



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

INTERNAL EXAMINATION – 2011

4th year BBA ITM

STRATEGIC MANAGEMENT

DATE : 19/9/2011

TOTAL MARKS: 50

TIME : 10:00 A.M. TO 11:45 A.M.

Q-1 (A) Discuss the evolution of strategic planning [10]

OR

Q-1 (A) Strategic planning takes shape as a vital management function – [10]
elaborate. Mention the importance, nature and scope of strategic planning.

Q-2 (A) What is mission in context to strategic planning process? Explain its [15]
importance in detail. How does it help the firm? What does it do?

(B) What is business definition in relation to strategic planning? What does it [10]
serve?

OR

Q-2 (A) Write a detail note on environment factors. [15]

(B) Discuss the importance of industry analysis in detail. [10]

Q-3 (A) Explain the concept, nature and significance of competitive advantage in [15]
detail. "Competitive advantage is the back up for strategy" justify the
statement.

OR

Q-3 (A) How do firms acquire core competence? Explain with examples wherever [15]
required.

ALL THE BEST



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

FIRST INTERNAL EXAMINATION: 2011-12

FOURTH YEAR B.B.A. (ITM)

ORGANISATIONAL CHANGE AND INTERVENTION STRATEGIES

DATE : 21-09-2011

TOTAL MARKS: 50

TIME : 10:00 A.M TO 11:45 A.M

- Q.1 (A) Define the concept of organizational effectiveness and describe the goal approach and Behavioral approach to measure effectiveness. [15]
- (B) Write a note on :Managerial Effectiveness [10]
- OR**
- Q.1 (A) Explain organizational effectiveness through adaptive coping cycle. [10]
- (B) Write notes on: [15]
- (1) Factors in organizational effectiveness.
- (2) System resources approach.
- Q.2 (A) Define the objectives and process of planned change. [15]
- (B) Write a note on: Factors in organizational change. [10]
- OR**
- Q.2 (A) Describe the various factors operating in resistance to change. [15]
- (B) Write a note on: Organizational growth and change. [10]

All the Best



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

FIRST INTERNAL EXAMINATION: 2011-12

FOURTH YEAR.B.B.A. - ITM

MANAGING INTERPERSONAL AND GROUP PROCESSES

DATE : 22-09-2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

Q.1 Define formal & informal groups with their characteristics. Why they required In the organisation? **[17]**

OR

Q.1 Define group dynamics. Describe all the techniques for improving group decision making in detail. **[17]**

Q.2 Write short notes on: **[08]**

(A) Group cohesiveness **[08]**

(B) Types of power

OR

Q 2 Write short note on: **[08]**

(A) Semantic barriers **[08]**

(B) Formal communication network

Q 3 Describe in detail how to overcoming communication barriers. **[17]**

OR

Q 3 Define the term 'Authority' and explain sources and limits of authority. **[17]**

ALL THE BEST



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND
FIRST INTERNAL EXAMINATION – 2011-12
FOURTH YEAR BBA – ITM
B.B.A. (I) – 403 – ADVANCED E-COMMERCE

DATE: Friday, 23rd September, 2011
TIME: 10:00 am to 11:45 am

No. of Pages: 1
TOTAL MARKS: 50

Q. 1 [A] Define Following Terms: **[09]**
1. Electronic Storefronts 2. E-marketplaces 3. Information Portal
4. Electronic Commerce 5. Intermediaries 6. Electronic Malls

[B] List & Explain various types of Information Portal **[06]**

[C] List out Marketspace Components **[02]**

OR

Q. 1 [A] Explain roles of Intermediaries in E-markets **[08]**

[B] Explain types of Electronic Markets in detail **[06]**

[C] List out Electronic competitive factors **[03]**

Q. 2 [A] What is CRM? Explain different types of CRM **[05]**

[B] Write a note on benefits & limitations of CRM **[07]**

[C] Define CRM. Explain scope of CRM **[05]**

OR

Q. 2 [A] What are the issues in CRM implementation? Explain in detail **[05]**

[B] List & Explain classification of CRM applications **[07]**

[C] Explain key issues related to one-to-one marketing **[05]**

Q. 3 [A] What is e-procurement? Explain benefits of e-procurement **[08]**

[B] What is procurement? Explain different types of procurement methods **[08]**

OR

Q. 3 [A] Explain implementation issues of e-procurement **[08]**

[B] Explain impacts of e-marketplaces for the following major categories: **[08]**

