**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060 , 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Entrepreneurship and Small Business Management Time: 1 Hours

**Q.1. Attempt any Three of the Following (Each Carries 10 Marks)**

a) Explain the Concept of Entrepreneur, Manager and Intrapreneur?

b) State the different Factors influencing Entrepreneurship?

c) Define the Environmental scanning for business opportunity Identification?

d) Write a note on:

1. Khadi and Village Industries Board (KVIB),
2. Rajiv Gandhi Udyami MitraYojana (RUGMY)
3. Prime Minister Employment Generation Programme (PMEGP)

**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Production & Operation Management Time: 1 Hours

**Q.1.Attempt Any Three of the Following (Each Carries Equal Marks)**

a) Explain the Meaning, Nature, Scope of Production management?

b) Explain the Safety considerations and environmental aspects?

c) Explain the Meaning, Objectives, Factors affecting production control?

d) Explain the Bio-Mechanical factors, safety equipment and device for Ergonomics?

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**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Decision Making and Risk Management Time: 1 Hours

**Q.1.Attempt Any Three of the Following (Each for 10 Marks)**

a) Write the Introduction, Concept, Problem definition and framing of Decision making and Risk Management?

b) Explain the Types of Decisions, Steps in Decision making process?

c) Explain the Definitions of leadership and followership along with the Motivational theory?

d) Write the Strategic and integral planning of projects?

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**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: International Business Management Time: 1 Hours

**Q.1. Attempt any Three of the Following (Each carries Equal Marks)**

1. What do you mean by Globalization? Give its Effects on Economy, Advantages and Challenges?
2. What do you mean by Hecksher Ohlin Theory, Michael Porter’s Diamond model?
3. Explain the Nature Role and Importance of Multi National Corporations in International Business?
4. Explain the Legal Aspects of FDI from Indian Context?

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**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Advertising and Promotion Management Time: 1 Hours

**Q.1. Attempt any Three of the Following (Each carries Equal Marks)**

1. Explain Meanings, Definition, Functions Advertising Effectiveness?
2. Explain the advertising budget, advertising framework planning and organisation?
3. What is advertising layouts, components, and layout format?
4. Write a note on Pre-requisites of online advertising?

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**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Business Taxation Time: 1 Hours

**Attempt any Three of the Following (Each carries Equal Marks)**

1. Explain the Income Tax Act -1961 (Meaning, Concepts and Definitions)?
2. Write a note on :
   1. Canons of Taxation,
   2. Objectives of Income Tax
3. Explain the Income from Salary its Salient features, meaning of salary, allowances and tax Liability. Also explain the Perquisites and their Valuation Deduction from salary?
4. Methods of payment of Tax?

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**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: HRM functions Time: 1 Hours

**Attempt any Three of the Following (Each carries Equal Marks)**

1. Give the Introduction to HRM Functions, Performance Appraisal: Meaning, Definition, Purpose, Approaches, and Process?
2. Differentiate between Job Evaluations V/S Performance Appraisals?
3. Give the Difference between Training and Executive Development?
4. Explain the concept of Workers Participation in Management along with its Definitions, objectives, Importance, Forms?

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**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Digital Marketing Time: 1 Hours

**Attempt any Three of the Following (Each carries Equal Marks)**

1. Explain the Concept and meaning of Digital Marketing along with Digital Marketing Process?
2. Explain Converting Traffic into Leads, Types of Conversion?
3. Differentiate between Inbound vs Outbound Marketing?
4. Explain the Strategic Flow for Marketing Activities?

**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Financial Services Time: 1 Hours

**Attempt any Three of the Following (Each carries Equal Marks)**

Give the Introduction to Indian Financial System Structure of Financial system- financial institutions?

What are the financial intermediaries in Financial System- Merchant Bankers, underwriters?

Explain the Role of stock Exchanges in economic development. BSE, NSE, OTCEI- Functions?

Explain the Credit rating Agencies-Importance & Role Derivatives along with its Meaning & Definition, Importance?

**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2019-2020**

Class: BBA Sem IV Max. Marks: 30

Subject: Employee Recruitment & Record Management Time: 1 Hours

**Attempt any Three of the Following (Each carries Equal Marks)**

1. Explain the Manpower planning its Meaning, Definition, Need, Objectives, Levels, Importance?
2. Explain the Internal and External Sources of Recruitment and its Advantages and Disadvantages?
3. Give the Importance of Employee records and Types of Employee records.
4. Explain the various concepts and steps relating to designing of computer technologies and its applications in various fields?