

SEAT No. \_\_\_\_\_

No. 01

[1&A-1]

SARDAR PATEL UNIVERSITY  
VALLABH VIDYA NAGAR

EXAMINATION PROGRAMME: NOVEMBER-2017

DATE: 28/11/2017 (TUESDAY)

TIME: 10:00AM – 12:00PM

FO.Y. B.B.A.(H)(HM) - (VII SEMESTER)

UM07EBBH04

PATISSERIE - I

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. Draw and explain the structure of wheat. List at least five by products obtained from the wheat grain with brief descriptions. [15]
- OR
- Q.1. What do you understand by Fats And Oils? Explain the usage of fats and oils in cooking and baking. [15]
- Q.2. Explain the ingredients used in bread making. [15]
- OR
- Q.2. Explain the steps of bread making in the particular order. [15]
- Q.3 Explain the making of sponge in a sequence. [15]
- OR
- Q.3 Explain the points to be kept in mind while making sponges and cakes. [15]
- Q.4 Write the steps in making short crust paste and uses of short crust paste. [15]
- OR
- Q.4 Write the steps in making sweet paste and uses of sweet paste. [15]

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[1, 5 & A-3] **BAT No.**

**SARDAR PATEL UNIVERSITY**  
**B.B.A (HM/TTM) 7<sup>th</sup> - SEMESTER**  
**DATE: 22 /11/2017, WEDNESDAY**  
**10:00 A.M. TO 12:00 P.M.**  
**ENTREPRENEURSHIP DEVELOPMENT**  
**UM07CBBH01/ T01**

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. Define Entrepreneur. What are the Types of Entrepreneur? [15]  
OR
- Q.1. (A) Give the difference between entrepreneur and intrapreneur. What are the qualities of an entrepreneur? [08]
- (B) Explain the role of Entrepreneurs in Indian economic Development. [07]
- Q.2. Explain the factors influencing Entrepreneurship Growth. What are the characteristics of an entrepreneurship? [15]  
OR
- Q.2. (A) Discuss the theories of entrepreneurship in detail. [08]
- (B) What are the causes of slow Growth of Entrepreneurship in India? [07]
- Q.3. (A) Write a note on: McClelland's Acquired Theory. [08]
- (B) Concept and Role of EDP. Explain. [07]
- OR
- Q.3. What do you mean by motivation? Discuss Maslow's need hierarchy theory with all needs in detail. [15]
- Q.4. Explain Social entrepreneurship and women entrepreneurship. What are the greatest problems of women entrepreneurship? [15]  
OR
- Q.4. Write notes on the following: [08]
- (A) Rural Entrepreneurship. [08]
- (B) International entrepreneurship. [07]

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SEAT No. \_\_\_\_\_  
[1, 4 & A-4]

NO. OF PAGES : 01

**SARDAR PATEL UNIVERSITY**

**FO.Y.B.B.A (HON-HM) SEM-VII EXAMINATION (HM/TTM)**

**THURSDAY, 23rd NOVEMBER, 2017**

**10:00 AM TO 12:00 PM**

**SERVICES MARKETING**

**UM07CBBH02/T02**

**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 Define the term service and differentiate between service and goods. What are the characteristics of service? [15]
- OR
- Q.1 (A) What marketing challenges does a service marketer face in service marketing? [08]  
(B) Services dominate the modern economy. Explain with examples. [07]
- Q.2 Discuss various management strategies for service business. [15]
- OR
- Q.2 (A) Write notes on: Moment of truth and Interpersonal angle. [08]  
(B) Why service sector is growing in India? [07]
- Q.3 Explain: People as Part of Service, People as Representatives of the Firm and People as Marketers. [15]
- OR
- Q.3 Write notes on the following:  
(A) Customer as a decision-maker. [07]  
(B) High-Contact and Low-Contact Services. [08]  
Front Line and Back-room Employees.
- Q.4 Explain any three of the following: [15]  
The Right Person for the Right Job, Skill Set, Employee Training, Sell Jobs Within, Service Scripts and Internal Marketing.
- OR
- Q.4 (A) What types of risks involved in customer purchases? [08]  
(B) Explain decision making perspective. [07]

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[2]

**SARDAR PATEL UNIVERSITY****B.B.A. (ITM) (4 Years)****(SEVENTH SEMESTER) EXAMINATION 2017**Wednesday, 22<sup>nd</sup> November, 2017

10:00 a.m. To 12:00 p.m.

