

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	501 Strategic Management				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	What are tools and techniques for strategic analysis? Discuss			
	b)	What are the main characteristics of strategic decisions?			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Relationship between strategy and structure			
	b)	Blue ocean strategy			
	c)	Components of strategic control			
	d)	Vision and Mission of strategic management			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	BCG Matrix			
	b)	Value Chain			
	c)	Strategy for Global Market			
	d)	GE 9 cell Matrix			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	502 Introduction to Operations Research				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	What is Simulation? Discuss its advantages and application in business.				
b)	Write the scope and limitations of Operation Research Application				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	A carpenter manufactures two wood items, A and B. The total number of items that the carpenter can handle per day at the most, is 24. It takes one hour to make item A and half an hour to make item B. It is assumed that the carpenters can work for a maximum of 16 hours a day. Further, the profit on item A is Rs.300 and that on item B is Rs.100. Formulated this LPP and also calculate the maximum number of both items that can be produced daily to maximize the profit.				
b)	Using graphical method find the maximum value of $Z = 7 X_1 + 10 X_2$ subject to constraints (i) $X_1 + X_2 \leq 30000$ (ii) $X_2 \leq 12000$ (iii) $X_1 \geq 6000$ (iv) $X_1 \geq X_2$ $X_1, X_2 \geq 0$				
c)	What is the unbalanced Assignment problem? How is it solved by the Hungarian method?				
d)	Explain Vogel's Approximation Method with hypothetical Examination.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Monte Carlo Simulation technique				

	b)	Time estimates in PERT	
	c)	Unbalanced Transport Problem	
	d)	Hungarian Method	
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	503 Environmental Studies and Sustainable Development				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Explain the interaction between socio-economic systems, human health, and the environment with suitable examples.			
	b)	Discuss various energy resources such as fossil fuels, renewable energy, and nuclear energy. Explain the concept of sustainable energy options and the energy–water–food nexus.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Define Sustainable Development. Discuss its evolution and the key Sustainable Development Goals (SDGs).			
	b)	Explain the economic, social, and ethical values of biodiversity.			
	c)	Discuss the impacts of agrochemicals on the environment and their role in agriculture and food security.			
	d)	Write a detailed note on solid waste management and hazardous materials — definition, management, and challenges.			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Carrying capacity and pollution			
	b)	Green Growth and its importance			
	c)	Air pollution and technologies for air quality management			
	d)	Conventions and treaties on environment and climate change			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	507 Enhancing Personal and Professional Skills				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Define the meaning and importance of Soft skills.			
	b)	What do you mean by communication? Describe the characteristics of communication.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Describe Professional Etiquettes.			
	b)	Describe the importance and benefits of public speaking.			
	c)	Explain the importance of voice clarity.			
	d)	What do you mean by Etiquette and Mannerism?			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Explain SWOT analysis and JOHARI WINDOW			
	b)	Define any two type of Business Correspondence.			
	c)	What do you mean by Stress Management?			
	d)	Define the aspect of Team building and Team Work			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	507 Media Literacy				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Explain the concept of media literacy and discuss its key skills and essential components with suitable examples			
	b)	Analyse the factors that create effective conditions for media learning. Discuss how an environment that fosters media literacy can be developed.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Describe the Media Triangle and explain how media, audience, and content are interconnected.			
	b)	Discuss the concept of fake news and deep fakes. How can media literacy help in identifying and combating misinformation?			
	c)	Examine the concept of digital storytelling and its impact on communication in the digital era.			
	d)	Explain the idea of online learning communities and connectivism. How do they contribute to digital media learning?			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Media logs and their role in understanding media consumption			
	b)	Hidden messages in media content and methods to analyse them			
	c)	Web 2.0 and its influence on digital information literacy			
	d)	Deconstructing media and literacy expectations			
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Name of the Assignment Setter:		Mr Yashwant Kumar				
Course:	BBA	Class:	CDOE	Semester:	V	
Subject:	AM01 Rural Marketing					
Q.1)	Attempt ANY ONE of the Following (1000 Words)					(10)
	a)	“Marketing approaches vary with degree of segmentation”. Explain with reference to rural market examples.				
	b)	Examine the factors influencing Rural Marketing channel design decisions.				
Q.2)	Attempt ANY TWO of the Following (800 Words)					(12)
	a)	Elaborate on the 4Ps of Rural Marketing.				
	b)	How do you design products for Rural and Urbans?				
	c)	Explain the concept and significance of marketing channels.				
	d)	Rural distribution is not without problems. Highlights some of the problems in rural distribution.				
