

SEAT No. _____

NO OF PRINTED PAGES-1

[A-22/A23]

SARDAR PATEL UNIVERSITY

B.B.A. (SEM-VIII) (HONOURS)-HM/TTM (4 YEARS) EXAMINATION

MONDAY, 10TH APRIL, 2017

SUB: EVENT MANAGEMENT- UM08CBBH01/T01

TIME: 02:00 PM TO 04:00 PM

TOTAL MARKS: 60

- Q-1 (A) What are the types of Events? (10)
(B) What are the elements that needs to be considered in developing an event concept? (05)

OR

- Q-1 (A) Write a note on: Designing of Event (8)
(B) Illustrate the various sizes of event with suitable example. (7)

- Q-2 Elaborate the process of event marketing with suitable flowchart. (15)

OR

- Q-2 (A) What do you mean by marketing mix? Discuss 4Ps in it. (8)
(B) Write a note on sponsorship. (7)

- Q-3 Write a note on: (15)
a) Public Relation
b) Advertising

OR

- Q-3 Discuss the following elements involved in promotion: (15)
a) Branding
b) Publicity

- Q-4 Write a note on: Developing the theme (15)

OR

- Q-4 (A) What will you keep in mind while selecting site for an event. (8)
(B) What services are essential to the staging of most events? (7)

SEAT No. _____

[A-21]

SARDAR PATEL UNIVERSITY
BBA (ITM) (Honours) Examination, Semester - VIII (CBCS)
SUB: - UM08CBB101 (Fundamentals of Operating System)

Time: 02:00pm to 04:00pm

Marks: 60

Date: 10/04/2017, Monday

NOTE: Right-hand side figures indicate marks of each question

- | | Marks |
|--|--------------|
| Q-1 | |
| [A] What is an Operating System? Discuss different functions of an Operating System. | [07] |
| [B] What is User Interface? Discuss about command line interface in details. | [08] |
| OR | |
| Q - 1 | |
| [A] What is Software? Discuss about System Software. | [07] |
| [B] List different types of Operating System and explain two of them in details. | [08] |
| Q - 2 | |
| [A] Explain following :
a) Windows 3.x b) UNIX | [10] |
| [B] Discuss about Windows 2008 server. | [05] |
| OR | |
| Q - 2 | |
| [A] Explain following:
a) Macintosh OS b) Windows 7 | [10] |
| [B] What is Embedded Operating System? Write a note on Windows 2012 server. | [05] |
| Q - 3 | |
| [A] Explain Multithreading, Multiprocessing and Multitasking in Windows 2000 Professional. | [07] |
| [B] Define Trust Relationship. Describe different types of Trust Relationships in Windows 2000. | [08] |
| OR | |
| Q-3 | |
| Elaborate the Structure of Active Directory. | [15] |
| Q-4 | |
| [A] What is Print Terminology? Explain print process of Windows 2000 in details. | [07] |
| [B] Explain Windows 2000 standard NTFS permissions for files and folders. | [08] |
| OR | |
| Q-4 | |
| [A] What do you mean by attributes of files and folders? Discuss different files and folder attributes for Windows 2000. | [07] |
| [B] Explain following:
a. man b. cd c. logout d. pwd | [08] |

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SEAT No.

[A-31]

SARDAR PATEL UNIVERSITY
4YBBA-ITM Eight Semester EXAMINATION CBCS (4 Year)
June 2011 Batch
11/04/2017 (Tuesday)
IT Based Project Management (UM08CBB102)

Time: 2.00 pm – 4.00 pm

Total Marks: 60

Q.1

(A) Explain following terminology in project management : [5]

(1) Scope (2) Date Constraint (3) Baseline (4) Deliverable (5) Stakeholders

(B) Explain different stakeholders for the project. [10]

OR

Q.1

(A) What is Project Management? Define Microsoft project server and Microsoft project web access with example. [5]

(B) Explain keys for successful project management [10]

Q.2

(A) What is WBS? Write steps to Setting Up Work Breakdown Structure Codes. [7]

(B) List the Microsoft Project views categories and explain any two of them. [8]