**UM07CBB101: Desktop Application Development****Total Marks: 60****Q.1**

- A Draw .NET Architecture and explain each Components in detail. [08]  
B Define JIT and Explain typecasting in VB.NET programming language. [07]

**OR**

- A Define Operator and Explain Data types and constants with example. [08]  
B Define Variable and Explain Operators available in VB.NET. [07]

**Q.2**

- A Explain following Looping Statements with syntax and example: [08]  
1. For...Next 2. While...Loop  
B Define Procedure and Explain types of procedure in VB.NET. [07]

**OR**

- A Explain following Conditional Statements with syntax and example: [08]  
1. If...End If 2. Select...Case....End  
B Explain basic properties, methods and events of Windows Forms. [07]

**Q.3**

- A Explain PictureBox and GroupBox controls with its properties and methods. [08]  
B Write difference between Label and Link Label. [07]

**OR**

- A Explain Checkbox and Radio Button controls with its properties and methods. [08]  
B Write difference between TextBox and RichTextBox. [07]

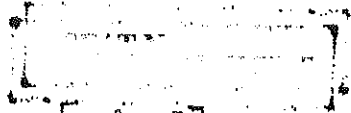
**Q.4**

- A What is DataGridView Object? Write steps to retrieve records from the Database Table to DataGridView. [08]  
B Explain ADO.NET Connected Architecture. [07]

**OR**

- A What is Dataset Object? Explain the use of server explorer in data access in .net. [08]  
B Explain ADO.NET Disconnected Architecture. [07]

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[2 & A-5] SARDAR PATEL UNIVERSITY  
BBA (ITM) (Honours) Examination, Semester – VII (CBCS)  
Object Oriented Analysis and Design  
UM07CBBI02

Date: Thursday 23<sup>rd</sup> November, 2017

Time: 10:00 a.m. to 12:00 p.m.

Total Marks: 60

- Q – 1 [A] Define: Software Complexity and Explain Complexity of [10]  
following systems in detail.  
a) The Structure of Personal Computer  
b) The Structure of Plants and Animals
- [B] Explain Evolution of Object Model in brief. [05]
- OR**
- Q – 1 [A] Explain Attributes of Complex System in detail. [10]  
[B] Write a note on: Role of Decomposition [05]
- Q – 2 [A] Explain following in detail. [10]  
a) Object Oriented Analysis  
b) Object Oriented Design
- [B] Write a note in brief: Nature of an Object [05]
- OR**
- Q – 2 [A] Explain Elements of Object Model in detail. [10]  
[B] Write a note in brief: Relationship among Object [05]
- Q – 3 Explain Relationship among Classes in detail [15]
- OR**
- Q – 3 [A] Explain Component Diagram in detail. [10]  
[B] Explain Unified Modeling Language in brief. [05]
- Q – 4 [A] Explain Class Diagram in detail. [10]  
[B] Explain Deployment Diagram in brief. [05]
- OR**
- Q – 4 [A] Explain Activity Diagram in detail. [10]  
[B] Explain Use Case Diagram in brief. [05]

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[1 & A-4]

SARDAR PATEL UNIVERSITY  
VALLABH VIDYA NAGAR  
EXAMINATION PROGRAMME: NOVEMBER-2017  
DATE: 24/11/2017 (FRIDAY)  
TIME: 10:00AM - 12:00PM  
Fo.Y. B.B.A.(H)(HM) - (VII SEMESTER)  
UM07EBBH01  
ADVANCE FOOD AND BEVERAGE PRODUCTION - I

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. Draw and Explain the brigade of a larder kitchen of a five star hotel. [15]  
OR
- Q.1. Explain the traditional layout of a garde manger of a five star hotel with the help of a neat diagram. [15]
- Q.2. Describe the major components/parts of sandwich with examples. [15]  
OR
- Q.2. Explain the modern approach to sandwiches in Hotels. [15]
- Q.3. Explain the uses of herbs and wine in cooking . [15]  
OR
- Q.3. List any 10 continental herbs with a brief description. Explain wine pairing. [15]
- Q.4. Explain historical background, geographical location, typical ingredients and equipments, festive dishes and staple diet of Italian Cuisine. [15]  
OR
- Q.4. Explain historical background, geographical location, typical ingredients and equipments, festive dishes and staple diet of Mexican Cuisine. [15]

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SEAT No. \_\_\_\_\_

No. of Printed Pages: 02

[1 & A-5]

**SARDAR PATEL UNIVERSITY**

**B.B.A. (HON) HM EXAMINATION**

**SEMESTER-VII**

**SATURDAY, 25th NOVEMBER, 2017**

**10 AM. TO 12.00 noon**

**UM07EBBH02**

**ADVANCE FOOD AND BEVERAGE MANAGEMENT – I**

**TOTAL MARKS: 60**

**Note: 1. Figures to the right indicate marks of the questions.**

**2. Answers should be precise and to the point.**

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Q.1. Draw the format of function prospectus and explain it in brief [15]

OR

Q.1. (A) What do you understand by the term SOP and why is important for the hotel? [08]

(B) What do you understand by Food service Automation and state advantages of ECR? [07]

Q.2. Explain different Bar control measures along with 3 Bar formats? [15]

OR

Q.2. (A) What are the different types of buffet and explain each one in brief? [08]

(B) What is the importance of Kitchen stewarding and explain Manual dish washing? [07]

Q.3. Explain in brief about planning human Resource ( recruitment, selection and induction in Food and Beverage service department in Hotels? [15]

OR

Q.3. (A) What are the planning and coordinating activities required for special occasion functions? [08]

(P.T.O.)