Q.3)	Write Short Notes on (ANY TWO)					(08)
	a)	ITC-eChoupals				
	b)	Self-help groups as middleman				
	c)	Rural Distribution – channels				
	d)	Weekly Haats, Bazaars, SUNDAYS				
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	BA01 Business Analytics for Managers				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Explain the Business Analytics Model in detail. Discuss the key components such as strategy creation, business processes, and information use with examples.			
	b)	Discuss how Business Analytics can be linked with strategy. Explain the four scenarios for strategy and business analytics with relevant illustrations.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Describe the process of developing and deploying information at the functional level. Explain with examples how business processes can be optimized using analytics.			
	b)	Explain the difference between data, information, and knowledge. Discuss the essential competencies required for a Business Analyst.			
	c)	Discuss the architecture and functions of a Data Warehouse. Explain the role of staging areas and operational data stores in business analytics.			
	d)	Write a note on the causes and effects of poor data quality. How can organizations maintain high-quality data for effective analytics?			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Data sources and information strategy			
	b)	Key Performance Indicators (KPIs) in business analytics			
	c)	Analytical methods and their selection			
	d)	Future trends in Business Analytics			
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Name of the Assignment Setter:		Mr Yashwant Kumar				
Course:	BBA	Class:	CDOE	Semester:	V	
Subject:	EM01 Event Marketing					
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)	
	a)	What do you understand by site selection? Explain the steps involved site selection procedure.				
	b)	Discuss briefly the various functions of Events Industry.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)	
	a)	Explain with examples how event helps to fundraising goals.				
	b)	Discuss the latest trends in promotion of an event.				
	c)	Bring out the importance of event planning. State the steps involved in event planning.				
	d)	What are the logistic factors to be taken care of when you design the convention?				
Q.3)	Write Short Notes on (ANY TWO)				(08)	
	a)	An Event				
	b)	Outdoor Event				
	c)	Budgeting for an event				
	d)	Exhibition				
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	FM01 Investment Analysis & Portfolio Management				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Analyse the various types of Investment in the securities market.			
	b)	Classify the traditional source of risk as to whether they are general sources of risk or specific source of risk.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	What is the arbitrage pricing theory? What is included in an arbitrage portfolio?			
	b)	What are the features of investment planning? How is risk profiling done?			
	c)	Define investment. What are the characteristics of investment and also explain the criteria for evaluating the investment?			
	d)	Discuss fully the Sharpe, Treynor and the Jensen measures of portfolio returns.			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Arbitrage Pricing Theory			
	b)	Portfolio Return			
	c)	Bond Management			
	d)	Investor's Utility Curves			

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Name of the Assignment Setter:		Mr Yashwant Kumar				
Course:	BBA	Class:	CDOE	Semester:	VI	
Subject:	HM01Food Services Operation					
Q.1)	Attempt ANY ONE of the Following (1000 Words)					(10)
	a)	You are hired to set up a food service operation in a university campus. Explain how you would decide between a commercial and non-commercial model. Justify your choice with reference to origin, purpose, and operational goals.				
	b)	A government hospital wants to revamp its welfare catering system. As a consultant, propose a plan that improves efficiency and service quality while maintaining affordability. Include examples of subsidized models.				
Q.2)	Attempt ANY TWO of the Following (800 Words)					(12)
	a)	Imagine you are the newly appointed Food and Beverage Manager at a resort. Outline your key responsibilities and how you would prioritize them during the first month.				
	b)	Draft a job description for a Food and Beverage Manager for a luxury cruise line. Highlight how external and internal constraints might affect their role.				
	c)	A restaurant is receiving poor reviews about its dining experience. Identify and analyse the factors that could be affecting the meal experience and suggest improvements.				
	d)	A start up wants to launch a food delivery app targeting busy professionals. Discuss how social, business, convenience, and time factors influence food service usage in this context.				
Q.3)	Write Short Notes on (ANY TWO)					(08)
	a)	Compare the operational and customer experience differences between a fine dining restaurant and a fast food outlet.				
	b)	A new pub is being designed in a metro city. What financial, marketing, and staffing policies should be considered to ensure success?				
	c)	You are designing a menu for a corporate banquet. Explain your choice between Table d’hôte and À la carte formats, and justify with examples.				
	d)	A food court in a mall wants to improve customer retention. How can interior design, menu variety, and service level contribute to a better eating-out experience?				
