**Pragnya Education Trust’s**

**Pragnya College of Management & Computer Studies,**

**Handewadi, Pune-411060**

Class: BBA Sem VI Max. Marks: 30

Subject: Business Planning & Project Management Time: 1 Hours

**Attempt Any Three Questions. (Each Question carries Equal Marks).**

1. What are the different opportunities to be explored in the project management field?
2. How do you develop a Business Project Management Plan?
3. Write a note on Business Project Management Techniques ?
4. Write a short note on :
5. ROI
6. NPV
7. Payback period
8. Life cycle of a project

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Class: BBA Sem VI Max. Marks: 30

Subject: Event Management Time: 1 Hours

**Attempt Any Three Questions. (Each Question carries Equal Marks).**

1. How to create the different Opportunities for Better Deals with Different Media? Also explain the Problems associated with traditional media.
2. Write a note on Negotiating Contracts with Event Organizers?
3. Write a short note on:
   1. Retail Events
   2. Reach-interaction Matrix,
4. Explain the Critical Success Factor Analysis along with Strategic Alternatives Arising from Environmental Analyses?

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Class: BBA Sem VI Max. Marks: 30

Subject: Management Control Systems Time: 1 Hours

**Attempt Any Three Questions. (Each Question carries Equal Marks).**

1. Explain the Definition of Management Control – Management Control and planning Control?
2. What is Accounting Information Operating Information – User oriented MIS?
3. Give the Definition of Marketing Control – Process of Marketing Control?
4. Write a note on Time Dimension – Cost Dimension- Quality Dimension?

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Class: BBA Sem VI Max. Marks: 30

Subject: E-Commerce Time: 1 Hours

**Attempt Any Three Questions. (Each Question carries Equal Marks).**

What are the Factors responsible for the growth of E-Commerce in India?

Write a note on Introduction, Types, how to choose e-commerce business models.

What is E-Money – FIAT Currency, E-Money classification?

Explain the Use of Artificial Intelligence and Augmented Reality?

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Class: BBA Sem VI Max. Marks: 30

Subject: Financial Services Time: 1 Hours

**Attempt Any Three Questions. (Each Question carries Equal Marks).**

1. Explain the Role of Financial Intermediaries in Financial System?
2. Give the general Introduction to Primary and Secondary Markets?
3. Write a note on Credit rating and Venture Capital?
4. What are the Recent Trend in Accounting and Finance?

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Class: BBA Sem VI Max. Marks: 30

Subject: Advertising and Sales Promotion Time: 1 Hours

**Attempt Any Three Questions. (Each Question carries Equal Marks).**

Write a note on the Advertiser and the Advertising Agency interface?

Explain the difference between Principles of verbal versus visual thinkers?

Explain the role of The Internet as an Advertising Medium?

Explain the Importance and role of distribution in marketing?

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Class: BBA Sem VI Max. Marks: 30

Subject: Labour laws Time: 1 Hours

**Attempt Any Three Questions. (Each Question carries Equal Marks).**

Write a short note on any 3 of the following:

1. Employees Provident Fund Act, 1952
2. Employees State Insurance Act 1948
3. Workman’s compensation Act 1923
4. Payment of Bonus Act, 1965

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Class: BBA Sem VI Max. Marks: 30

Subject: Cases in Finance Time: 1 Hours

After facing an initial setback during the first quarter of the financial year 2020-21 due to the Covid-19 pandemic, Marico Limited (Marico) a leading Fast Moving Consumer Goods (FMCG) company in India, improved its performance in the remaining part of the financial year compared to the previous financial year 2019-20. Due to the Covid-19 restrictions in the first quarter of the financial year and an increase in input costs in the second half of the financial year, there were a number of challenges that the management of the company faced.  
  
Once the lockdown restrictions were lifted, however, the management of the company tuned itself to the changing requirements of the consumers, and managed to improve sales volumes and control operating expenses to improve the performance of the company during the financial year 2020-21.  
  