(B) List different types of banquet functions and draw table set up of any 4 functions [07]

Q.4. (A) Explain room service department with proper layout and also list different equipments required? [15]

OR

Q.4. (A) What are the factors you will consider while planning a menu? [08]

(B) What are the general points you will consider while purchasing equipment for Food and Beverage service Department [07]

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SEAT No. \_\_\_\_\_

[1 & A-3]

**SARDAR PATEL UNIVERSITY**

**BBA (Honours) HM Examination**

**Semester – VII (4 yrs)**

**Subject: - Accommodation Management - I**

**Code: - UM07EBBH03**

01

**Date: - 27/11/2017**

**Time: - 10: 00 To 12: 00 PM**

**Day: - Monday**

**Mark: - 60**

Q. 1. (A) Define concept of "Interior Design". Explain the principles of interior design. (08)

Q. 1. (B) Draw the layout of "Guest room" and discuss the furniture size and arrangement. (07)

**OR**

Q. 1. What are the different "Elements" of interior design? Discuss in brief. (15)

Q. 2. (A) What are the factors influencing "Refurnishing"? Explain the concept of redecoration. (08)

Q. 2. (B) What do you mean by "Snagging list"? Explain the procedure of making snagging list in star hotel. (07)

**OR**

Q. 2. What are different fabrics used in hotel industry? Explain the characteristic and common uses in star hotel. (15)

Q. 3. (A) What is concept and importance of "MICE" in hotel industry? Explain the needs of business traveler and leisure tourist. (07)

Q. 3. (B) What do you mean by "Key player" of "MICE" industry? Discuss in brief. (08)

**OR**

Q. 3. What are the function of designing brochures and tariff card? Explain pertaining to size, color, content and cost. (15)

Q. 4. (A) What are the various methods of training? Discuss in brief. (08)

Q. 4. (B) Define "Trainee and Trainer". Explain the importance of training in contest of trainee and organization. (07)

**OR**

Q. 4. What is the role of "Sales and marketing" department in generating and increasing income of 5 – star hotel? Explain the modes / tools used for marketing of hotel. (15)

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SEAT No. \_\_\_\_\_

No. 01

[1&A-1]

SARDAR PATEL UNIVERSITY  
VALLABH VIDYA NAGAR

EXAMINATION PROGRAMME: NOVEMBER-2017

DATE: 28/11/2017 (TUESDAY)

TIME: 10:00AM – 12:00PM

FO.Y. B.B.A.(H)(HM) - (VII SEMESTER)

UM07EBBH04

PATISSERIE - I

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. Draw and explain the structure of wheat. List at least five by products obtained from the wheat grain with brief descriptions. [15]
- OR
- Q.1. What do you understand by Fats And Oils? Explain the usage of fats and oils in cooking and baking. [15]
- Q.2. Explain the ingredients used in bread making. [15]
- OR
- Q.2. Explain the steps of bread making in the particular order. [15]
- Q.3 Explain the making of sponge in a sequence. [15]
- OR
- Q.3 Explain the points to be kept in mind while making sponges and cakes. [15]
- Q.4 Write the steps in making short crust paste and uses of short crust paste. [15]
- OR
- Q.4 Write the steps in making sweet paste and uses of sweet paste. [15]

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SEAT No. \_\_\_\_\_

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[2] SARDAR PATEL UNIVERSITY

4<sup>th</sup> year BBA – ITM (Honors) (4 YEARS) EXAMINATION

SEMESTER– VII

Friday, 24<sup>th</sup> November, 2017

10.00 A.M TO 12.00P.M.

SUBJECT: BRAND MANAGEMENT -I

CODE:UM07EBBI01

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

Total Marks: 60

Q.1 What is branding? What are the branding challenges faced by manager? (15)

OR

Q.1 Discuss different types of brands by giving suitable examples and also briefly write significance of branding. (15)

Q.2 Explain in detail different types of brand images by giving relevant examples. (15)

OR

Q.2 Define brand personality. Explain types of brand personality with the help of examples. (15)

Q.3 (a) What is brand equity? Discuss elements of brand equity. (09)  
(b) Write a note on brand identity prism. (06)

OR

Q.3 What is brand identity? Discuss sources of brand identity. (15)

Q.4 Discuss in detail branding strategies used in modern marketing management. (15)

OR

Q.4 Explain significance of brand architecture with relevant examples. (15)

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[2 & A-6]

No. of printed page: 1

SARDAR PATEL UNIVERSITY  
B.B.A. (ITM) (HONOURS) - Examination  
Saturday, 25<sup>th</sup> November 2017  
10.00 am – 1.00 pm  
UM07EBBI02 - Consumer Behaviors

Total Marks : 60

(Note : Figures to the right indicate marks.)

Q.1 Discuss in detail various factors influencing Consumer Behaviors. (15)

OR

Q.1 [A] Explain the need for understanding Consumer Behaviors. (07)

[B] Discuss in brief consumer decision process. (08)

Q.2 Define Market Segmentation. Describe various bases of market segmentation. (15)

OR

Q.2 Write note on : (15)

(i) Consumer Research Process

(ii) Criteria for effective Market Segmentation.

