

Code No: G-1007

FACULTY OF MANAGEMENT
BBA (CBCS) III - Semester Examination, November 2024
Subject: Human Resource Management
Paper: DSC – 301

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Human Resource Management
2. Job Enlargement
3. Training Needs
4. Employee Safety
5. Organization Culture
6. Strategic Management
7. Selection
8. Training Design

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Differentiate between Operative and Managerial role of management.
(OR)
(b) Explain the impact of globalization on Human Resource Management and its environment.
10. (a) What is Job restructuring and how it helps the organization in improving its efficiency?
(OR)
(b) Explain the process of Orientation and how it helps a new recruit in the organization.
11. (a) Define Career planning and explain its process.
(OR)
(b) Explain how training needs assessment can make the process of training more effective.
12. (a) Elucidate Employee health and safety and why effective health and safety measures are important in the organization.
(OR)
(b) Explain collective bargaining with its types.
13. (a) Explain the methods and need for performance appraisal.
(OR)
(b) Explain the various components of organization culture with their usefulness.

FACULTY OF MANAGEMENT

BBA (Business Analytics) (CBCS) III - Semester Examination, November 2024

Subject: Basics of Marketing

Paper Code : DSC-301

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Selling Concept
2. Segmentation
3. New Product
4. Product Line
5. Sales Promotion
6. Publicity
7. Concept of Price
8. Positioning

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Define Marketing? Explain the importance and scope of marketing in business.

(OR)

- (b) What are the micro environmental factors that affect a company? Explain.

10. (a) What is Market Segmentation? Discuss how industrial markets are segmented.

(OR)

- (b) Define Target Market? Discuss about market targeting strategies in brief.

11. (a) Describe various steps in new product development process.

(OR)

- (b) Outline the need and limitations for the development of a new product.

12. (a) What is PLC? Explain its stages with examples.

(OR)

- (b) Define Product Mix. Explain the four important dimensions of the product mix?

13. (a) Define Advertising. Discuss in brief various types of advertisement with examples.

(OR)

- (b) Define Market Channel. Describe the key functions performed by marketing channel members.

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FACULTY OF MANAGEMENT
BBA (Fashion Management) III - Semester Examination, November 2024
Subject: Merchandising & Merchandise Management
Paper Code : DSC-303

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define fashion forecasting and its significance in the fashion industry.
2. What is the role of a visual merchandiser?
3. Explain the concept of “fast fashion”.
4. What are the different types of fabrics used in apparel merchandising?
5. Discuss the impact of global trends on local fashion design.
6. Describe the significance of color theory in fashion design.
7. What is a “planogram”, and how is it used in retail merchandising?
8. Explain the importance of pricing strategies in the fashion business.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Discuss the role of branding in creating a successful fashion label.
(OR)
(b) Explain the process of conducting a SWOT analysis for a fashion brand.
10. (a) Analyze the impact of digital marketing on fashion retail.
(OR)
(b) Discuss the role of influencer marketing in promoting fashion brands.
11. (a) Describe the various stages involved in product life cycle management in the fashion industry.
(OR)
(b) Explain how customer feedback can be used to improve fashion merchandise.
12. (a) What are the challenges of managing a fashion supply chain in a global context?
(OR)
(b) Discuss the strategies for managing seasonal inventory in the fashion industry.
13. (a) Analyze the effect of cultural diversity on fashion merchandising.
(OR)
(b) Describe the importance of ethical practices in fashion production and merchandising.

FACULTY OF MANAGEMENT

BBA (Fashion Design Management) III - Semester Examination, November 2024

Subject: Organizational Behaviour

Paper Code : DSC-301

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is the concept of Attitudes?
2. What is learning explain in brief?
3. What is positive motivation?
4. Explain the concept of group roles.
5. What are interpersonal relationships?
6. Distinguish between proactive and reactive changes.
7. Discuss the nature of Organizational Development.
8. What is Conflict Management?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Define the role of organizational behavior in an organization.
(OR)
(b) Explain internal attention factors which affect perceptual selectivity.
10. (a) How far motivation is important in an industrial undertaking?
(OR)
(b) Discuss the various factors affecting group performance.
11. (a) Explain and compare the group decision making techniques.
(OR)
(b) Explain the stages of interpersonal behavior.
12. (a) Explain in detail about the levels of change.
(OR)
(b) What are the characteristics and need of organizational behavior? Explain its importance.
13. (a) What are the factors influencing organizational culture.
(OR)
(b) Discuss the reasons of various types of conflicts in an organization suggest any measures to resolve the conflicts.

FACULTY OF MANAGEMENT
BBA (Logistics) (CBCS) III - Semester Examination, November 2024
Subject: Liner Logistics
Paper: LD2309

Time: 3 Hours

Max. Marks: 80

PART - A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Describe any 4 types of container vessels.
2. Explain landlord model.
3. What is the role of a freight forwarder?
4. Find the total basic ocean freight for the following LCL shipment-Length-74cm, width-1.5m, height- 1.5m. total weight 3000kg Ocean freight rate-2000 rs/cbm.
5. Define unitization and containerization processes.
6. Explain different Clauses in Bill of Lading.
7. Write a note on foreign exchange gains and losses.
8. What are incoterms and give examples.

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Write a detailed note on liner and tramp services.
(OR)
(b) What is the importance of lashing? Explain different types of Lashing equipment.
10. (a) Explain Automated warehouses in detail.
(OR)
(b) Explain various methods of sorting and picking at ware houses in detail.
11. (a) Compare and contrast Less than Container Load and Full container loads.
(OR)
(b) Explain in detail different ways in which the containers can be tracked.
12. (a) Explain the main features of UK carriage of goods by Sea Act, 1992.
(OR)
(b) Explain Bill of Lading in detail and write its importance.
13. (a) List out all the risks involved in international trade and explain how one might mitigate them.
(OR)
(b) Write a detailed note on letters of credit and their working.

FACULTY OF MANAGEMENT

BBA (Retail Operations) III - Semester Examination, November / December 2024

Subject: Customer Relationship & Service Management

Paper Code : DSC-302

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. What are customer touch points, and why are they important in CRM?
2. Write the ways to identify customer needs and buying behavior.
3. What are the main components of CRM?
4. Write the role of teamwork in meeting customer expectations.
5. What is customer engagement, and why is it important in CRM?
6. How is customer service provided in a B2B retail environment?
7. What is a customer redressal system?
8. Describe the strategy for addressing customer grievances.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(4 x 15 = 60 Marks)

9. (a) Explain how understanding customer buying behavior can improve CRM effectiveness.

(OR)

(b) Discuss the benefits of Customer Relationship Management (CRM) and its implications for businesses.
10. (a) Analyze the impact of CRM on business revenue and discuss CRM strategies for handling various types of customers.

(OR)

(b) Explain the significance of reliable service delivery and complaint handling in CRM.
11. (a) Describe the processes and practices involved in effective customer engagement.

(OR)

(b) Discuss methods for addressing customer service concerns and ensuring customer satisfaction.
12. (a) Write the best practices for resolving customer complaints and the decision-making process in addressing customer service issues.

(OR)

(b) Explain the role of a customer redressal system and strategies for effective complaint resolution.