

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao, Goa
TY BBA(FS), Semester VI, Semester End Assessment, April 2019
BFS C604: E-COMMERCE & E-ACCOUNTING

Duration: 3 hours

Maximum Marks: 60

Instructions: 1. All questions are compulsory.

2. Answer each question on a fresh page.

3. Figures to the right indicate maximum marks.

- Q. 1. Write a short note on ANY FOUR from the following: (4*3=12 Marks)
- a. Electronic Data Interchange.
 - b. Business-to-Business Commerce.
 - c. Virtual Customer Relationship Management.
 - d. Advocacy Stage in Customer Life Cycle.
 - e. E-Accounting.
- Q. 2. A. Explain the steps to be followed in order to record transactions in Tally. (12)
- OR**
- X. Explain the various vouchers in Tally. (08)
- Y. Write a short note on Tally Enterprise Resource Planning. (04)
- Q. 3. A. Elaborate on the types of web marketing strategies. (12)
- OR**
- X. What are the features of Electronic Marketing? (06)
- Y. Explain the steps involved in hosting a website. (06)
- Q. 4. A. Customer Relationship Management and Electronic Customer Relationship Management are not identical. Justify. (12)
- OR**
- X. Enumerate the utility of Mobile Customer Relationship Management. (06)
- Y. Explain the role of internet in Supply Chain Management. (06)
- Q. 5. A. Define Electronic Commerce. Elaborate on the types of revenue models for Electronic Commerce. (12)
- OR**
- X. How culture issues and infrastructure issues affect the international nature of Electronic Commerce? (06)
- Y. Write a note on the ways of identifying Electronic Commerce opportunities. (06)
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Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
F.Y.BBA(FS), Semester II, Semester-End Assessment, April 2019
BFS CC 5: ESSENTIALS OF MANAGEMENT

Duration: 2 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *All questions are compulsory, however internal choice is available.*
- *Each question start on a fresh page.*

Q. 1. Answer any FOUR of the following:

(4x3=12mks)

- Write a note on charismatic style of leadership.
- Explain the factors that lead to organisational change.
- State the benefits of a good organisational structure.
- Explain the positive effects of conflict in organisation.
- Discuss the features of communication.

Q. 2. a) Define Communication. Explain in detail the different types of communication.

(12 mks)

OR

x) Discuss the functions of leadership.

(06 mks)

y) Neatly draw and explain Maslow's need hierarchy theory of motivation.

(06 mks)

Q. 3. a) What is Management of Change? State and explain the features of managing change.

(12 mks)

OR

x) Discuss the measures to overcome resistance to change.

(06 mks)

y) Explain the guidelines for resistance to change.

(06 mks)

Q. 4. a) What is Perception? Briefly explain the factors influencing perception.

(12 mks)

OR

x) What is Formal Organisation? State the advantages and disadvantages of formal organisation.

(06 mks)

y) Briefly discuss the significance of organisational behaviour.

(06 mks)

Q. 5. a) What is Team Work? Briefly explain the stages in team formation.

(12 mks)

OR

x) What is Conflict? Explain the different types of conflict in organisation.

(06 mks)

y) Neatly draw and explain the styles of conflict management.

(06 mks)

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
T.Y.BBA(FS), Semester VI, Semester-End Assessment, April 2019
BFS C602: HUMAN RESOURCE MANAGEMENT

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *All questions are compulsory, however internal choice is available.*
- *Each question start on a fresh page.*

Q. I. Write a short note on any FOUR of the following: (4x3=12 mks)

- a. Pareto's 80/20 Principle
- b. Training
- c. Job Evaluation
- d. Promotion
- e. Job Enrichment

Q. II. a. Discuss in detail the scope of Human Resource Management. (12 mks)

OR

- x. State and explain any six functions of Human Resource Management. (06 mks)
- y. Briefly explain the importance of Human Resource Planning. (06 mks)

Q. III. a. What is Recruitment? Briefly explain the internal sources of recruitment. (12 mks)

OR

- x. Explain any six types of interviews conducted during selection of an employee. (06 mks)
- y. Explain the different types of psychological tests conducted by Human Resource Department. (06 mks)

Q.IV. a. 'Interview cannot always be considered in selecting the best candidate for the post'. Justify. (12 mks)

OR

- x. Explain in brief any six modern methods of merit rating. (06 mks)
- y. Explain the different types of 'Employee Separations'. (06 mks)

Q. V. a. What is Organizational Culture? Explain the various ways to promote an appropriate Organisation culture. (12 mks)

OR

- x. What is Time Management? Explain the techniques an employer should adopt to manage time in organisation. (06 mks)
- y. Explain the steps involved in performance appraisal. (06 mks)

VIDYA VIKAS MANDAL'S
SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS
Margao - Goa
T.Y.BBA(Financial Services), Semester VI, Semester-End Assessment, April
2019

BFS C603:INTERNATIONAL FINANCE

Max. Marks: 60

Duration: 3 hours

Instructions:

- *Figures to the right indicate maximum marks.*
- *Question one is compulsory.*
- *Answer any Four from question 2 to question 6.*

Q1. Write a short note on any FIVE of the following: (5*4=20 marks)

1. Monetary Union
2. Euro Issue
3. Foreign direct investments v/s Foreign portfolio investment
4. Vostro account
5. African development bank
6. Swift Code

Q2.