Q.3 Explain the concept of motivation and Maslow's Theory of Motivation in detail. (15)

OR

Q.3 Write note on : (15)

(i) Elements of Perception.

(ii) Freudian Theory of Personality.

Q.4 Discuss in detail Behavioral & Cognitive learning theory. (15)

OR

Q.4 Explain various characteristics and functions of attitude in brief. (15)

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SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

[2 & A-4]

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEM:VII**  
**2017**

**MONDAY, NOVEMBER 27**

**10.00 A.M. to 12.00 P.M.**

**UM07EBBI03: FUNDAMENTALS OF INTERNATIONAL FINANCE- I**

**Total Marks: 60**

**Note** Figures to the right indicate marks of question.

**Q:1** Define international financial management and explicate the need to study it. Discuss objectives of firm operating at international level. [15]

**OR**

**Q:1[A]** Explain functions of controller and treasurer in context of international finance. [08]

**[B]** Identify the emerging challenges faced by international finance manager in present scenario. [07]

**Q:2** What do you mean by foreign exchange rate? Discuss major determinants of foreign exchange rate. [15]

**OR**

**Q:2[A]** Write notes on: [10]

1) Purchasing power parity theory 2) Interest rate parity theory

**[B]** From the data given below calculate forward premium or discount, as the case may be, of the € in relation to the rupee. [05]

	Spot rate	2 month forward	6 month forward
Rs/ €	Rs 48.80/49.05	Rs 49.50/50.00	Rs.48.00/48.50

**Q:3** Explain all external and internal techniques for foreign exchange risk management. [15]

**OR**

**Q:3[A]** What is foreign exchange risk? Explain types of exposure do international firm faces. [10]

**[B]** Write a brief note on "Cost and risk of international financing". [05]

**Q:4[A]** Explain various types of bonds available in international market. [10]

**[B]** Explain: Euro notes and Euro commercial paper. [05]

**OR**

**Q:4[A]** Write a note on: "International Equity Financing". [08]

**[B]** Discuss other sources of financing in international market. [07]

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SEAT No. \_\_\_\_\_

No. of Pages : 2

[2 & A-2]

SARDAR PATEL UNIVERSITY

B.B.A. [HONOURS][ITM] - VII<sup>th</sup> Semester

Tuesday, 28<sup>th</sup> November, 2017

Session: Morning Time: 10.00 a.m. To 12.00 p.m.

Subject Code: UM07EBBI04

Subject: Investment Analysis & Portfolio Management - 1

Total Marks: 60

Q1[a] Discuss the various investment avenues available to investors. [15]

OR

Q1[a] Write a note on: [15]  
1. Investment opportunities for foreign citizens of Indian origin  
2. Sources of investment information

Q2[a] Briefly explain the types of financial markets. [15]

OR

Q2[a] Give brief introduction of BSE, NSE and OTCEI. [09]

Q2[b] What are financial assets? Discuss the properties of financial assets. [06]

Q3[a] Write a note on: [15]

1. Economic forecasting
2. Industry life cycle analysis

OR

Q3[a] Examine and illustrate the role of SWOT analysis in the industry analysis. [08]

Q3[b] Explain the relevance of economic analysis and international investment. [07]

Q4[a] What are the problems of financial statement analysis? [07]

Q4[b] Discuss the guidelines for financial statement analysis. [08]

OR

Q4[a] You are presented with the following figures prepared from the audited balance sheet of Fair Dealings Ltd. [10]

Particulars	Amount (Rs.)
Assets:	
Debtors	30,000
Stock	50,000
Plant Equipment	12,000
Buildings	10,000
	1,02,000
Liabilities:	
Bank	11,000
Trade creditors	25,000
P&L A/c	10,000
Paid up capital (Rs. 10 per share, Rs. 7.5 paid)	56,000
	1,02,000
Sales	1,00,000
Gross profit	25,000
Net profit	5,000

C.P.T.O.)

You are required to calculate the following ratios:

1. Current ratio
2. Acid-test ratio
3. Gross profit ratio
4. Net profit ratio
5. Debt to total assets ratio

Q4[b] Briefly explain the limitations of financial statement analysis.

