Q4. Attempt the following. [Any 2]   **12 Marks**

    i) Describe the requirements of E-Money.

    ii) Explain the disadvantages of online marketing.

    iii) Discuss the characteristics of viruses.

Q5. Attempt any one of the following   **12 Marks**

    i) What is E-business? Explain the advantages & disadvantages of it.

    ii) What are the different types of web pages? Explain the need for Website.

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Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati

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Semesters Examination [2022 Pattern]

Class: TYBBA

Semester: VI

Subject: Business Analytics [Code: UBBA 364]

(No. of credits: 3)

Time: 2 Hrs.   Marks: 60

Instructions:

1. Figures to the right indicate full marks.
2. Draw neat labeled diagram wherever necessary.
3. All questions are compulsory.

Q.1 Attempt the following

A] Fill in the blanks.   **4 Marks.**

1. Business Analytics helps in ----------

   [Reducing Cost, Changing Business pattern, Change in products]

2. .... is a massive amount of data collected from wide variety of sources.

   [Big data, data, information]

3. ...... is a science and engineering of making intelligent machines.

   [Artificial Intelligence, Business Analytics, Data Analytic]

4. .... Are omnipresent.
   [Sensors, Activators, Translators, None]

B] Answer in One sentence

8 Marks.

   1. What do you mean by machine learning.

   2. List any two characteristics of sensors.

   3. List 3 M's of lean manufacturing.

   4. Write any two internal sources of data.

Q. 2 Write short Notes on [Any 3]

12 Marks.

   1. 5 S of lean manufacturing.

   2. Principe of Additive Manufacturing.

   3. Supervised learning.

   4. Characteristics of Big data.

Q. 3 Attempt the following [Any 2]

12 Marks.

   1. Explain merits and demerits of Additive Manufacturing.
   2. Explain basic biological sensing process.
   3. Explain 7 types of waste according to lean manufacturing.

Q.4. Attempt the following [Any 2]

12 Marks.

   1. Explain different application areas of additive manufacturing.
   2. Explain the industrial revolution form industry 1.0 to 4.0
   3. What is autonomous robot? Explain the applications of autonomous robots.

Q.5. Attempt the following [Any 1]

   1. Explain various plant layouts for lean manufacturing system.

12 Marks.

   2. Explain use of artificial intelligence in manufacturing.

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Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati

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Semesters Examination [2022 pattern]

Class: TYBBA

Semester: VI

Subject: Global Human Resource Management [Code: Code: UBBA 365 A]

(No. of credits: 3)

Time: 2 Hrs.   Marks: 60

Instructions:

1. Figures to the right indicate full marks.
2. Draw neat labeled diagram wherever necessary.
3. All questions are compulsory.

Q.1 Attempt the following

A] Fill in the blanks.   **4 Marks.**

1. Means the procurement, allocation, utilization and motivation of human resources in the

    international area. [IHRM, HRM, KMS, All of the above]

2. Security and safety challenges are …………

        [Cybercrime, Terrorism, Environmental disaster, All the above]

3. The non-citizens employees of a country in which they are working is classifies as……

        [Subordinates, Expatriate, Coordinates, None]

4. ………. Are local managers who are hired by MNCs.
        [Parent Country Nationals, Host Country Nationals, Third Country Nationals, None of these]

B] Answer in One sentence   **8 Marks.**

1. Define the term Global Human Resource Management.

2. List the categories of countries in the concept of Global HRM.

3. What do you mean by Expatriates?

4. What is global labor market?

Q. 2 Write short Notes on [Any 3]

1. Global Staffing.

2. Head hunters

3. International Assignment.

4. Performance appraisal in MNCs.

12 Marks.

Q. 3 Attempt the following [Any 2]

1. Discuss the role of technology in global HRM.

2. Describe the global recruitment function in detail.

3. Explain the difference between Global HRM and Domestic HRM.

12 Marks.

Q.4. Attempt the following [Any 2]

1. Explain the features and objectives of global human resource management.

2. Describe the categorization of countries and employees in global HRM.

3. Explain the detail criteria and techniques for selecting any staff at International Level.

12 Marks.

Q.5. Attempt the following [Any 1]

1. Explain the process of recruitment of staff for global assignment.

2. Explain the concept of effective pre departure training.

12 Marks.

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Total No. of Questions: 5   Total No. of Pages: 2

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: TYBBA
Semester: VI
Subject: Indirect Tax [Code: UBBA 365-B]

[2022 Pattern]
Time: 02.00 Hours   [No. of Credits 03]   Max. Marks: 60

Instructions to the candidates:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat labelled diagram wherever necessary.

Q.1 Attempt the following:

A] Fill in the blanks   **4 Marks**

1) The GST council is chaired by: _____.

    A) The Prime Minister of India   B) The President of India
    C) The Finance Minister of India   D) The Chief Justice of India

2) A non-resident taxable person under GST is required to: _____.

    A) Register for GST only if income exceeds ₹50 lakh   B) Register before supplying
                                             goods or services
    C) Register after 6 months of business operation   D) No registration is required

3) Which tax is applicable for inter-state supply? _____.

