

18111
B.B.A. Examination, June-2023
DIGITAL MARKETING
(BBA-606) (M-4)
(New Course)

Time : 3 Hours *[Maximum Marks : 75]*

Note: Attempt all the Sections as per instructions.

Section-A
(Very Short Answer Questions)

Note : This question contains *five* parts, **all parts will be compulsory.** There will be no Internal choice.
Each part carries 3 marks.

1. (a) Explain website planning.
(b) Explain Internet Marketing.
(c) Discuss the importance of Social Media.
(d) Discuss online Reputation Management.
(e) Discuss Facebook.

Section-B
(Short Answer Questions)

Note: This section contains three questions, attempt any **two** questions. Each question carries 7½ marks.

2. What is Black HAT and white HAT search Engine optimization? Discuss SEO on Page.
3. Explain Tracking performance and measurement with Google Analytics.
4. What is Internet Entrepreneurship with Google Adsense? Explain.

Section-C
(Descriptive Answer Questions)

Note: This section contains six questions, attempt any **three** questions. Each questions carries 15 marks. Answer must be descriptive.

5. What is Digital Marketing? Discuss its importance.
6. What is Search Engine Optimization (SEO)? Discuss the importance of Search Engine Optimization.

7. How to optimize Social Media? How many platform of Social Media?
8. Discuss the types of Google Advertisement. Explain Bing Advertisement.
9. Discuss E-mail Marketing, Lead Generation and content marketing.
10. How to get project from USA/UK and other country? Explain Freelancing.

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BBA – VI Sem.

Printed Pages : 7

Roll No.

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B.B.A. Examination, June-2023

ECONOMIC AND INDUSTRIAL LAW

(BBA-604)

(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note: Attempt all the sections as per instructions.

सभी खण्डों को निर्देशानुसार हल कीजिए।

Section-A

(खण्ड-अ)

(Very Short Answer Type Questions)

(अति लघु उत्तरीय प्रश्न)

Note : This questions contains five parts, all parts will be compulsory. There will be no internal choice.

5×3=15

नोट : इस प्रश्न के पाँच भाग हैं, सभी भाग अनिवार्य हैं- इनमें कोई आन्तरिक चयन का विकल्प नहीं होगा।

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1. Describe the various welfare provisions under factories Act, 1948. 3

कारखाना अधिनियम 1948 के अन्तर्गत विभिन्न कल्याणकारी प्रावधानों का वर्णन कीजिए।

2. Explain 'Employee' Under Employee State Insurance Act 1948. 3

कर्मचारी राज्य बीमा अधिनियम 1948 के अन्तर्गत 'कर्मचारी' की परिभाषा बताइए।

3. Define average Pay under Industrial Dispute Act, 1947. 3

औद्योगिक विवाद अधिनियम 1947 के अन्तर्गत औसत वेतन की परिभाषा बताइये।

4. Define the term 'Partial Disablement' given under Workmen's Compensation Act, 1923. 3

कर्मकार प्रतिकर अधिनियम 1923 के अन्तर्गत शब्द 'आंशिक निःशक्तता' को परिभाषित कीजिए।

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(3)

5. When an employee becomes eligible for claiming gratuity, under payment of Gratuity Act, 1972? 3
- कर्मचारी ग्रेच्युटी भुगतान अधिनियम, 1972 के अन्तर्गत कब एक कर्मचारी ग्रेच्युटी के दावा हेतु पात्र हो जाता है?

Section-B

(खण्ड-ब)

(Short Answer Type Questions)

(लघु उत्तरीय प्रश्न)

Note : This section contains three questions, answer any two questions. Each questions carrie 7½ marks. $2 \times 7\frac{1}{2} = 15$

नोट : इस खण्ड में तीन प्रश्न हैं। किन्हीं दो को हल कीजिए। प्रत्येक 7½ अंकों का है।

6. Briefly discuss various Benefits for which an employee is entitled under the Employee's State Insurance Act, 1948. 7½

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कर्मचारी राज्य बीमा अधिनियम, 1948 के अन्तर्गत एक कर्मचारी किन विभिन्न लाभों के लिए हकदार होता है? संक्षेप में चर्चा करें।

7. Mention the rules regarding Workmen's Compensation, Under Workmen Compensation Act, 1923. 7½

कर्मकार प्रतिकर अधिनियम, 1923 के तहत कर्मकार प्रतिकर से सम्बन्धित नियमों का उल्लेख कीजिए।

8. Briefly discuss various Provisions of Health and safety of Workers given under Factories Act, 1948. 7½

कारखाना अधिनियम, 1948 के अन्तर्गत श्रमिकों के स्वास्थ्य एवं सुरक्षा के विभिन्न प्रावधानों की संक्षेप में विवेचना कीजिए।

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Section-C

(खण्ड-स)

(Descriptive Answer Type Questions)

(विस्तृत उत्तरीय प्रश्न)

Note : This section contains five questions, attempt any *three* questions. Each question carries 15 marks.
Answer must be descriptive. $3 \times 15 = 45$

नोट : इस खण्ड में पांच प्रश्न हैं, किन्हीं तीन को हल कीजिए।
प्रत्येक 15 अंकों का है। विस्तृत उत्तर अपेक्षित हैं।

9. Describe the rights and obligations of employers and employees under the Payment of Gratuity Act, 1972. 15

ग्रेच्युटी भुगतान अधिनियम, 1972 के तहत नियोक्ता और कर्मचारी के अधिकारों एवं दायित्वों का वर्णन कीजिए।

10. Explain the Procedure for fixing and revising minimum wages. What is the composition of such minimum rate of wages? 15

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न्यूनतम मजदूरी तय करने और संशोधित करने की प्रक्रिया की व्याख्या करें। मजदूरी की ऐसी न्यूनतम दर की संरचना क्या है?