[05]

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SEAT No. \_\_\_\_\_

No. of Printed Pages : 2

[A-7]

SARDAR PATEL UNIVERSITY

FOURTH YEAR BBA(ITM)(NC,4 YEARS, CBCS)

VII SEMESTER,(NC) (2010 Batch)

MONDAY, 20<sup>TH</sup> NOVEMBER 2017

10.00a.m- 12.00 p.m

UM07EBBI04: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Marks : 60

- Q.1(a) Explain various investment avenues available to investors. (10)  
 (b) Explain different sources of investment information (05)

OR

- Q.1 Compare following investments in term of risk, return, marketability, tax shelter and convenience

*Equity shares	*Life insurance	
* Non convertible debentures	*Residential house	
*Bank deposits	* Gold and silver	
*Public Provident Fund	* Mutual fund	(15)

- Q.2(a) Explain subdivision of financial markets. (10)  
 (b) Write a note on : BSE (05)

OR

- Q.2 Write a note on: (a) Interconnected stock exchange of India (b) OTCEI (c) NSE (15)

- Q.3 'The analysis of macro economic environment is essential to understand the behavior of the stock prices'. Explain with reference to commonly analysed macro economic factors in detail (15)

OR

- Q.3 Write short note on: (15)  
 (a) Industry life cycle (b) Economic forecasting (c) Standard Industry classification

- Q.4 Write a note on: (15)  
 (a) Dupont analysis  
 (b) Going beyond the numbers

OR

- Q.4 The following are the the Income Statement and balance sheet (Partial) of ABC Ltd. For the accounting year 2012 (15)

## Income Statement

For the year ending Dec. 2012

	( In Rs)
Operating profit(EBIT)	836000
Less: Interest charges	176000
Profit before tax(PBT)	660000
Less: Provisions for Tax (30%)	198000

(1)

P.T.O  
→



Net Profit	462000
Less : Preference dividend	20000
Earnings for Equity share holders	442000
Less: dividend paid	196000
Retained earnings	246000
<b>Balance Sheet (Partial) of ABC Ltd</b>	
<i>As on Dec .2012</i>	
	(in Rs)
5% Preference share Capital (of Rs 100 each)	400000
Equity Share capital (38200, Shares of Rs 10 each)	382000
Total Share capital	782000
Add: Share Premium a/c	856000
Profit and loss a/c	2270000
Shareholders fund	3908000
Add: Long term loans	2046000
Capital employed	5954000

*Additional Information:*

- (i) Market Price of the share on 31.12.11 was Rs. 80
- (ii) No final dividend has been proposed.

You are required to analyze the profitability from the point of view of a prospective investor.

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SEAT No. \_\_\_\_\_

[1 & A-2] SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR – 388 120

B.B. A ITM (Honours) (ITM) (4 YEARS) Semester-VII EXAMINATION

THURSDAY, NOVEMBER 30, 2017

UM07EBBI05 INTERPERSONAL RELATIONS

TIME: 10.00 A.M. TO 12.00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the concept of Transactional Analysis and Discuss the Benefits and Uses of Transactional Analysis. (15)
- OR**
- Q.1 Write a note on: (15)  
(a) Ego Status  
(b) Stroking
- Q.2 Elucidate the meaning of Counseling and Discuss the functions of Counseling. (15)
- OR**
- Q.2 Write a Short Note on: (a) Types of Counseling and (b) Need for Counseling. (15)
- Q.3 Explicate the concept of Team and Discuss the difference between Group and Team. (15)
- OR**
- Q.3 Explain the Types of Teams and the Characteristics of an Effective Team.. (15)
- Q.4 Write a note on: (a) Work-Life Balance and (b) Techniques for improving Quality of Work Life. (15)
- OR**
- Q.4 Explain the Concept of Quality of Work Life. How to measure Quality Work Life. (15)

SEAT No. \_\_\_\_\_

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**[1 & A-2] SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEMESTER VII**  
**FRIDAY 1<sup>ST</sup> DECEMBER 2017**  
**TIME 10:00 AM TO 12:00 PM**  
**UM07EBBI06**  
**ORGANIZATIONAL CHANGE**

**MARKS: 60**

**NOTE: Figures to the right indicate marks.**

**Q.1** What is organizational effectiveness? Brief out the factors in [15]  
organizational effectiveness.

**OR**

**Q1** Write notes on: [15]  
• Managerial Effectiveness.  
• Strategic Constituencies Approach.

**Q.2 [A]** Define organizational change and describe briefly the stages in [08]  
organizational growth & change.

**[B]** Explain in brief the role of change agents. [07]

**OR**

**Q.2 [A]** What is strategic planning? Clarify its importance. [08]

**[B]** Give a note on: Chain effect of change. [07]

**Q.3** Define stress and discuss at length causes of stress. [15]

**OR**

**Q.3 [A]** Write an explanatory note on: Individual coping strategies of stress [08]  
management.

**[B]** Write a brief note on: Rustout. [07]

**Q.4** Explain in detail the theories of work design. [15]

**OR**

**Q.4** Write notes on: [15]

- Work design options.
- Work schedule options.

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SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

**[1 & A-5]** SARDAR PATEL UNIVERSITY  
BBA (ITM) SEM:VII  
2017

MONDAY, DECEMBER 4  
10.00 A.M. to 12.00 P.M.

UM07EBBI07: FOREIGN EXCHANGE MANAGEMENT- I

Total Marks: 60

Note Figures to the right indicate marks of question.

