

3rd Year (Sem-V) BBA University Examination, 2021
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)

SUBJECT: PROJECT MANAGEMENT

PAPER: Theory (BBA 501)

TIME: 2hrs

FULL MARKS: 50

Attempt all questions; each question carries equal marks.

IMPORTANT INSTRUCTIONS

Total time of exam is 3 hours, and this includes the submission of the answer script. Students will have to hand write the answers using plain A-4 paper and a blue/black pen. Student's Name, Class roll number (as mentioned in the list uploaded on the website) and Page numbers has to be mentioned on each page of the answer script.

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- 1.
- a) "Functional Manager uses the analytical approach and the Project Manager uses the Systems Approach" – Elucidate the statement in the context of the role of a Project Manager.
 - b) In what sense numeric scoring models of Project Selection are better than the Profit and Profitability models? Explain with suitable examples.

(3+7=10)

- 2.
- a) What is meant by Project Partnering? "Partnering is adversarial" – Discuss.
 - b) Is "chartering" a must for the success of a project? Give reasons.
 - c) Discuss with suitable examples the relative advantages and disadvantages of Balanced Matrix Approach to Project Management. Is "Projectitis" a serious issue with such organisations? Explain.

[(1+2)+2+(4+1)=10]

- 3.
- a) 'WBSs can be developed from top-to-bottom or from bottom-to-top' –explain.
 - b) What are the steps involved in creation of LRC?
 - c) Illustrate the features of an effective budget.

(4+3+3=10)

- 4.
- a) Briefly explain the cybernetic control with the help of a diagram.
 - b) Describe the levels of project documentation.

(6+4=10)

[P.T.O]

5.

You are the project manager on a project that has Rs.800,000 software development effort. There are two teams of programmers that will work for six month for a total of 10,000 hours. According to the project schedule your team should be done with 38% of the work. As of today, the project is 40% complete while 50% budget has been used. Calculate PV, EV, CV, CPI, SV and SPI and share your conclusion.

(10)

3rd Year (Sem-V) BBA University Examination, 2021
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: ENTERPRISE RESOURCE PLANNING
PAPER: Theory (BBA 502)

TIME: 2hrs**FULL MARKS: 50****Attempt all questions; each question carries equal marks.**

IMPORTANT INSTRUCTIONS

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1.
 - a) Explain the term Information Island. How does ERP solve the problem of unconnected islands of information in different departments of an organization?
 - b) "One of the most affordable, albeit painful, solutions entails altering the business to fit the ERP package."-Elucidate in the light of Gap Analysis of ERP implementation.
[(2+3)+5=10]
2.
 - a) What is the reason to separate data warehouse from operational database? Explain the actions in the staging area in data warehouse architecture.
 - b) Explain why achieving strategic fit is critical to a company's overall success in modern day business. Explain the significance of the Push/Pull boundary citing a practical example.
[(2+3)+(2+3)=10]
3.
 - a) What is a distributed denial-of-service attack and how does it affect a business organization? Also explain the possible solution to handle the threat.
 - b) Explain different types of E-market place with suitable example.
(5+5=10)
4.
 - a) Critically analyze the difference between SAP R/1, SAP R/2 and SAP R/3. How are functional modules different from technical modules?

[P.T.O]

b) What are the security measures that can be taken to protect E-commerce websites and servers?

(4+6=10)

5.

a) What are the key technologies for B2B E-commerce?

b) Compare and contrast the traditional business and E-commerce in a book shop business.

(5+5=10)

3rd Year (Sem-V) BBA University Examination, 2021
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT
PAPER: Theory (BBA 503)

TIME: 2hrs**FULL MARKS: 50****Attempt all questions; each question carries equal marks.**

IMPORTANT INSTRUCTIONS

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1
Define and illustrate different operating modes for companies to accomplish their international objective. Explain why national difference in companies' external environment affects their International Business performance with proper example of your choice.

(5+5=10)

2.
Assume that you head an MNC from one of the sectors such as manufacturing. What point should be kept in mind while entering the nation with developed market and friendly policies as compared to one with underdeveloped market and comparatively non-friendly policies?

(10)

3.
Discuss and differentiate with the help of examples the different modes of entry into foreign market.

(10)

4.
Assume that there are two countries A & B which produce only two goods X & Y. The labour required to produce one unit of the two goods in each country is given in the table below.

Countrygood	A	B
X	4	6
Y	2	12

[P.T.O]

- a) Will there be trade between the two countries?
- b) In case the two countries trade, what will be the pattern of trade & gains from trade?
Give proper arguments in favour of your answer.

(6+4=10)

5.

A company wants to expand its business in a new country. What are different strategies it should adopt to mitigate the different political risk and to cope with cultural differences?

(5+5=10)

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3rd Year (Sem-V) BBA University Examination, 2021
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SUBJECT: STRATEGIC BUSINESS MANAGEMENT

PAPER: Theory (BBA 504)

TIME: 2hrs

FULL MARKS: 50

Attempt all questions; each question carries equal marks.