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	HR(E)01 Training and Development				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Explain the steps involved in team building process. What are the benefits of team learning and development for the organisation?			
	b)	Briefly explain the complete process of training and development.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	What is the use of verbal skills for a trainer? List some ways to motivate the trainer.			
	b)	Develop e-training module and measures their effectiveness.			
	c)	Elucidate evaluating the training effort and outcome.			
	d)	Discuss the different type of training in Indian Context.			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Learning			
	b)	Role plays			
	c)	Conference Method			
	d)	Training policy			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	IB01 Regulatory Aspects of International Business				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Assess the contribution of Intellectual Property Legislation to the Industry and State the procedure to register a trade mark			
	b)	Explain trade related Intellectual Property Rights.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Explain how foreign exchange rates are determined.			
	b)	What are the objective and methods of exchange control?			
	c)	Explain the relevant provisions of FEMA related to trade and non-trade transactions			
	d)	Explain the UCP 600 as per ICC guidelines			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Purchasing power parity theory			
	b)	Labuan Model			
	c)	Snake in Tunnel			
	d)	Regulatory Arbitrage			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	IT01 System Analysis & Design				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Explain system development life cycle (SDLC) in detail. How cost/benefit analysis plays an important role in SDLC? What is the need for system development?			
	b)	Explain various types of feasibility studies that the analyst should consider. Explain the cost-benefit analysis with an example			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Define system. Discuss the characteristics and elements of the system.			
	b)	Explain waterfall model of software development			
	c)	Define feasibility studies, why and what are feasibility studies			
	d)	What is fact finding techniques? Write in detail.			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Screen management			
	b)	SDLC			
	c)	DFD			
	d)	ERD			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	MK01 Consumer Behaviour				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Who is considered a global consumer? What are the cultural and environmental dynamics of global consumer?			
	b)	What is meant by “learning” with reference to consumer buying behavior? Explain the component of learning process.			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	What do you understand by Perception? How perception is a significant element in the study of consumer behaviour. Explain with suitable example.			
	b)	Discuss the factors influencing consumer behavior in context to the product FMCG.			
	c)	Explain the role of marketers and senior management in the diffusion process.			
	d)	Describe the Howard Sheth’s model of consumer buying behaviour.			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Consumerism			
	b)	Consumer Delight and surprise			
	c)	Consumer Psychology			
	d)	After Sales Services			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	PM01 Quality Management				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	Describe quality management through the use of control charts.			
	b)	Explain the concept of six sigma with example			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	What is the difference between SPC & SQC?			
	b)	Explain the definition of quality as per ISO 9000:2000.			
	c)	Explain the Kano's model of customer satisfaction			
	d)	Explain the steps in obtaining ISO 9000 registration.			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Kiezen – concept			
	b)	TS 16949			
	c)	Quality Auditing			
	d)	Juran's principle of quality			
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	PR01 Project Risk Management				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	You are leading a new infrastructure project in a flood-prone area. Explain how you would develop a risk management policy and process to address both threats and opportunities.				
b)	As a project manager in a tech startup, how would you define and communicate risk responsibilities across your team to ensure accountability and proactive risk handling?				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	You are planning a high-budget marketing campaign. Describe how you would tailor the risk register and develop a project risk management plan to suit this specific context.				
b)	A construction project is facing delays due to unclear assumptions and constraints. Apply risk identification techniques to uncover hidden risks and propose mitigation strategies.				
c)	A software development project is entering its testing phase. Demonstrate how you would use qualitative and quantitative risk analysis tools to prioritize risks and update the risk register.				
d)	Your organization is launching a new product. Design a risk response plan that includes strategies for threats and opportunities, financial resource allocation, and documentation				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Application of SWOT and Delphi techniques in identifying project risks.				
b)	Use of Monte Carlo simulation and decision trees in quantitative risk analysis.				
c)	Role of brainstorming and historical data in risk identification.				
d)	Importance of documenting and updating the risk register during project execution.				
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Name of the Assignment Setter:		Mr Yashwant Kumar			
Course:	BBA	Class:	CDOE	Semester:	V
Subject:	R01 Introduction to Retailing				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
	a)	What are the factors that have contributed to understand the retail customers? Explain the ethical issues in retailing.			
	b)	How supply chain management has impacted the retail strategies of the companies?			
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
	a)	Discuss the recent trends that you see in retail communication mix. Explain?			
	b)	What is the importance of customer relationship management in retailing? Explain			
	c)	What is the season of retailing? Explain the major retail models.			
	d)	What are the factors that have contributed to understand the retail customers? Explain ethical issues in retailing.			
Q.3)	Write Short Notes on (ANY TWO)				(08)
	a)	Retail mix			
	b)	Retail equity			
	c)	Warehouse clubs			
	d)	Departmental stores			
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