**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2019-20**

Class: BBA Sem V Max. Marks: 30

Subject: Research Methodology Time: 1 Hours

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

1. Give the Introduction to Research Methodology and Research Problem?
2. Explain the Challenges before Researchers in India?
3. Explain the Meaning of Research Design and Need for Research Design?
4. What is the Meaning and definition of Secondary Data along with Advantages and Limitations of Secondary Data?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2019-20**

Class: BBA Sem V Max. Marks: 30

Subject: Database Administration and Data Mining Time: 1 Hours

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

1. Give the introduction to DBMS and the Objectives related to DBMS?

1. Explain the introduction to Database Administration and its purpose?
2. Explain the Applications, Advantages, Limitations of Data Warehousing?
3. Write a short note on:
* Data Mining
* Cloud Computing

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**Handewadi, Pune-411060, 2019-20**

Class: BBA Sem V Max. Marks: 30

Subject: Business Ethics Time: 1 Hours

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

1. Explain the Meaning, Nature and Scope of Business Ethics?
2. Write a short note on:
	1. Ethical Code of Conduct in Global Business
	2. Leadership Ethics at the organizational level
3. What are the Health and Safety Issues in Organizations? Also explain the Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well being of employees?
4. Explain the Government regulation agencies for Consumer protection and Protecting consumer privacy online?

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**Handewadi, Pune-411060 2019-20**

Class: BBA Sem V Max. Marks: 30

Subject: CSR Time: 1 Hours

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

1. Explain the Meaning and Definition along with the Sustainability and Stakeholders Management?
2. What is Scope of CSR Activities under Schedule VII?
3. What is the Computation of Net Profit’s implementation in India?
4. Write a note on Role of Non-profit & Local Self-Governance in implementing CSR?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2019-20**

Class: BBA Sem V Max. Marks: 30

Subject: Marketing Environment Analysis and Strategies Time: 1 Hours

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

1. Explain the Marketing Microenvironment and Marketing intermediaries?
2. Explain the Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns?
3. Write about Consumer Buying Behavior?
4. What are the CSF, KPI, BCG matrix, Porter’s 5 force analyses?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060 2019-20**

Class: BBA Sem V Max. Marks: 30

Subject: Analysis of Financial Statements Time: 1 Hours

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

1. Explain the Introduction to Schedule III as per Companies Act2013?
2. Explain the Ratio Analysis, Fund Flow Statement?
3. Explain the Meaning, Importance, and Advantages & Limitations of Ratio analysis?
4. What are the Methods of Cash Flow Statements- Direct methods and indirect methods?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060**

Class: BBA Sem V Max. Marks: 30

Subject: Cross-Cultural HR & Industrial Relations Time: 1 Hours

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

Explain the Culture and Cross-Culture and the Six Dimensions of National Culture by Professor

Geert Hofstede?

Write about Cross-Culture and Human Resource Management?

Explain the need and importance of Training Development and performance Appraisal?

Write a note on the The Industrial Disputes Act,1947?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060**

Class: BBA Sem V Max. Marks: 30

Subject: Legal Aspects in Marketing Managemnt Time: 1 Hours

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

1. Write a short note on :
	1. Door step selling
	2. Tele sales and Direct Mail Sales
2. What are the different Laws for Broadcasting the Advertisement?
3. Explain the Concept of CRM, Terms and conditions related to CRM?
4. What are Meaning and Importance of Pricing related laws?