- a) Write a note on International Monetary Fund (04 Marks)
- b) Explain Bretton Wood system in International trade (06 Marks)

Q3.

- a) Explain Foreign Portfolio Investment. (04 Marks)
- b) Globalisation has led to rapid expansion of several industries across national boundaries and FDI is perhaps, the most important economical figures that arose from this process. In the light of the above statement explain FDI with its advantages. (06 Marks)

Q4.

- a) State any **TWO** types of Foreign Direct Investment (04 Marks)
- b) Explain any **SIX** features of Letter of credit (06 Marks)

Q5. Export Import bank of India is the premier export finance institution of the country that seeks to build value by integrating foreign trade and investment with economic rise of India- Explain along with its function. (10 Marks)

Q.6.What are bonds. Explain its types (10Marks)

BFS C605-MARKETING OF FINANCIAL SERVICES

Timing: 3 Hours

Max.Marks:60

Instructions: *Questions ONE is compulsory*
Answer ANY FOUR from Q2 to Q6.
Start each question on a fresh page
Figures to right indicate maximum marks

Q1) Write a short note on ANY FOUR of the following (3*4= 12Mks)

1. Development of Marketing
2. Marketing Information System (MIS)
3. Public Relation
4. Ethical Marketing
5. Market Skimming

Q2) X) State & Explain the different types of Research in Marketing. (06 mks)

Y) Explain the different categories of Financial Product. (06 mks)

Q3) A.What is Positioning. Explain the various strategies of positioning (06 mks)

B. Explainthe process for creating a Marketing Strategy. (06 mks)

Q4) "A New Product Life progresses through a sequence of stages"Elaborate with the help of diagram. (12 mks)

Q5)X. What is Market Segmentation. Explain in detail the different bases of segmentation. (06mks)

Y. What is Advertising. Explain its features in detail. (06 mks)

Q6) State and explain the different Macro and Micro factor that affect the Financial service Marketing. (12mks)

VVM's SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS
T.Y.BBA(Financial Services), Semester VI, Semester-End Assessment, April 2019
BFS C601: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *Question one is compulsory.*
- *Answer any Four from question 2 to question 6.*

Q1. Write a short note on any FIVE of the following:

(5*4=20 marks)

- Investments
- Call and notice money market
- Operational efficiency
- Return
- Economic Forecasting
- Treasury Bills

Q2.

- Write a short note on "Anticipatory Surveys". (04 marks)
- Diagrammatically explain the Risk and Return relationship using Market Line. (06marks)

Q3.

- Write a short note on "Market Risk". (04 marks)
- Explain the three forms of Efficient Market Hypothesis. (06 marks)

Q4.

- Write a short note on "Portfolio Revision". (04 marks)
- State and explain the Investment Objectives. (06 marks)

Q5.

- Write a short note on Mutual Funds. (04 marks)
- Explain the Dow Theory. (06 marks)

Q6.

- Discuss the benefits of Foreign Institutional Investors. (04 marks)
 - Explain Support and Resistance with the help of an example. (06 marks)
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Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao, Goa
TY BBA(FS), Semester VI, Semester End Assessment, April 2019
BFS E607: TREASURY AND FOREX MANAGEMENT

Duration: 3 hours

Maximum Marks: 60

Instructions: 1. All questions are compulsory.

2. Answer each question on a fresh page.

3. Figures to the right indicate maximum marks.

- Q. 1. Write a short note on ANY FOUR from the following: (4*3=12 Marks)
- a. Treasury Management.
 - b. Zero Based Budgeting.
 - c. Credit Risk.
 - d. Foreign Exchange.
 - e. Devaluation of Currency.
- Q. 2. A. State and explain the functions of treasury department. (12)
- OR**
- X. Highlight the different roles of treasury manager. (06)
 - Y. Elaborate on any three objectives of treasury management. (06)
- Q. 3. A. Rapid transformation of financial system has brought sweeping changes in the banking sector globally. Explain BASEL Standards Framework. (12)
- OR**
- X. Discuss the scope of treasury management at unit level. (06)
 - Y. Asset Liability Management approach enables better and rational decisions. Justify. (06)
- Q. 4. A. Explain the different types of forex rates. (12)
- OR**
- X. Discuss the functions of foreign exchange market. (06)
 - Y. Highlight the fixed exchange rate system. (06)
- Q. 5. A. A balance of payments table is designed to summarise a nation's transactions with the outside world. Elaborate on the structure of balance of payments. (12)
- OR**
- X. List and explain the types of disequilibrium in balance of payments. (06)
 - Y. There exist several reasons that result the occurrence of disequilibrium in balance of payments. Explain. (06)
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