    A) CGST   B) SGST
    C) IGST   D) Both CGST & SGST

4) Which of the following is a type of custom duty? _____.

    A) Import Duty   B) Export Duty
    C) Anti-dumping Duty   D) All of the above

B] Write the answer in one sentence   **8 Marks**

1) Define a composition tax payer under GST.

2) Enlist any two types of indirect taxes levied by the central or state government.

3) Which are the phases of GST and the governing body responsible for it?

4) What is the UIN?

Q2. Write short note on [Any 3]

12 Marks

1) Taxes under GST.

2) Registration number format.

3) Valuation of supply.

4) Export of service and export of goods.

Q3. Attempt the following. [Any 2]

12 Marks

1) What is mean by input tax credit? Explain the process of input tax credit in details.

2) Define supply. Explain the place of supply.

3) Explain the indirect tax structure in India.

Q4. Attempt the following. [Any 2]

12 Marks

1) Explain the input tax credit utilization and input tax credit reversal.

2) Describe the threshold for registration.

3) Explain the regular tax payer and non-resident taxable person.

Q5. Attempt any one of the following

12 Marks

1) Define GST. Explain the type of GST return and their due dates.

2) Explain the indirect tax applicable to few commodities levied by either central or state government.

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Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: TY BBA
Semester: VI
Subject: International Marketing Management [Code: UBBA 365-C]

[2022 Pattern]
Time: 02.00 Hours   [No. of Credits 03]   Max. Marks: 60
Instructions to the candidates:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat, labelled diagram wherever necessary.

Q.1 Attempt the following:

A] Fill in the blanks   **4 Marks**

1. The process of selecting a suitable foreign market is called----------------.
    [international branding, product adaptation, international market selection]

2. International branding involves creating a consistent brand identity across-----------.
    [multiple countries, different stores, domestic markets]

3. International distribution strategy determines how products reach---------.
    [only domestic customers, global consumers, business partners]

4. A key factor in global pricing decisions is--------------------.
    [exchange rates, customer preference, product size]

B] Write the answer in one sentence   **8 Marks**
1. What do you mean by product planning?
2. Define the term product adaptation.
3. Define the term International Marketing Management.
4. What do you mean by domestic marketing?

Q2. Write short note on [Any 3]   **12 Marks**
   1. Product Adaptation
   2. International packaging in global marketing
   3. MNCs
   4. Product standardization

Q3. Attempt the following. [Any 2]

12 Marks

1. Discuss the key strategies for building a successful international brand.
2. Distinguish between domestic marketing and international marketing.
3. Discuss the importance of advertising in international marketing.

Q4. Attempt the following. [Any 2]

12 Marks

1. Explain the concept of the product life cycle in international marketing with examples.
2. Explain the challenges of product standardization.
3. Describe the international marketing process.

Q5. Attempt any one of the following

12 Marks

1. Explain foreign manufacturing strategies with and without direct investment.

2. Discuss the need of international marketing in detail.

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Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
[Autonomous]
TYBBA-Semester V
Subject: Supply Chain & Logistic Management [Code: BBA3501]
(2019 Pattern)
[No. of Credit- 03]

Time: 2.30 Hours

(Max. Marks: 60)

Instructions to the candidate:

i.   All questions are compulsory
ii. Figure to right indicate full marks.

Q 1.   A] Fill in the Blank.   4 Marks

a. The process of identifying, assessing, and mitigating potential disruptions in supply chain operations is known as ---------.
[Supply forecasting, Risk management, Procurement planning]

b. ---------------- component of logistics management.
[Warehousing, Manufacturing, Product Design]

c.-------is transportation is the most cost-effective for long-distance bulk shipments
[Air Freight, Rail Transport, Trucking]

d. -----is the process of sourcing, purchasing, and acquiring goods or services for an organization.
[Procurement, Planning, Process]

B] Answer in One Sentence.   8 Marks
a. What is warehouse safety management?
b. Define the term marketing channels.
c. What do you mean by warehousing?
d. Define the term supplier Management.

Q.2 Write Short Notes: [Any 3]

12 Marks

    a. Procurement.

    b. Supply chain management.

    c. E- Business.

    d. Inventory management

Q.3 Answer the following questions: [Any 2]

12 Marks

    a. Discuss the principle of warehouse management.

    b. Discuss the guidelines for effective dispatch management.

    c. Explain the various types of inventories.

Q.4 Answer the following questions: [Any 2]

12 Marks

    a. Discuss the need for distribution management.

    b. Explain the importance of material handling.

    c. Explain the objective of inventory storage.

Q.5 Answer the following questions: [Any 1]

12 Marks

    a. Discuss the importance of physical distribution in detail.

    b. State the function marketing channels in detail.

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Exam. Seat No. [   ]

Total No. of Questions: 5   Total No. of Pages: 2

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: TY BBA
Semester: V
Marketing Management II
Subject: Digital Marketing [Code: BBA 3506-C]

[2019 Pattern]
[No. of Credits 03]   **Max. Marks: 60**

Time: 02.00 Hours

Instructions to the candidates:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat, labelled diagram wherever necessary.