Q:1 What is foreign exchange market? List out participants in the foreign exchange market. Explain salient features of foreign exchange market. [15]

OR

Q:1 Explain: [15]  
1) The forward market  
2) Cross rate of exchange  
3) Interest arbitrage

Q:2 Discuss major factors determining foreign exchange rates. [15]

OR

Q:2 Discuss purchasing power parity theory of exchange rates. Compare it with international fisher effect. [15]

Q:3 What is foreign currency option? Explain call option and put option. Discuss features of currency option contract. [15]

OR

Q:3[A] What is a foreign exchange future? Explicate features of currency futures. [10]

[B] Write a brief note on "Financial Swap". [05]

Q:4 Explain techniques used for foreign exchange risk management. [15]

OR

Q:4 What is foreign exchange risk? Explain in detail types of foreign exchange exposures. [15]

\*\*\*\*\*X\*\*\*\*\*

**[1 & A-2] SARDAR PATEL UNIVERSITY****4<sup>th</sup> Year BBA (ITM) - 4 Years****External Examination December 2017****Semester VII****Day: Tuesday****Date: 5<sup>th</sup> DECEMBER, 2017****Session: Morning****Time: 10:00 AM TO 12:00 PM****Subject Code:****U M 0 7 E B B I 0 8****Subject Title: INTERNATIONAL ECONOMIC ORGANIZATIONS - I****Total Marks: 60****Note:**

All the questions are compulsory.  
 Figures to the right indicate marks.

Q. 1 Explain functions and credit policy of Reserve Bank of India. [15]

**OR**

Q. 1 Write short note on

(A) Financial inclusion [07]

(B) Public sector banks in India [08]

Q.2 Write short note on

(A) IDBI [07]

(B) EXIM BANK [08]

**OR**

Q.2 Explain following Industrial development banks in detail

(A) IFCI [07]

(B) ICICI [08]

Q. 3 Explain Heckscher Ohlin's (HO) theory of international trade with diagram. [15]

**OR**

Q. 3 (A) Discuss Balance of payment (BOP) from Indian perspective. [07]

(B) Write short note on Haberler's theory of international business. [08]

Q. 4 Define the term World Trade Organization in brief. Also discuss objectives & functions of WTO. [15]

**OR**

Q. 4 Write detail note on general agreement on trade and tariff. [15]

**—X—**

[A-3]

**SARDAR PATEL UNIVERSITY**4<sup>th</sup> Year BBA (ITM) [June 2010 Batch]

External Examination November 2017

Semester VII

Day: Tuesday

Date: 21<sup>ST</sup> NOVEMBER, 2017

Session: Morning

Time: 10:00 AM TO 12:00 PM

Subject Code:

U M 0 7 E B B I 0 8

Subject Title: INTERNATIONAL ECONOMIC ORGANIZATIONS - I

Total Marks: 60

**Note:**

All the questions are compulsory.  
 Figures to the right indicate marks.

- Q. 1 Discuss the concept of Reserve Bank of India (RBI) in detail. [15]  
 OR
- Q. 1 Write short note on  
 (A) Functions of RBI [07]  
 (B) Private sector banks in India [08]
- 
- Q.2 Write short note on:  
 (A) IRBI [07]  
 (B) IDBI [08]  
 OR
- Q.2 Explain following Industrial development banks in detail  
 (A) EXIM BANK [07]  
 (B) ICICI [08]
- Q. 3 Discuss India's international trade including its growth and direction in detail. [15]  
 OR
- Q. 3 (A) Discuss Balance of payment (BOP) from Indian perspective. [07]  
 (B) Write a short note on Heckscher Ohlin's H-O theory of international business. [08]
- Q. 4 Write detail note on General Agreement on Trade and Tariff (GATT). [15]  
 OR
- Q. 4 Write short note on:  
 (A) WTO agreements [07]  
 (B) Ministerial conferences [08]

~~————— X —————~~

[6] **SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM (4 Years) EXAMINATION**  
**SEMESTER-VII**  
**FRIDAY, 24<sup>th</sup> NOVEMBER 2017**  
**10.00 A.M TO 12.00 P.M**  
**UM07EBBT01**  
**HERITAGE MANAGEMENT**

**TOTAL MARKS: 60**

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

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Q.1 Define Culture Tourism and explain its Elements. (15)marks

OR

Q.1 Explain the following terms with an example.

- Interpretation Centers
- Economuseums

Q.2 What do you mean by the economic evaluation of heritage? (15)marks  
Explain with some examples.

OR

Q.2 Explain the following terms...

- Value related to communication
- Assessing utility value

Q.3 Explain the efficiency of heritage sites. (15)marks

OR

Q.3 Explain the effective management of heritage.

Q.4 Explain the Marketing techniques used for heritage sites. (15)marks

OR

Q.4 Explain the following National and International Organization engaged in heritage management i.e...

- ASI ( Archeological Survey of India) &
- UNESCO

\*\*\*\*\*X\*\*\*\*\*

Sc

[11]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM (4 Years) EXAMINATION**  
**SEMESTER-VII**  
**SATURDAY, 25<sup>th</sup> NOVEMBER 2017**  
**10.00 A.M TO 12.00 P.M**  
**UM07EBBT02**  
**FRONT OFFICE MANAGEMENT**

SEAT No. \_\_\_\_\_

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 Define the hotel and Explain about the types of rooms. (15)marks

OR

Q.1 What do you mean by the Classification of Hotels? Explain it.