- a) Improving Direct Marketing
- b) Transforming Organizations
- c) Redefining Organizations

~~~~~ **BEST OF LUCK** ~~~~~



# SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

FIRST INTERNAL EXAMINATION : 2011-12

FOURTH YEAR B.B.A.-ITM

## FUNDAMENTALS OF INTERNATIONAL FINANCE

[BBA(I)-406B]

**DATE :** 24-09-2011

**TOTAL MARKS:** 50

**TIME :** 10:00 AM TO 11:45 AM

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**Q.1** [A] Describe the recent changes occurring in the global financial [09]  
markets.

[B] Explain briefly the finance function in the international scenario. [08]

OR

**Q.1** [A] Discuss the emerging challenges faced by the financial manager [09]  
in changing times.

[B] Elaborate the need to study international finance. [08]

**Q.2** [A] Describe the various types of foreign exchange Exposure. [09]

[B] Write a note on raising foreign currency finance. [08]

OR

**Q.2** [A] Explain the sources of financing international operations. [09]

[B] Explain in brief interest rate theory and purchasing power parity [08]  
theory.

**Q.3** Discuss the major determinants of exchange rate in details. [16]

OR

**Q.3** [A] Distinguish between futures contract and forward contract. [08]

[B] Enlist risk management techniques and discuss any two in detail. [08]

*All the Best*



# SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

INTERNAL EXAMINATION – 2011

4<sup>th</sup> year BBA ITM

## BRAND MANAGEMENT

**DATE :** 24/9/2011

**TOTAL MARKS:** 50

**TIME :** 10:00 A.M. TO 11:45 A.M.

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Q-1 (A) Discuss the brand hierarchy in detail with suitable example wherever necessary. [15]

Q-1 (B) Write notes on: [10]  
(a) Brand equity  
(b) Brand identity

**OR**

Q-1 (A) Explain the concept of brand personality with suitable example wherever necessary. [15]

Q-1 (B) Define brand. Mention the types of brand with required details. Is branding decision important? Justify your answer. [10]

Q-2 (A) Write a note on brand customer relationship. [10]

**OR**

Q-2 (A) What is customer loyalty? Explain the concept of loyalty program. [10]

Q-3 (A) What is SWOT analysis? Explain the confrontation matrix with practical example. [15]

**OR**

Q-3 (A) What is brand revitalization? Why is brand rejuvenation required? Explain in detail with suitable example. [15]

*ALL THE BEST*



**SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND**  
**FIRST INTERNAL EXAMINATION – 2011-12**  
**FOURTH YEAR BBA – ITM**  
**B.B.A. (I) – 401 – INFORMATION SECURITY**

**DATE: Monday, 26<sup>th</sup> September, 2011**  
**TIME: 10:00 am to 11:45 am**

**No. of Pages: 1**  
**TOTAL MARKS: 50**

**Q. 1 [A] Define Following Terms: [09]**  
1. Information Security                      4. Physical Memory  
2. Security Administration                5. Virtual Memory  
3. Data & Information Storage            6. Secondary Storage

**[B] List & Explain various Security Modes of Operation [06]**

**[C] List out the steps of System Life Cycle [02]**

**OR**

**Q. 1 [A] Explain Data & Information Storage [05]**

**[B] Explain concepts & principles of Security Administration [06]**

**[C] List & Explain five essential for Information Security [06]**

**Q. 2 [A] Write a note on (a) Spoofing                      (b) Remote Access Security [10]**

**[B] List & Explain Vulnerabilities with E-mail Security System [07]**

**OR**

**Q. 2 [A] List & Explain various components to monitor [05]**

**[B] Write a note on Malicious Code Attacks [06]**

**[C] Explain Password Attacks in detail [06]**

**Q. 3 [A] What is Access Control Mechanisms? Explain in detail [08]**

**[B] Define Access Control & Explain Reasons of Access Control [08]**

**OR**

**Q. 3 [A] What is Authentication? Explain any two methods of them [08]**

**[B] What is Auditing? List various component to audit & explain any two [08]**