OR

Q.2

(A) Write steps to create a new base calendar and Setting Your Project Calendar to task(s). [7]

(B) Write a short note on Attaching Project Documentation. [8]

Q.3

(A) Write a short note on Contouring Resource Assignments. [7]

(B) Explain Method to Add and Delete Material Resources to the Project. [8]

OR

Q.3

(A) What is Resource Sheet? How to Planning Fixed Task Costs write with steps. [7]

(B) Write a short note on Changing Resource Assignments. [8]

Q.4

(A) Explain: [7]

1. Establishing your communications plan
2. Saving Original Plan information Using Baseline.

(B) What is Building a Custom Report? What are the steps to build a Custom report? [8]

OR

Q.4

(A) Write a short note on Generating Reports. Explain any one type of Report. [7]

(B) Explain Slack Time, Critical Tasks and steps to View the Critical path. [8]

******All the Best******

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SARDAR PATEL UNIVERSITY
EXAMINATION PROGRAMME - APRIL 2017
FO.Y. B.B.A. (H) - (VIII SEMESTER)

TUESDAY, 11-04-2017
2:00PM TO 4:00PM

NO OF PAGES - 01

UMO8EBH01

ADVANCE FOOD AND BEVERAGE PRODUCTION - II

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q.1. What do you understand by plated food and why is it done? Explain the role of color in plating the food. [15]
- OR
- Q.1. Explain the emerging trends of food presentation. [15]
- Q.2. Describe a food pyramid with respect to a balanced diet. [15]
- OR
- Q.2. Explain in details the principles of healthy cooking. [15]
- Q.3. What managerial functions have to be performed by the chef in the kitchen? [15]
- OR
- Q.3. Differentiate among maximum cost, minimum cost and average cost of a fixed menu. [15]
- Q.4. Explain organoleptic and sensory evaluation in details. [15]
- OR
- Q.4. What is testing of new equipment? Why is it done? [15]

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[A-40]

SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

EXTERNAL EXAMINATION —2016-17

Class: F0.YBBA (HM) Semester –VIII

**Subject: ACCOMMODATION MANAGEMENT-II
(UM08EBBH03)**

Date: 13 /04/2017

Time: 2:00 to 4:00 PM

Day: Thursday

Marks: 60

Q.1 What are the sections of front office? Prepare the "SOP" for (15)
guest-arrival & guest -departure. Discuss in brief.

OR

Q.1 What do you mean by guest supply & amenities management? (15)
Prepare the "SOP" for guest-amenities control. Explain with
the help of suitable formats.

Q.2 What is the importance of "Duty –roaster" in housekeeping (15)
department? Prepare the duty-roaster for 180 room's hotel for
one week.

OR

Q.2 What are the various software used in hotel "Explain the (15)
"PMS" software,

Q.3 What do mean by "Environmental practices" in housekeeping? (15)
Explain the waste reduction programme.

OR

Q.3 What is the concept of "Yield Management "Explain the term (15)
"ARR" & "Rev- PAR".

Q.4 What are the "HR- practices" in Room Division? Explain (15)
performance appraisal & disciplinary action procedure in hotel.

OR

Q.4 What is "Forecasting"? Explain the procedure for forecasting (15)
occupancy in star hotel.

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SARDAR PATEL UNIVERSITY
EXAMINATION PROGRAMME - APRIL 2017
FO.Y. B.B.A. (H)(HM)(4 years) - (VIII SEMESTER)

Wednesday, 19-04-2017

2:00PM TO 4:00PM

UM08EBBH04
PATISSERIE - II

NO OF PAGES - 01

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q.1. Name and explain any five most common preparations of puff pastry products. [15]
- OR**
- Q.1. Name and explain any five products made from phyllo pastry. [15]
- Q.2. Describe the various components of a cake. [15]
- OR**
- Q.2. Explain any 5 types of bases used for making cakes and pastries. [15]
- Q.3. Explain the types of chocolates and name at least two brand names of each. [15]
- OR**
- Q.3. Describe any 10 tools/equipments for doing chocolate work. [15]
- Q.4. Explain any 3 types of cookies with examples. [15]
- OR**
- Q.4. Explain about the common faults in making cookies. [15]

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SARDAR PATEL UNIVERSITY

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[A-17]

B.Y.BBA (SEM-VIII) 2017

Sub: Hotel Law (UM08EBBH05)

Date: 15-04-17

Time: 2 to 4

Day: Saturday

Marks: 60

Notes: Figure to the right indicate full marks.