11. State the Provisions of the Factories Act, 1948 regarding:- 15

(a) Extra Wages for Overtime Work.

(b) Weekly holidays

(c) Annual leave with Wages

कारखाना अधिनियम, 1948 के निम्नलिखित प्रावधानों का वर्णन कीजिए:

(अ) अतिकाल (ओवरटाइम) के लिए अतिरिक्त मजदूरी

(ब) साप्ताहिक अवकाश

(स) मजदूरी सहित वार्षिक छुट्टी

12. Describe the manner in which the contributions have been made payable and recoverable under the employees' State Insurance Act, 1948. 15

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कर्मचारी राज्य बीमा अधिनियम, 1948 के अन्तर्गत अभिदाय को संदाय योग्य और वसूलीयोग्य बनाने के तरीकों का वर्णन कीजिए।

13. Explain the procedure for determination and recovery of moneys due from employers under the Employees' Provident Funds Act, 1952. 15

कर्मचारी भविष्य निधि अधिनियम, 1952 के तहत नियोक्ताओं से बकाया राशि के निर्धारण और वसूली की प्रक्रिया की व्याख्या कीजिए।

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B.B.A. Examination, June-2023
OPERATION RESEARCH
(BBA-602)
(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note : Attempt questions all the sections as per the instructions.

Section-A

(Very Short Answer Questions)

Note : This question contains five parts, all parts will be compulsory. There will be no internal choice.

1. Write any two application area of operation research. 3
2. What is Linear Programming ? 3
3. What is degeneracy in Transportation Problem. 3
4. What is Decision Tree Approach ? 3
5. What is meant by PERT ? 3

Section-B

(Short Answer Questions)

Note : This section contains three questions, attempt any two questions. Each question carries 7.5 marks.

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6. Obtain the Initial Basic Feasible Solution to the following transportation problem by VAM.

		Consumers			Available
		A	B	C	
suppliers	X	6	8	4	14
	Y	4	9	8	12
	Z	1	2	6	05
Required		6	10	15	31

7. Solve the following assignment problem so as to minimise total time taken.

	A	B	C	D	E
I	11	17	06	16	20
II	09	07	12	05	16
III	03	16	15	12	26
IV	01	24	17	28	15
V	14	10	12	11	15

8. Write short note on the following topic :
(i) CPM (ii) EOL

Section-C

(Descriptive Answer Questions)

Note : This section contains five questions, attempt any three questions. Each question carries 15 marks. Answer must be descriptive.

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9. Two products 'A' and 'B' are processed on three machines X_1 , X_2 and X_3 . The processing times per unit, machine availability and profit per unit are as follows : 15

Machine	Processing time (Hrs.)		Availability (Hrs.)
	'A'	'B'	
X_1	2	3	1500
X_2	3	2	1500
X_3	1	1	1000
Profit Per Unit	10	12	

Formulate the mathematical model, solve it by using the simplex method and also find the number of hour machine M_3 remains unutilised.

10. A project has the following time schedule : 15

Activity	Time (days)	Activity	Time (days)
1-2	2	4-6	3
1-3	2	5-8	1
1-4	1	6-9	5
2-5	4	7-8	4
3-6	8	8-9	3
3-7	5		

Construct PERT Network and Compute Critical Path and its duration.

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11. HK Ltd. buys a product at the cost of ₹ 100 and sells to the retailers of ₹ 150. The product cannot be sold after the expiry date (same day). The market demand fluctuates between 1 to 5 units. The dealer want to decide how many units to order each day. Prepare a conditional pay off matrix and use EMV approach to suggest optimal decision. Suppose following probabilities are assigned to various possible events. 15

Demand	1	2	3	4	5
Prob.	0.10	0.20	0.30	0.25	0.15

12. What is Operation Research ? Discuss the nature, characteristics and application of Operation Research. 15
13. Write short note on the following topic : 15
- (i) Big M Method
 - (ii) Job Sequence Analysis
 - (iii) Expected Monetary Value and Expected Opportunity Loss 15

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BBA- VI Sem.

Printed Pages : 4

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B.B.A. Examination, June-2023

RETAIL MANAGEMENT

BBA-605(M-3)

(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note : Attempt all the sections as per instructions.