~~~~~ **BEST OF LUCK** ~~~~~



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

FIRST INTERNAL EXAMINATION : 2011-12

FOURTH YEAR B.B.A.-ITM

CONSUMER BEHAVIOUR

DATE : 27/09/2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

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- Q-1 (A) Examine the consumer decision making process for the purchase of family tour package to United States of America. [15]

OR

- Q-1 (A) What is the theory of trying to consume? Give an example from your own experience. [15]

- Q-2 (A) What is the Elaboration Likelihood Model? Explain with suitable example. [15]

OR

- (A) Explain in detail the theory of VALS segmentation. [15]

- Q-3 (A) What is the social class? What are the measures of social class? Examine the opportunity to retailers in india for middle class with example. [10]

- (B) Examine the central route to persuasion theory of communication with example. [10]

OR

- (A) Discuss the three components of the tricomponent model. [10]

- (B) What is attitude? Examine anyone of the multi attitude model with example [10]

All the Best



SHRI D. N. INSTITUTE OF BUSINESS ADMINISTRATION, ANAND.

FIRST INTERNAL EXAMINATION : 2011-12

IVth Year BBA (ITM)

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

DATE : 27-09-2011

TOTAL MARKS: 50

TIME : 10:00 AM TO 11:45 AM

Q1 [A] Define the term Investment. Which are the features of Investment avenues? [12]

[B] Explain the risk – return relationship. [05]

OR

Q1 [A] Distinguish between money market and capital market. [08]

[B] Write short notes on (1) BSE(2) NSE [09]

Q.2 Explain in detail “The Bond Valuation Theorem”. [16]

OR

Q.2 [A] Short note on “Yield to Maturity”. [05]

[B] Mr. A has a perpetual bond of the face value of Rs. 1000. He receives an interest of Rs. 60 annually. What would be its present value considering RRR @ 10%. [03]

[C] Reena Ltd.’s earnings and dividends have been growing at a rate of 18% p.a. This growth rate is expected to continue for 4 years. After that the growth rate will fall to 12% for the next 4 years. Thereafter, the growth rate is expected to be 6% forever. If the last dividend per share was Rs. 2.00 and the investor’s required rate of return on Reena’s equity is 15%, what is the intrinsic value per share. [08]

Q.3 [A] What do you mean by company analysis? Explain the tools of company analysis in detail. [17]

OR

Q.3 [A] Explain GDP and inflation as tools of economic analysis. [07]

[B] You have been furnished with the financial information of Coal India Ltd. for the current year. [10]

Balance sheet, March 31, current year

| Liabilities | Amt.
(Rs.
Thousand) | Assets | Amount
(Rs.
Thousand) |
|-------------------------------------|------------------------------------|---|--------------------------------------|
| Equity share capital (Rs. 100 each) | 2000 | Plant and equipment | 1280 |
| Retained Earnings | 736 | Land and Buildings | 160 |
| Sundry creditors | 208 | Cash | 320 |
| Bills payable | 400 | Sundry debtors 720
Less: Allowances 80 | 640 |
| Other current liabilities | 40 | Stock | 960 |
| | | Prepaid insurance | 24 |
| | 3384.00 | | 3384.00 |

Statement of profit, year ended March 31, current year

| Particulars | (Rs. thousand) |
|--------------------------|-----------------------|
| Sales | 8000 |
| Less: Cost of goods sold | 6160 |
| Gross profit on sales | 1840 |
| Less: Operating expenses | 1360 |
| Net Profit | 480 |
| Less : Taxes (0.35) | 168 |
| Net profit after taxes | 312 |

Sundry debtors and stock at the beginning of the year were Rs. 600000 and 800000 respectively.

Determine the following ratios

- i) Current ratio ii) Acid test ratio iii) Stock turnover
 iv) Debtors turnover v) Gross profit ratio vi) Net profit ratio
 vii) Operating ratio viii) Earnings per share ix) Rate of return on equity capital and
 x) Market value of the shares if P/E ratio is 10 times.

All the Best