Q.1 (a)..Explain various kinds of contract. (08)

(b) Explain salient features of consumer protection Act 1986. (07)

or

Q.1.(a) what are the challenges for General Manager in 21st century? (08)

Q.1 (b) which kinds of insurance coverage commonly availed by Hotel? (07)

Q.2(a) Explain the kinds of liquor license availed by Hotel. (08)

(b) Salient features of Dram Shop Act 1872. (07)

Or

(a) Explain the role of food inspector under Food and safety Act 2006. (08)

(b) Explain the laws on selling of cigarettes and tobacco. (07)

Q.3 (a) kinds of documents required for securing hotel building permission. (08)

(b) Which kind of license required to operate Hotel. (07)

or

(a) Explain the term Industrial Dispute. (08)

(b) Concession given by central and state government to Hospitality Ind. (07)

Q.4 :--- Write short notes (Any TWO) (15)

(a) welfare measures taken by Hospitality Industry.

(b) cyber crime

(c) procedure conducted for obtaining swimming pool permission.

(d) classification of employee in Hotel Industries.

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SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR – 388 120

B.B.A ITM (HONOURS) VIII SEMESTER (CBCS) EXAMINATION

TUESDAY, APRIL 18, 2017

UM08EBBI02 Consumer Behaviour - II

TIME: 2.00 P.M. TO 4.00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Discuss in detail the components of communication with reference to consumer behaviour with the help of relevant examples. (15)
- OR**
- Q.1 Explain in detail the elements of Message structure and presentation with the help of relevant examples. (15)
- Q.2 Write a note on Understanding the power of reference group and consumer related reference groups. (15)
- OR**
- Q.2 Write Short note on: (15)
- (a) Consumer Behaviour Applications of Social Class
- (b) Measurement of Social Class
- Q.3 Define Culture, Subculture & Cross Culture and Explain the measurement of Culture. (15)
- OR**
- Q.3 Briefly elucidate the Types of Subculture and Cross Cultural Consumer Analysis. (15)
- Q.4 Briefly discuss the Decision making process and briefly Explain the Traditional Models of Consumer Decision Making. (15)
- OR**
- Q.4 Explain in detail the Modern Models of Consumer Decision Making. (15)
-

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SARDAR PATEL UNIVERSITY

FOURTH YEAR B.B.A. (Honours) EXAMINATION

SEMESTER VIII (ITM VIII (CBCS)(REGULAR)

THURSDAY, 13TH APRIL-2017

2.00 pm to 4.00 pm

UM08EBBI03 FUNDAMENTALS OF INTERNATIONAL FINANCE-II

Marks: 60

- Q-1(a) Write short note on MNC capital budgeting, what are basic issues involve in it? [08]
- Q-1(b) Write short note on (a) Incorporating Country risk analysis in capital budgeting (b) Parent v/s Project cash flows, Issues involved in foreign investment analysis [07]

OR

- Q-1 Write short note on: (a) Expropriation (b) Exchange rate change & Inflation (c) Tax treatment of foreign source income, involved in foreign investment analysis [15]

- Q-2 Discuss the estimation of incremental cash outflows and incremental CFAT for subsidiary company and parent company in case of international capital budgeting decision. [15]

OR

- Q-2 A US MNC is planning to install a manufacturing unit to produce 500000 units of an automobile component in India. Setting up of the manufacturing plant will involve an investment outlay of Rs 50 million. The plant is expected to have a useful life of 5 years with Rs 10 million salvage value. MNC will follow the straight line method of depreciation. To support the running of business, working capital of Rs 5 million, will have to be invested; variable cost of production and sales will be Rs.20 per unit. Additional fixed cost per annum are estimated at Rs2 million. The fore casted selling price is Rs 70 per unit. The MNC will be subject to 40 percent tax rate in India and its required rate of return is 15 percent. [15]