Q.2 Explain the duties and responsibilities of front office staff. And write down the Front office hierarchy. (15)marks

OR

Q.2 Explain the front office coordination with other departments of hotel.

Q.3 Explain the following terms.. (15)marks

- Foreign currency Handling
- Rack Rate
- Travel agent

OR

Q.3 What do you mean by the credit card handling and forms of payments? Explain it.

Q.4 What do you mean by the check out process? And explain the confirming reservation. (15)marks

OR

Q.4 Explain the following terms..

- Check in process for group arrival
- Packages offered by the hotels

X



[7] **SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM (4 Years) EXAMINATION**  
**SEMESTER-VII**  
**MONDAY, 27<sup>th</sup> NOVEMBER 2017**  
**10.00 A.M TO 12.00 P.M**  
**UM07EBBT03**  
**TOURISM IN WESTERN REGION OF INDIA**

**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 Explain the following terms of Gujarat and Daman & Diu. (15)marks
- Folk Music & Dance
  - Adventure Sports

OR

- Q.1 Explain about the Arts, Crafts & Shopping in Gujarat and Daman & Diu.

- Q.2 Explain about the Major destinations as Archaeological & Historical in the Rajasthan state. (15)marks

OR

- Q.2 Explain the Adventure Sports & Special Interest Tours in Rajasthan.

- Q.3 Explain the following terms in Madhya Pradesh. (Attempt any 02) (15)marks
- Arts & Crafts
  - Shopping
  - Festivals

OR

- Q.3 Explain about the Forts and Museum in the Madhya Pradesh.

- Q.4 Explain about the Religious & Natural cities of Maharashtra state. (15)marks

OR

- Q.4 Explain the following terms of Maharashtra state. (Attempt any 02)
- Adventure sports
  - Cuisine
  - Dances

\*\*\*\*\*X\*\*\*\*\*

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM (4 Years) EXAMINATION**  
**SEMESTER-VII**  
**TUESDAY, 28<sup>th</sup> NOVEMBER 2017**  
**10.00 A.M TO 12.00 P.M**  
**UM07EBBT04**  
**AIRLINE MANAGEMENT**

TOTAL MARKS: 60

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

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Q.1 Explain the scenario of after world war II and Recent development of the Industry. (15)marks

OR

Q.1 Explain the following terms...  
 • Government Regulation  
 • Future of Air Transport Industry

Q.2 Explain the follow terms.... (15)marks  
 • Airport Security  
 • Passenger Services  
 • The Control Tower

OR

Q.2 What are the different types of terminals? Write about the history of airport.

Q.3 Write about the seaplanes, amphibians, SLOT & VTOL planes. (15)marks

OR

Q.3 What are the different types of aircraft? Explain it.

Q.4 Explain the following terms.... (15)marks  
 • Supersonic flight  
 • Fuselage & Wings  
 • Landing gear

OR

Q.4 Explain how an airplane flies? And explain about an airplane structure.

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SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

**[2 & A-3]** SARDAR PATEL UNIVERSITY  
4<sup>th</sup> Yr BBA (ITM) SEM-VII (4 Years)  
EXAMINATION – Nov-2017  
Wednesday, 29<sup>th</sup> November, 2017  
Fundamentals of Strategic Management  
UM07FBB102

Time: 10:00 A.M to 12:00 P.M

Marks: -60

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Note: - 1) Figures to the right hand side of the question indicate their marks.  
2) Draw diagrams and give examples wherever necessary.

Q.1 What is Strategic Management? Describe in brief the concept, nature and scope of Strategic Management. [15]

OR

Q.1[A] Differentiate between the Strategic, Administrative & Operational decision. [08]

[B] Describe the significance of Strategic Management. [07]

Q.2[A] Describe the need of Strategic Planning. [07]

[B] Discuss the strategic planning process in brief. [08]

OR

Q.2 Write a short note on Internal Appraisal of a firm. [15]

Q.3 Explain the concept of core competence. Differentiate between Competitive advantage and Core Competence. [15]

OR

Q.3[A] Discuss the concept and significance of Competitive Advantage. [08]

[B] Describe how to acquire core competence? [07]

Q.4 Write a short note on Expansion strategy. [15]

OR

Q.4 Write a detail note on Corporate Strategy Formulation. [15]

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SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

(1/A-4)