नोट : सभी खंडों को निर्देशानुसार हल कीजिए।

Section-A

(खण्ड-अ)

(Very Short Answer Questions)

(अति लघु उत्तरीय प्रश्न)

Note : This section contains five questions, *all questions will be compulsory*. There is no internal choice. $5 \times 3 = 15$

नोट : इस खण्ड में पाँच प्रश्न हैं, सभी प्रश्न अनिवार्य हैं। इनमें कोई आन्तरिक चयन का विकल्प नहीं होगा।

1. What is Retail Management? 3

खुदरा प्रबंधन क्या है?

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2. Define Merchandising in Retail Management. 3
खुदरा प्रबंधन में मर्चेन्डाइजिंग को परिभाषित कीजिए।
3. What is Supply Chain Management? 3
सप्लाय चेन मैनेजमेंट क्या है?
4. Define E-Tailers. 3
ई-टेलर्स को परिभाषित कीजिए।
5. Explain the concept of 'Breaking Bulk'. 3
'ब्रेकिंग बल्क' की अवधारणा की व्याख्या कीजिए।

Section-B

(खण्ड-ब)

(Short Answer Questions)

(लघु उत्तरीय प्रश्न)

Note : This section contains three questions, attempt any *two* questions. Each question carries $7\frac{1}{2}$ marks. $2 \times 7\frac{1}{2} = 15$

नोट : इस खण्ड में तीन प्रश्न हैं, किन्हीं दो प्रश्नों को हल कीजिए। प्रत्येक प्रश्न $7\frac{1}{2}$ अंकों का है।

6. Discuss the Factors Determining the Retail Location. $7\frac{1}{2}$

खुदरा स्थान का निर्धारण करने वाले कारकों पर चर्चा कीजिए।

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7. Define the Retailer Characteristics in India. 7½
भारत में खुदरा विक्रेता की विशेषताओं को परिभाषित कीजिए।
8. Explain the function of Merchandising Manager. 7½

मर्चेन्डाइजिंग मैनेजर के कार्य की व्याख्या कीजिए।

Section-C

(खण्ड-स)

(Detailed Answer Questions)

(विस्तृत उत्तरीय प्रश्न)

Note : This section contains five questions, attempt any *three* questions. Each question carries 15 marks. Answer must be descriptive.

3×15=45

नोट : इस खण्ड में पाँच प्रश्न हैं, किन्हीं तीन प्रश्नों को हल कीजिए। प्रत्येक प्रश्न 15 अंकों का है। विस्तृत उत्तर अपेक्षित है।

9. Discuss about the social and economic significance of Retailing. 15
खुदरा बिक्री के सामाजिक और आर्थिक महत्व के बारे में चर्चा कीजिए।

(4)

10. What do you understand by Merchandising in Retail? Explain the process of Merchandise Planning. 15
रिटेल में मर्चेन्डाइजिंग से आप क्या समझते हैं? मर्चेन्डाइजिंग की प्रक्रिया को समझाइए।
11. "Retailing is the only business where one buys in credit and sells for cash." Has this helped in the expansion of Retail in India? Explain. 15
"खुदरा बिक्री की एकमात्र व्यवसाय है जहाँ कोई क्रेडिट में खरीदता है और नकद में बेचता है।" क्या इससे भारत में रिटेल के विस्तार में मदद मिली है? व्याख्या कीजिए।
12. Describe the "Retailing". Explain the various factors influencing Retail Business in India. 15
"खुदरा बिक्री" का वर्णन कीजिए। भारत में खुदरा व्यापार को प्रभावित करने वाले विभिन्न कारकों की व्याख्या कीजिए।
13. What is Market Segmentation? Explain the strategies for effective Market Segmentation. 15
मार्केट सेगमेंटेशन क्या है? प्रभावी बाजार विभाजन के लिए रणनीतियों की व्याख्या कीजिए।

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B.B.A. Examination, June-2023
STRATEGIC MANAGEMENT AND
BUSINESS POLICY
(BBA-601)
(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : This section contains five questions, *all questions will be compulsory*. There will be no internal choice. $5 \times 3 = 15$

1. Define environmental analysis.
2. What is business policy?
3. Discuss the model of strategic evaluation.
4. Define policy making.
5. What do you mean by strategic planning?

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Section-B

(Short Answer Questions)

Note : This section contains three questions, attempt any *two* questions. Each question carries 7.5 marks. $2 \times 7.5 = 15$

6. Discuss in detail Porter's five forces model of industry analysis with respect to any one of the following industries :
 - (a) Telecom service providers
 - (b) Two wheeler manufacturer
7. Elaborate the important steps involved in the strategic management process.
8. Elucidate the responsibilities of top management.

Section-C

(Descriptive Answer Questions)

Note : This sections contains five questions, attempt any *three* questions. Each question carries 15 marks. Answer must be descriptive. $3 \times 15 = 45$

9. Discuss in detail the mechanism of policy making.

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10. What SWOT analysis? Explain with the help of an example.
11. “Business policy courses are supposed to integrate the knowledge of different functional areas of management and to develop certain skills and attitude to make long-term strategic decisions”- Comment.
12. < Elaborate on synergy as a component of strategy and its relevance.
13. What are the benefits of the concepts of Strategy? What are its Pitfalls?