It is forecasted that the rupee will depreciate in relation to US dollar @ 3 percent per annum, with an initial exchange rate of Rs 48/\$. Accordingly, the exchange rates for the relevant 5 year period of the project will be as follows:

Year	Exchange rate
0	Rs. 48/\$
1	49.44/\$
2	50.92/\$
3	52.45/\$
4	54.02/\$
5	55.64/\$

Advise the MNC regarding the financial viability of the proposal

Q-3 Give Meaning of Cost of Capital for MNC. Why Cost of capital across countries is different? [15]

OR

Q-3(a) Write Short note on(a) Cost of equity using CAPM(b) Adjusted Present Value Approach [08]

Q-3(b) A Japanese MNC has its subsidiary in India. The subsidiary has issued 12 percent preference shares of the face value of Rs100, to be redeemed at year end 8. Flotation costs are expected to be 4 percent; these costs can be amortized for tax purposes during the 8 years a uniform rate. The corporate tax rate is 35 percent. Determine the cost of preference shares from the perspective of the subsidiary. [07]

Q-4(a) Discuss the intra-flòw of cash in the international scenario. [10]

Q-4(b) Why is the management of working capital more complex in the international firm than in a domestic firm? [05]

OR

Q-4 Write a note on the following in the context of international firms: [15]
a. Steps in management of Cash and Near cash
b Financing of Current Assets

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**SARDAR PATEL UNIVERSITY
BBA (ITM) SEM: VIII EXAMINATION
2017**

WEDNESDAY, 19th APRIL

02.00 P.M. to 04.00 P.M.

UM08EBBI04: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT – II

Total Marks: 60

Note: Figures to the right indicate marks of question.

All working notes are part of the answer.

All questions carry equal marks.

Q:1[A] Explain bond value theorems with suitable examples. [10]

**[B] Krupa Ltd. propose to issue 5 year debenture of Rs.1,000 each, [05]
redeemable in equal installments at 14% rate of interest per annum.
If an investor has a minimum required rate of return of 12%,
calculate the present value of debenture.**

OR

Q:1[A] Solve the following problems: [10]

1) A company is currently paying dividend of Rs.2 per share. The dividend is expected to grow at a rate of 15% p.a. for 3 years and then it falls to 10% for next 3 years after which it is expected to grow at 5% forever. What is the present value of the share if the capitalization rate is 9%?

2) Ashapura Ltd. expect to pay dividend of Rs. 7 next year which is expected to grow at 6%.It retains 30% of earnings. Assume a capitalization rate of 10%.You is required to calculate: (i) the expected EPS next year (ii) return on equity (iii) the value of growth opportunities.

[B] What is constant growth model? What are the limitations of constant growth model? [05]

Q:2 Explain different type of charts used in technical analysis to predict future behaviour of share price. [15]

OR

Q:2[A] Write brief note on: [10]

1) Dow Theory

2) Elliott Wave Theory

[B] Differentiate between technical analysis and fundamental analysis. [05]

Q:3[A] Explain systematic and unsystematic risk with suitable example. [08]

[B] During past five years, the returns of a stock were as follows: [07]

Year	Return
1	0.07
2	0.03
3	-0.09
4	0.06
5	0.10

Calculate 1) Arithmetic average 2) Geometric average 3) Variance

OR

Q:3[A] Explain capital assets pricing model (CAPM) with its assumptions and limitations. [08]

[B] Ms Khushi invested in equity shares of Janki Ltd. Its anticipated returns and associated probabilities are given below: [07]

Return (%)	Prob.
-15	0.05
-10	0.10
5	0.15
10	0.25
15	0.30
20	0.10
30	0.05

You are required to calculate the **expected rate of return** and risk in terms of **standard deviation**.

Q:4[A] Explain the two styles of investing: Growth investing and value investing. [10]

[B] Write a note on: Portfolio risk and return. [05]

OR

Q:4[A] List out various formula plans available to an investor and explain any two from it. [10]

[B] Explicate random walk theory. [05]

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SARDAR PATEL UNIVERSITY
4TH YEAR B.B.A (ITM) (SEMESTER VIII) EXAMINATION
(CBCS) NC 2010 BATCH

FRIDAY, 10TH MARCH 2017
02-00 P.M. to 04-00 P.M.

INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT-II: UM08EBBI04

Total Marks: 60

- Q-1
(A) Explain the concept of Value and the basic valuation model. 05
(B) "When the required rate of return is greater than / less than the coupon rate, the discount / premium on the bond declines as maturity approaches. Illustrate this with a numerical example. 10
OR
- Q-1
(A) A company bond has a par value of Rs.100, maturing in 7 years and carrying a coupon rate of 12%. If the appropriate discount rate is 16%, what price will the bond command in the market? (Interest payment semi-annually) 05
(B) XYZ ltd's expected dividend is Rs. 3.48 per share. It is expected that dividend will grow at 15% for 6 years and then at a rate of 8% infinitely. The rate of capitalization is 12%. Find out the value of the share. 10
- Q-2
(A) Distinguish between Fundamental & Technical analysis. 08
(B) Write a note on: Elliott Wave theory. 07
OR
- Q-2 Write short notes on: 15
(A) Dow Theory.
(B) Pattern analysis.
- Q-3 Define risk and explain the elements of risk. 15
OR
- Q-3 Explain with hypothetical example the Capital Asset Pricing Model. 15
- Q-4 Write notes on: 15
(A) Random Walk Theory.
(B) Traditional Portfolio Selection.
OR
- Q-4 Write notes on: 15
(A) Efficient Market Theory.
(B) Portfolio risk / return.

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(1)

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SARDAR PATEL UNIVERSITY
BBA (ITM) SEMESTER VIII
SATURDAY 15th APRIL 2017
TIME: 02:00 P.M TO 04:00 P.M
UM08EBBI05 GROUP PROCESSES & BEHAVIOR

MARKS: 60

NOTE: Figures to the right indicate marks.

Q.1 Define power and describe in detail its Forms with appropriate examples. **[15]**

OR

Q1 [A] What is status? Narrate briefly Status Symbols. **[08]**

[B] Write a note on Limits of Authority. **[07]**

Q.2 Explain the concept of group decision making with the help of Techniques for improving Group Decision Making. **[15]**

OR

Q.2 [A] Write a note on Intergroup Behavior. **[08]**

[B] Clarify the Positive Aspects of Group Decision Making. **[07]**

Q.3 What are the Contemporary Issues of Leadership? Explicate. **[15]**

OR

Q.3 [A] Distinguish between Leadership & Management. **[08]**

[B] Write a note on Authentic Leadership. **[07]**

Q.4 Elucidate the term Organizational Climate also explain how to develop a Sound Organizational Climate in organizations. **[15]**

OR

Q.4 [A] Write a note on Participation in Indian Organizations. **[08]**

[B] Briefly discuss the concept of Participation and Organizational Climate. **[07]**

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SARDAR PATEL UNIVERSITY
4th YITM (SEM-VIII) EXAMINATION 2017

Thursday, 20th April 2017

2:00 p.m. to 4:00 p.m.

UM08EBBI06

STRATEGIES FOR CHANGE MANAGEMENT

TOTAL MARKS: 60

NOTE: 1. Figures to the right indicate full marks of the question.

Q1 What is organisational culture? Discuss the characteristics and impact of organisational culture. (15)

OR

Q1 Discuss the need for spirituality in the organisation and the characteristics of a spiritual organisation. (15)

Q2 Clarify the concept of organisational development and explain the characteristics and objectives of organisational development. (15)

OR

Q2 Write a note on:
1. Functions of HRD
2. HRD as a total system (15)

Q3 Clarify the concept of organisational structure and discuss the component and features of good organisation structure. (15)

OR

Q3 What is functional organisation structure? Explain in detail with the help of a figure along with advantages and disadvantages. (15)

Q4 Write a note on growth of international business & discuss the individual behaviour in an international context. (15)

OR

Q4 Write a note on trends in international business & discuss the interpersonal behaviour in an international context. (15)

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SARDAR PATEL UNIVERSITY

FOURTH YEAR B.B.A (I.T.M) HONOURS EXAMINATION

SEMETER VIII (CBCS)