**SARDAR PATEL UNIVERSITY**

**Fo.Y BBA (HONS) (HM) & (TTM) EXAMINATION  
SEMESTER -VI I**

**TUESDAY, 21<sup>st</sup> NOVEMBER 2017**

**10:00 A.M. TO 12:00 P.M.**

**WEB DESIGNING [UM07FBBH01]**

**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) List out application areas of internet and explain uses of Internet [08]  
 (B) What is Protocol? Describe TELNET and FTP protocols. [07]  
 OR
- Q.1. (A) Explain INTERNET, INTRANET and EXTRANET with example. [08]  
 (B) What is Protocol? Describe TCP/IP protocol in detail. [07]
- Q.2. (A) Write in brief on: WWW, URL, HTTP, WEB PAGE. [08]  
 (B) Explain Domain Name System. [07]  
 OR
- Q.2. (A) Describe HTML structure with example. [08]  
 (B) Describe Mail Server and Mail Client. [07]
- Q.3. (A) Explain Unordered List and Order List with appropriate example. [08]  
 (B) Explain tags <B>, <P>, <CENTER>, <IMG>, <SUB>, <SUP> and <STRIKE> with appropriate example. [07]  
 OR
- Q.3. (A) Describe Web Server and Web Client. [08]  
 (B) Describe MARQUEE attributes with appropriate example. [07]
- Q.4. (A) Explain Hyper Link or Link, IMAGE in HTML [08]  
 (B) Explain <TABLE>, <TR>, <TH>, <TD> tags with appropriate example. [07]  
 OR
- Q.4. (A) Explain FRAMESET tag with attributes and examples. [08]  
 (B) Explain FORM tag with all necessary attributes. [07]

— X —

SEAT No. \_\_\_\_\_

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SARDAR PATEL UNIVERSITY

BBA(HONOURS) HM SEMESTER-7 (4 YEARS) CBCS

TUESDAY-21/11/2017 MARKS-60

TIME:- 10:00 AM to 01:00 PM

**UM07FBBH02-CORPORATE COMMUNICATION**

T01

Total Marks : 60

Q-1 What is Corporate Communication? Explain the meaning of it in detail with definitions. (15)

OR

Q-1 Write a note on the following:

- (1) Strategic Communication plans in Corporate Communication (08)  
 (2) Types of Employee Communications. (07)

Q-2 Explain in detail different fundamental patterns of cultural differences. (15)

OR

Q-2 Write a note on the following:

- (1) Explain in detail the concept and role of Intercultural Communication. (08)  
 (2) Factors of Cross Cultural Relationship (07)

Q-3 Explain in detail the concept and importance of Business Etiquettes. (15)

OR

Q-3 Write a note on the following:

- (1) Etiquettes for Travel and tourism (08)  
 (2) Etiquettes for cellphone conversations (07)

Q-4 What is Public Relations? Discuss in detail important elements of Public Relations. (15)

OR

Q-4 Write a note on the following:

- (1) Role of External PR in the growth of Business (08)  
 (2) Ethical consideration in PR (07)

————— X —————

SEAT No. \_\_\_\_\_

No. of Pages Page : 01

[3 & A-5]

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) VII - SEMESTER (4 Years)**

**Tuesday, 21<sup>th</sup> November 2017**

**10.00 AM to 12.00 PM**

**ENTREPRENEURSHIP AND SMALL BUSINESS - UM07FBBI01**

Total Marks: 60

Note: Figures to the right indicate marks of the questions.

Q.1. Explain the types and qualities of an Entrepreneur. (15)

**OR**

Q.1 Examine the Skills of successful entrepreneur. Examine the Entrepreneurial (15)  
pitfalls.

Q.2 Examine the Factors of Entrepreneurship Motivation. Explain the achievement of (15)  
Motivation.

**OR**

Q.2 Explain the concept of MSME. Elaborate the MSME Development Act 2006. (15)

Q.3 Explain the searching and evaluating the opportunities. State the planning of (15)  
business venture.

**OR**

Q.3 Examine the Project feasibility analysis. Explain the venture capital funding. (15)

Q-4 Explain the concept of Entrepreneurship Development Programme. Examine the (15)  
role of Government in entrepreneurship development.

**OR**

Q-4 Elaborate the emerging strategic approaches for small scale Entrepreneurs. (15)

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SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

[1,6&A-2] **SARDAR PATEL UNIVERSITY**

BBA (HONS) (HM/TTM) Examination Semester- 7

Day: Wednesday

Date: 29/11/2017

Time: 10:00 AM to 12:00 NOON

Session: Morning

Subject: INDIAN CONSTITUTION

Subject Code: UM07SBBH01/T01

Total Marks: 60

Figure in the right are the Marks

Q:1 (A) Write a Note on: The preamble of Indian Constitution 03

(B) Write a Note on: Outstanding features of our Constitution 12

OR

Q:1 Discuss the Concepts of independent & sovereign, Republic, 15  
Democracy Government of the people, by the people & for the  
people.

Q:2 (A) Write a Note on: Right to constitutional remedies 07

(B) Write a Note on: Understanding of Writs 08

OR

Q:2 What are the directive principles of state policy? Explain them. 15

Q:3 (A) Write a Note on: The State Legislature 08

(B) Write a Note on: The Union Executive 07

OR

Q:3 Discuss the Union Legislature and State Executive in detail. 15

Q:4 Explain how Legislative and executive powers are distributed 15  
between the State and the Union.

OR

Q:4 Discuss in detail the Judiciary structure in India. 15

—X—