**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2018-2019**

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. How management should develop a Business Project Management Plan?
2. How do you develop a Business Project Management Plan?
3. Write a Assessing the feasibility of a Project?
4. Write a short note on :
5. CPM tools
6. ROI
7. Payback period
8. Closing a project

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**Handewadi, Pune-411060, 2018-2019**

Class: BBA Sem VI Max. Marks: 30

Subject: Event Management Time: 1 Hours

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

1. How the managers should implement the Marketing Plan. Why planning is necessary in all the levels?
2. Write a note on Negotiating Contracts with Event Organizers?
3. Write a short note on:
   1. Retail Events
   2. Reach-interaction Matrix,
4. What are Management Information System, Setting Objectives, and Development of the Strategic Market Plan?

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

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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).**

1. Write a note on Introduction, Types, how to choose e-commerce business models.
2. What are the Factors responsible for the growth of E-Commerce in India?
3. What is Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market?
4. 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 Nature and Role of money market in India?
2. Give the general Introduction to Primary and Secondary Markets?
3. Write a note on Bills of Exchange. Secondary market, Stock exchanges in India?
4. Explain the Role of SEBI and RBI as a Regulatory Authority

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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).**

1. Write a note on the Visualization of Ad Layout - Elements of Ad Copy and Creation?
2. Explain the difference between Principles of verbal versus visual thinkers?
3. Explain the role of The Internet as an Advertising Medium?
4. Explain the Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity?

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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. Benefits of Employees State Insurance Act 1948 and the Coverage of Employees State Insurance Act 1948
3. Workman’s compensation Act 1923
4. Give the Highlights of the Payment of Bonus Act, 1965Payment of Bonus Act, 1965