2017

MONDAY 17TH APRIL

2.00 TO 4.00 P.M

FOREIGN EXCHANGE MANAGEMENT-II

UM08EBBI07

Marks: 60

- Q-1 Give meaning of Corporate Exposure Management. Explain in detail Exposure Information System. [15]
- OR**
- Q-1 Corporate Exposure Management? Explain Alternative Definition of and alternative Strategies for Exposure Management [15]
- Q-2(a) Give meaning of Transaction Exposure. Explain Measuring of Transaction Method. [7]
- Q-2(b) Why FOREX Exposure management is necessary? What are constraints on effective exposure management? [8]
- OR**
- Q-2(a) What is Corporate Philosophy for Exposure Management? [7]
- Q-2(b) Is Hedging necessary for the firm? Explain Why? [8]
- Q-3 Write detailed note on: Double Taxation Relief Provisions in India. [15]
- OR**
- Q-3 Write note on FEMA provisions in India. Compare in brief between FERA & FEMA. [15]
- Q-4 Explain political & economical risk indicators, to assess country's risk [15]
- OR**
- Q-4 Write short note on: Techniques to assess Country Risk [15]

SARDAR PATEL UNIVERSITY
BBA (ITM) SEMESTER VIII
FRIDAY 21st APRIL 2017
TIME: 02:00 P.M TO 04:00 P.M
UM08EBBI08 INTERNATIONAL ECONOMIC ORGANIZATIONS-II

MARKS: 60

NOTE: Figures to the right indicate marks.

- Q.1** What are Regimes? Explain the Interest-Based & Power-Based theories of regimes. **[15]**
- OR**
- Q1** Write explanatory notes on: **[15]**
- IEO & its types.
 - Negotiation Diplomacy.
- Q.2** Clarify the concept of Free Trade Policy with its pros & cons. **[15]**
- OR**
- Q.2 [A]** Narrate briefly advantages of Protectionism. **[08]**
- [B]** Give the difference between Quotas & Tariffs. **[07]**
- Q.3** Present a detailed explanation on objectives & achievements of International Monetary Fund (IMF). **[15]**
- OR**
- Q.3 [A]** What is IMF & International Liquidity? Explain. **[08]**
- [B]** Brief out the functions of UNCTAD. **[07]**
- Q.4** What is IBRD? Explicate in detail purposes & functions of IBRD. **[15]**
- OR**
- Q.4** Write detailed notes on: **[15]**
- International Development Association (IDA).
 - International Finance Corporation (IFC).

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[A-33]

SARDAR PATEL UNIVERSITY
FoYBBA (TTM)(HONS.)Sem-VIII EXAMINATION
SUBJECT: Emerging Trends in Tourism and Hospitality
UM08EBBT01

Date : 11th April 2017

Day: Tuesday

Time : 2:00pm to 4.00pm

Max. Marks: 60

Answer the following Questions:

- Q 1.(a) Write about new concepts emerging in Tourism in India . (15)
Or
(b) Define Metaphysical , Set-jetting Tourism, Staycation Tourism? (15)
- Q2.(a) How ecotourism and sustainable tourism is different from each other ?What are the negative impact of ecotourism? (15)
Or
(b) Write about ecotel and eco resorts. Write about any three ecotourism sites in the world (15)
- Q3.(a) Write about economic impact of tourism. What is EIA? (15)
Or
(b)How tourism Impact is evaluated ? (15)
- Q4.(a) Write a note on trends related with outbound Tourism in India ? (15)
Or
(b) What are the different types and sources of tourism statistics? Write a note on tourism Demand. (15)

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SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER-VIII
THURSDAY, 13th APRIL 2017
2.00 P.M. TO 4.00 P.M.
UM08EBBT03
GUEST RELATION MANAGEMENT