Having a strong portfolio of products in the beauty and wellness segment and a strong presence in the domestic and international markets, the management of the company was expecting to do well in the coming years. Also, during the financial year 2021-21, the stock performance of the company witnessed a significant improvement. The case study can be used to discuss the application of ratio analysis to analyze the financial statements of a company and to understand the criteria to be followed in understanding the profitability level using different profitability ratios and to decide on the investment decision based on the profitability position of the company.

Issues

**The case is structured to achieve the following teaching objectives:**

* Understand ratio analysis as a tool of financial statement analysis.
* Understand the profitability ratios used in the profitability analysis of a company.
* Analyze and interpret the profitability position of a company.

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Class: BBA Sem VI Max. Marks: 30

Subject: Cases in Marketing Time: 1 Hours

Abstract

In 2021, FMCG Company Nestlé India Limited declared that it would spread its reach to 120,000 villages by 2024 by sprucing up its rural distribution channels. Suresh Narayanan, Chairman & Managing Director, Nestlé India Limited, said, “Rural is an important dimension of the next phase of Nestlé”.  
  
Nestlé had always been associated with the urban market. Its product portfolio found takers mostly among urban Indians. It had, however, always had a presence in rural India though on a very small scale. In 2015, after the Maggi fiasco, where the product was banned in several states due to its lead content and was later reintroduced, Nestlé wanted to reduce its dependence on a few products and also widen its reach. By 2016, its reach extended to just 1000 villages. Nestlé planned to reach out to those villages which had a population of more than 5000. By doing so, it planned to cater to the needs of consumers in rural India, whose consumption patterns were changing rapidly, and where products tagged as ‘urban products’ were finding many takers. Nestlé also introduced several new products and was looking at extending its reach further.  
  
As Nestlé was developing its distribution systems to reach the rural hinterlands, the competition was not far behind. Another FMCG major, HUL, was well entrenched in the rural markets with a presence in over 300,000 villages in the country. Indian companies like Dabur and ITC were also strong with a presence in more than 100,000 villages.

Issues

**The case is structured to achieve the following teaching objectives:**

* Understand how to design marketing strategy for rural market.
* Understand the sales and distribution in the rural market.

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Class: BBA Sem VI Max. Marks: 30

Subject: Cases in HRM Time: 1 Hours

The case ‘Myntra Revamps Employee Experience Program’ describes how the retailer made use of the leave benefit policy as a lever to initiate a successful transformation of Myntra’s employee experience program for a healthier, happier and productive workforce. The case seeks to highlight the importance of cultivating a sense of belonging and well-being among employees since it is considered a strong driver of employee engagement. The case describes how Myntra addressed this issue by replacing the sick leaves with wellness leaves to indicate a change in approach to employee welfare that considered mental and emotional wellness along with physical health. This was necessary for the company since the key drivers of employee engagement shifted significantly during 2020 as a result of the COVID-19 pandemic. Listening and acting on employee feedback, and top management support for the employee experience were a few key elements that led to the successful transformation of Myntra’s employee experience program. The case then details on the different types of wellness leaves offered to employees such as infinite wellness leaves, wedding leaves, care leaves and vacation leaves. The case also touches upon existing leave policies which included surrogacy leaves, parental leaves, adoption leave, pet leaves (called pawternity leaves), and gender reassignment surgery leave. Myntra also enhanced its Mediclaim policy that covered psychiatric consultation fees and extended support programs such as yoga sessions, meditation and emotional wellness webinars. The case ends with a brief mention of the impact of these initiatives which ensured that Myntra’s workforce took good care of their mental and physical wellbeing and had a right balance among health, family, and career that resulted in an increase in employee engagement and leadership trust.

Issues

* Understand the contribution of employee well-being and belongingness in the employee engagement model.
* Become aware of the key elements that lead to a successful change in employee experience programs.
* Learn about the key factors that need to be considered while designing leave policy.
* Gain awareness of the various leave benefits offered in an organization.
* Understand the importance of bringing changes to leave policy to improve employee engagement.