Q.1 Attempt the following:

A] Fill in the blanks   **4 Marks**

1. The _____ marketing is the promotion of products or brands via electronic media.

   [Traditional, Digital, Direct]

2. PPC in digital marketing stands for ----------------.
   [Pay Per Call, Pre-Paid Click, Pay Per Click]

3. A well-known example of an email marketing tool is ------------.
   [Canva, Word Press, Mailchimp]

4. The main goal of social media marketing is to------------.
   [Increase brand awareness, Reduce business costs, Replace email marketing]

B] Write the answer in one sentence   **8 Marks**

1. Define the term domain.

2. What is full form of WWW?

3. Define the term digital marketing.

4. What do you mean by content marketing?

Q2. Write short note on [Any 3]   **12 Marks**

1. Youtube marketing.

2. Types of websites.

3. Email marketing.

4. Mobile marketing.

Q3. Attempt the following. [Any 2]   **12 Marks**

1. Discuss the advantages of social media marketing.

2. State the following Concepts

   A) Email Software and Tools

   B) Importing Email Lists.

3. Explain the process of youtube channel creation.

Q4. Attempt the following. [Any 2]   **12 Marks**

1. Discuss the importance of inbound marketing.

2. Explain the functions of facebook marketing.

3. Discuss the types of social media marketing.

Q5. Attempt any one of the following. [Any 1]   **12 Marks**

1. Discuss the advantages and disadvantages of digital marketing in detail.

2. Discuss in brief the recent and traditional advertising strategies.

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Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: TYBBA
Semester: V
Subject: Research Methodology [Code: UBB354]
[2022 Pattern]

Time: 2 Hours   No.of Credits : 3   Max. Marks: 60

Instructions to the candidates:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat labelled diagram wherever necessary.

Q.1 Attempt the following: **4 Marks**

A] Fill in the blanks

1. Research is a ....Process.
   [Lengthy,Time Consuming,Iterative]

2. Snow ball sampling is .... method of sampling.
   [Probability,Non probability,None]

3. Null and .... are two types of hypothesis.
   [Not Null,Alternate,Standard]

4. Interview tool is used to collect .... type of data.
   [Primary,Secondary,Both]

B] Write the answer in one sentence   **8 Marks**

1. Define the term research.

2. Write any two objectives of research.

3. List any two characteristics of good researcher.

4. List any two primary data collection tools.

Q2. Write short note on [Any 3]

1. Quota Sampling.   **12 Marks**

2. Types of interview.

3. Editing.

4. T test.

Q3. Attempt the following. [Any 2]

1. Define sampling. Explain any 2 non probability sampling techniques.   **12 Marks**

2. Explain exploratory method of research.

3. Define primary data. Explain its advantages and disadvantages.

Q4. Attempt the following. [Any 2]

1. Explain the types of questionnaire.   **12 Marks**

2. Explain any two non probability sampling techniques.

3. Explain various characteristics of good sample.

Q5. Attempt any one of the following

1. Define the term secondary data. Explain types.advantages and dis advantages   **12 Marks**
   of secondary data.

2. Explain the types of research in detail.

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Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: TY BBA
Semester: V
Subject: Product & Product Branding [Code: UBBA 356-C]

Time: 02.00 Hours

[2022 Pattern]
[No. of Credits 03]

Max. Marks: 60

Instructions to the candidates:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat, labelled diagram wherever necessary.

Q.1 Attempt the following:

A] Fill in the blanks

4 Marks

1. The unique name, term, design, symbol, or combination of these used to identify a product is known as a _____.
   [Label, Brand, Logo]

2. A strong brand can create _____, which leads to customer loyalty and increased sales.
   [Clarity, Confusion, Differentiation]

3. The process of creating a unique name and image for a product in the consumer's mind is known as _____.
   [Branding, Marketing, Advertising]

4. A brand's _____ refers to the emotional or rational associations attached to it by consumers.
   [Equity, Loyalty, Image]

B] Write the answer in one sentence

8 Marks

1. Define Product Management.
2. What is Competitor Analysis?
3. Define Product?
4. What is Brand Positioning?

Q2. Write short note on [Any 3]   **12 Marks**

  1. Function of Product Management.
  2. Steps for Creating a Brand Image.
  3. Importance of Brand Building
  4. Product Design

Q3. Attempt the following. [Any 2]   **12 Marks**

  1. Discuss the Product Life Cycle.
  2. Elaborate the characteristic of Successful Brand.
  3. Explain the factors Influencing Design of the Product.

Q4. Attempt the following. [Any 2]   **12 Marks**

  1. Discuss the causes of failure New Product.
  2. What is Project Management? Explain the Need of Project Management.
  3. Elaborate the Elements of Product Design.

Q5. Attempt any one of the following. [Any 1]   **12 Marks**

  1. Explain the types of Products in detail.
  2. Discuss the Classification of Brand in detail.