IMPORTANT INSTRUCTIONS

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1.
Throw light on how businesses use value chain analysis and SWOT analysis to identify e-commerce opportunities. (10)
 2.
A corporate hospital is rapidly losing patients to its rival. Discuss a suitable strategy to help it regain its position and also suggest how a system of operational control will work in such an organization. (10)
 3.
Use the BCG matrix template to analyze an organisation of your choice having multiple divisions. You must name the division and indicate profit and market share. (10)
 4.
Elucidate the statement: Liquidation is the most extreme and unattractive strategy. (10)
 5.
Discuss the business level strategy used to combat competition by a company of your choice. (10)

3rd Year (Sem-V) BBA University Examination, 2021
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SUBJECT: ENTREPRENEURSHIP

PAPER: Theory (BBA 505)

TIME: 2hrs

FULL MARKS: 50

Attempt all questions; each question carries equal marks.

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1.

You are an entrepreneur who is planning to launch a start-up either in the Information Technology sector or in the apparel manufacturing sector in India (please choose one). Given the same, answer the following questions regarding preparing the business plan for your proposed venture:

- Who are the principal potential readers of your business plan? What will they be looking for in your plan?
- Identify the major information needs and the sources thereof for your business plan.
- There are real possibilities that your Business Plan might fail. If so, why?

(4+3+3=10)

2.

- ABC Ltd. is a manufacturing-cum-distribution entity which is exploring opportunities to introduce an existing product into a new market. With the help of Ansoff's Matrix, identify and explain a suitable growth strategy for doing so.
- "Franchising is not always the most appropriate option for an entrepreneur". Explain.

(6+4=10)

3.

India records for around 388 clusters, with a contribution of around 40% of the country's industrial output. In this context:

- Discuss the objectives of cluster development.
- Describe the method of cluster development.

(5+5=10)

[P.T.O]

4. Ancillarisation is an important concept in generating employment. Identify the advantages and challenges associated with ancillarisation. (10)

5. With the help of any product/brand explain Technology S-Curve. (10)

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Ref No:

3rd Year (Sem-V) BBA University Examination, 2021
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SUBJECT: CORPORATE TAXATION

PAPER: Theory (BBA 506)

TIME: 2hrs

FULL MARKS: 50

Attempt all questions; each question carries equal marks.

IMPORTANT INSTRUCTIONS

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1.
 - a) Goods and Service Tax subsumed all previous Taxes that were levied on the sale of goods and services by either central or state governments. Explain the taxes that had been subsumed.
 - b) XYZ Company Limited submitted the following information related to purchase of inputs and sale of outputs.

Particulars	Amount (Rs.)
Output sold interstate (GST 28%)	8000000
Input purchased intra state (GST 12%)	4000000
Machinery purchased inter state (GST 5%)	7000000
Sundry expenses incurred (IGST Rs.10000)	200000

Calculate amount of GST payable by XYZ Company Ltd

(4+6=10)

2.

Mr. Khosla furnished the following information about his income for the Previous Year 2019-20. Compute his Total Income and Tax payable for the Assessment Year 2020-21.

[P.T.O]

Particulars	Amount (Rs.)
Net Income from Salary	900000
Business Income	200000
Income from Lottery	500000
Long term capital gain from sale of Equity Shares (Tax 20%)	100000
LIC Premium paid	40000
NSC purchased from post office	100000
PPF deposited with SBI	50000
Medical Insurance premium paid for Self	20000
Medical Insurance premium paid for Wife and Daughter	15000
Contribution made to National Defense Fund	100000

(10)

- 3.
- a) From gross total income certain deductions are permissible under sections 80C to 80U. Explain any 3 investments that are eligible for deduction under section 80C.
- b) "Tax Incidence in case of long-term capital gains is lower when compared to short term capital gains." Do you agree with the statement and why? Explain the difference between short term capital assets and long-term capital assets with examples.

(5+5=10)

- 4.
- a) Mr X owns a house property (Municipal Valuation Rs 145000, Fair Rent Rs 136000 and Standard Rent Rs 124000). It is let out through out the previous year (rent being Rs 8000 per month upto 31st October ,2018 and Rs 10000 thereafter). If municipal taxes of Rs 5000 is paid by Mr X, find out the Income from House Property for the Assessment year 2019-20.
- b) Mr. X, a foreign citizen, came in India for the first time on July24,2015.From July24,2015 to December 25,2016, he was in India. Again, he came to India on August 5,2018 for employment purpose and left India on November 25,2018 permanently. Determine his residential status for Assessment year 2019-20. During the year 2018-19, Mr X earned income from a business in London but the business is controlled from India. Is the income taxable in India for Assessment year 2019-20 and the reason behind it?

(5+5)

- 5.
- The depreciated value of three blocks of assets consisting of Plant X, Y and Z respectively(rate of depreciation 15% ,30% and 45% respectively) owned by a trading company on April1,2018 is as followings:

- Plant X: Rs 100000
- Plant Y: Rs 70000.
- Plant Z: Rs 80000

The following information are further available:

Asset	Rate of Depreciation	Date of Purchase	When it is put to use	Actual Cost
Plant A	15%	10/7/18	10/7/18	30000
Plant B	15%	5/8/18	5/8/18	40000
Plant C	30%	6/8/18	17/12/18	20000
Plant D	45%	15/6/18	7/1/19	40000
Building Y	15%	5/4/19	5/4/19	30000
Building X	30%	4/5/18	4/5/18	25000

The following assets were sold during the previous year (2018-19):

- Plant X was sold for Rs 30000
- Plant A was sold for Rs 20000
- Plant B was sold for Rs 20000
- Plant C was sold for Rs 100000

Calculate the depreciation for each block of assets and the written down value of the block after depreciation?

(10)