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q.1. (A) Define the term Guest-Relation Management. And explain the types of Guests in tourism industry. [15]**
- OR**
- Q.1. (A) What is the Role of Guest Relation Executive ? And explain the Telephonic etiquettes. [15]**
- Q.2. (A) What kind of skills and techniques required when selling the facilities and services with in the hotel ? [15]**
- OR**
- Q.2. (A) Explain the following Selling techniques i.e (Attempt any 03) [15]**
1. Up-selling
 2. Using sales leads
 3. Repeat sales
 4. Referred sales.
- Q.3. (A) What do you mean by Handling Guest Complains and Handling different situations ? Explain both terms. [15]**
- OR**
- Q.3. (A) What is the Guest feedback system? And explain about Concierge service in a Hotel? [15]**
- Q.4. (A) Explain about the Public Relations and Customer satisfaction. [15]**
- OR**
- Q.4. (A) What is Customer Relation Programme ? And explain the maintaining good customer relations. [15]**

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SARDAR PATEL UNIVERSITY
Fo.Y. B.B.A (HM) Examination, VIII Semester
Saturday, 15th April, 2017
2p.m. to 4 p.m.
UM08EBBT05:- Tourism Law

Total Marks: 60

- Note: 1. Figures to the right indicate marks of the questions.**
2. Answers should be precise and to the point.

1. Import & Export constitutes the backbone of the country. Elaborate the Laws and Regulations related to it. (15)
OR
According to the Wildlife Protection Act 1980, what are the rules that we need to follow? (15)
2. India provides Visa comparatively much faster than many other Countries in the world. What are the laws associated with the Foreigners? Describe in detail. (15)
OR
Employees are assets for the company. What are the insurance benefits they should provide to their employees? (15)
3. Discuss the scopes of work of the Travel Agencies under the laws. (15)
OR
Credit Cards cannot be given to anybody & everybody. What are the rules we have to abide by? (15)
4. State the important guidelines regarding the Employees Provided Fund and Miscellaneous Provision Act 1952. (15)
OR
Explain the No Smoking Laws elaborately. (15)



CA-93

SEAT No. _____

No. of Printing Page 1 of 1

SARDAR PATEL UNIVERSITY
BBA (ITM - HONOURS) (SEM - VIII) EXAMINATION
2017

SATURDAY, 22nd APRIL

2:00 P.M. to 4:00 P.M. MARKS: 60

UM08FBB101: COMMUNICATION SKILLS FOR IT PROFESSIONALS

NOTE: Figures to the right indicate full marks.

-
- Q-1 Elucidate the concept of eCommunication in detail. [15]
- OR
- Q-1 Write Notes on:
- [A] Impact of technology enabled communication [08]
- [B] Voicemail [07]
- Q-2 How can we convert Data into Information with the use of Charts, Graphs and Tables? Discuss at length. [15]
- OR
- Q-2 Explain Blogs and Discussion Forums as modern tools for communication. [15]
- Q-3 Write Notes on:
- [A] Theoretical elements concerned with Written Analysis of Cases. [08]
- [B] Concept and importance of Basics of Business Writing. [07]
- OR
- Q-3 Describe Process, Benefits and Techniques of Team Briefing in detail. [15]
- Q-4 What is a Business Proposal? Discuss the key elements and types of Business Proposal in detail. [15]
- OR
- Q-4 Draft a questionnaire to survey the shopping habits of college girls and working women. [15]

ALL THE BEST

(A-10) Seat No.: _____

No. of Printed Pages: 01

Sardar Patel University
BBA –ITM Examination (8th Semester) NC (2010)
Thursday, 9th March 2017
UM08FBB101 - Communications Skills For It Professionals

Total Marks: 60

Time: 02:00 PM to 04:00 PM

- Q – 1 A Write a detailed note on the positive and negative impact of technology enabled communication. 10
- B Write a short on: Videoconference 05
- OR
- Q – 1 A Write a detailed note on the barriers to e-communication. 08
- B Write a short note on: Voicemail 07
- Q – 2 A Explain how sales can be promoted using electronic media in e-commerce environment. 10
- B Write a short note on: Blog 05
- OR
- Q – 2 A Elaborate how charts, graphs, etc. help present information more effectively. 10
- B Write a short note on: Instant Messages 05
- Q – 3 A Explain the concept and importance of business writing. 08
- B What is effective web writing? 07
- OR
- Q – 3 A Describe the process, benefits and techniques of Team Briefing. 08
- B Write a note on the written analysis of cases. 07
- Q – 4 A Draft a questionnaire for launching a mobile phone. 08
- B What are the key elements of a business proposal? 07
- OR
- Q – 4 A What are the technological tools available for business research? 08
- B Discuss the different types of business proposals. 07

