**Pragnya Education Trust’s**

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

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

Class: BBA Sem VI Max. Marks: 30

Subject: Essentials of E-Commerce Time: 1 Hours

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

1. Give the Introduction to E-Commerce and the Role of E-Commerce in Business Economy?
2. What are the Factors responsible for the growth of E-Commerce in India and the Opportunities and Challenges for E-Commerce in India?
3. Write a note on Introduction, Features, Scope and Advantages Electronic Data
4. Interchange, Internet, Intranet, Extranet, Backend Informatics and System Integration
5. Write a short note on :
6. UPI
7. SEO
8. PPC
9. Cyber-crime against government institutions.

**Pragnya Education Trust’s**

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

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

Class: BBA Sem VI Max. Marks: 30

Subject: MIS Time: 1 Hours

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

1. Explain the Meaning and basic concept of Information Technology and MIS?
2. Write a note on Decision Making and Models of Decision Making?
3. Write a short note on:
   1. System Analysis
   2. MIS application,
4. Explain the Enterprise Model System and E-Business?

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

Class: BBA Sem VI Max. Marks: 30

Subject: Business Project Management Time: 1 Hours

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

1. Explain the opportunities in the project management field ?
2. Write a note on Developing a Business Project Management Plan?
3. How will you Calculate Return on Investment (ROI)? Explain with example
4. Write a note on :

* Closing a project
* Reviewing a project

**Pragnya Education Trust’s**

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

Class: BBA Sem VI Max. Marks: 30

Subject: Management of Innovations and Sustainability Time: 1 Hours

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

1. Give a general Management of Innovation Sustainability?
2. Differentiate between Differences between invention and innovation.
3. What are the different Organizational characteristics that facilitate the innovation process?
4. Explain the Ecologic aspects of sustainable development?

**Pragnya Education Trust’s**

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

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

Class: BBA Sem VI Max. Marks: 30

Subject: International Brand Management Time: 1 Hours

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

1. Explain the Purpose and Characteristics of strong brands?
2. Explain the Creating brand associations and introducing a new brand in the international market?
3. Write a note on Interpret brand performance data, Brand evaluation plans in the international scenario?
4. Explain the Concepts and tools for managing brands over time,?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2029-20**

Class: BBA Sem VI Max. Marks: 30

Subject: Financial Management Time: 1 Hours

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

1. Write a short note on:
   1. Debentures,
   2. Term Loan,
   3. Lease Financing,
   4. Hire Financing.
2. Explain the concept of Cost of Capital- Meaning, weighted Average Cost, and Operating leverages?
3. What do you mean by under & over Capitalization?
4. Explain the term Mutually Exclusive Proposals?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2029-20**

Class: BBA Sem VI Max. Marks: 30

Subject: Global Human Resource Management Time: 1 Hours

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

1. Write a note on the Advertiser Meaning and definition of Global HRM?
2. Explain the Categorization of countries and employees in the concept of Global HRM?
3. What do you mean by Global Recruitment function; head-hunters, cross-national advertising, e-recruitment?
4. Explain the Ethics-related challenges for the HR function of the multinational enterprise?

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060**

Class: BBA Sem VI Max. Marks: 30

Subject: Cases in Marketing Time: 1 Hours

Huan makes smart tags for pets to help owners find their pets if they go missing. Initially, the company focused on the technical features in its homepage copy. For example, the tags don’t emit harmful radiation, are water-resistant and have a replaceable one-year battery.

From customer feedback surveys, the team discovered that customers purchased the product because they were worried they wouldn’t be able to find their pet if the pet went missing. This discovery prompted the team to change its messaging.

The new messaging on the homepage read, “Keep your pet safe and prevent heartbreak. Huan Smart Tags help you find you’re missing pet automatically.”

Revenue increased 53% increase following the change in messaging. “We immediately saw an increase in engagement on our website, with a lower bounce rate, higher click-through rate and a higher conversion rate. There were also a few people who messaged us on social media saying how our new message resonated with them,” said Gilad Rom, Founder, Huan.

Answer the question:

1. Give the suitable title to the case?
2. What is the actual problem with the c

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060**

Class: BBA Sem VI Max. Marks: 30

Subject: Cases in Finance Time: 1 Hours

A bank named ‘Dhan Sangraha Karta’ allows Kapoor family to deposit their money time and again in it. It gives a definite return to this family which is in the form of interest. To get this interest the money stored in the household of Kapoor family gets entry into this bank. Nearby there is a stock exchange, Mr. Raj an Kapoor, who is the head of the family, goes there and buys securities. He says that in this way more return in earned by him on his saved money though the risk is also there.

1. Identify the process in above case performed by the bank and the stock exchange.
2. What are the roles of the bank and the stock exchange with respect to each other?
3. Name a condition for the bank to perform its role in this process.
4. Name a condition for the stock market to perform its role in this process.

**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060**

Class: BBA Sem VI Max. Marks: 30

Subject: Recent Trends & HR Accounting Time: 1 Hours

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Explain the Meaning and definition of employee Engagement? Also explain the Factors Influencing Employee Engagement?

Explain the Meaning and definition of Human Resource Information System?

What is Human Resource Valuation: Monetary and Non Monetary methods of Human Resource Valuation?

Write a note on Areas and levels of Human Resource Audit?