— X —

SEAT No. _____

No. of Printed Pages: 01

[A-11]

SARDAR PATEL UNIVERSITY

Fourth Year BBA (ITM) SEMESTER-VIII

Monday, 24th April, 2017

2.00 PM TO 4.00 P.M

SUBJECT: Legal Aspects of Information Technology

CODE: UM08FBB102

- Note:** 1. Figure to the right indicates full marks.
2. All questions carry equal marks.

TOTAL MARKS: 60

Q : 1 Discuss in detail Agreements against public policy. (15)

OR

Q : 1 What is a Contract ? How a Contract is discharged ? (15)

Q : 2 What is Sale as per Sale of Goods Act, 1930 ? Discuss the rights and duties of Seller and buyer. (15)

OR

Q : 2 Discuss : (A) Conditions and warranties. (B) Caveat Emptor. (15)

Q : 3 What is a Patent ? How a Patent can be revoked ? (15)

OR

Q : 3 Discuss : (A) Features of a good trade mark. (B) Definition and Scope of Copyright. (15)

Q : 4 Discuss the Cyber crimes as per Information Technology Act, 2000. (15)

OR

Q : 4 Short notes : (A) Electronic governance (B) Digital signatures. (15)

$X = X = X$

[A-12]

SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
BBA (ITM) SEM: VIII EXAMINATION
2017

MONDAY, APRIL 24
2:00 P.M. to 4.00 P.M.

UM08FBB103: BUSINESS POLICY & STRATEGIC MANAGEMENT

Total Marks: 60

Note: Figures to the right indicate marks of question.

Q:1 What is business environment? What is relationship between [15]
business organization and its environment? Explain importance of
business environment.

OR

Q:1[A] Discuss strategic objectives of the business. [08]

[B] Write a lucid note on PESTEL analysis. [07]

Q:2 Write notes on: [15]

1) Stability strategy

2) Growth strategy

3) Retrenchment strategy

OR

Q:2[A] What is integration? Explain different types of integration. [08]

[B] What is turn-around strategy? What are the major approaches to [07]
turn-around strategy?

Q:3[A] Explain McKinsey's 7s model for strategic planning with figure. [08]

[B] Explain GE 9 Cell Model with figure. [07]

OR

Q:3[A] "Strategic choice is a process of focusing, analysing, evaluating and [08]
choosing one or more strategic alternatives" Elaborate the statement
in context of process of strategic choice.

[B] Explain gap analysis with figure. [07]

Q:4[A] Write a note on: Total Quality Management (TQM). [08]

[B] What is business process reengineering (BPR)? Explain sequential [07]
steps for business process reengineering.

OR

Q:4 [A] Write a note on: Six Sigma. [08]

[B] What is Benchmarking? Explain process of benchmarking. [07]

[A-25/A-26]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
Fo.Y. B.B.A (HM) Examination, VIII Semester
Monday, 17th April, 2017
2 p.m. to 4 p.m.

UM08SBBT01:- Discovery of India
UM08SBBH01

Total Marks: 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- 1 a. Write a short note on Chandragupta. (8)
b. Give a brief outline about the Indian trades in the foreign lands. (7)
OR
Explain in details the establishment of the Mauryan empire. (15)
2. Indus Valley Civilization is one of the oldest civilization in the world. (15)
Describe it in your own words.
OR
Explain the life & teachings of Buddha. (15)
3. a. How the advent of the Europeans changed the history of India ? (8)
b. Describe any one of the Indian epic in your own words within 300 words. (7)
OR
a. Elaborate the Vedas. (8)
b. How did the Mughals affect the Indian Culture ? (7)
4. Describe the struggle towards the independence of India. (15)
OR
How did Englishmen overpowered all other Europeans in settling in India ? How did they rose their Empire in India ? (15)

