Paper Code- BBA311 5th
computer
Subject - Performance Management
FIFTH SEMESTER
...ons carry equal marks.
BBA

1. Answer any **five** questions from following:- (5x3=15)
   (a) Define Performance Management
   (b) List three key components of an effective performance management system.
   (c) Differentiate between performance management and performance appraisal
   (d) List three differences between Key Result Areas (KRAs) and Key Performance Areas
   (e) Define Lesson Plan
   (f) Explain the term Broad Banding
   (g) Write short note on Potential Assessment

2. Define performance management and elaborate on its significance in organizational success. Discuss the key components of an effective performance management system. (15)

3. Compare and contrast any three performance appraisal methods. Evaluate the strengths and weaknesses of each method and provide examples of situations where one method might be more suitable than others. (15)

4. Discuss the steps an organization can take to address poor performance effectively. Provide examples to illustrate your points. (15)

5. Explain the importance of Key Performance Indicators (KPIs) in organizational management. Provide examples of KPIs that might be relevant for a manufacturing company and a digital marketing agency. (15)

6. Explore the relationship between employee engagement and performance. Discuss how an engaged workforce can positively impact individual and organizational performance. (15)

7. Define TNA and explain its significance in the context of organizational development. Discuss the key steps involved in conducting comprehensive TNA. (1

8. Provide a comprehensive overview of contingent pay plans. Explain the concept and rationale behind such plans and discuss the different types (1

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA305　　　　**Subject: Information Systems Management**

Time: 03:00 Hours　　　　　　　　　**Maximum Marks:75**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1　Answer **any Five** of the following questions:　　　　　**(5x5=25)**

a)　Discuss the purpose and importance of Information Systems Management (ISM) in modern business organizations.

b)　What is the relevance of information in decision-making? What characteristics make information valuable for effective decision-making processes?

c)　Discuss Data Definition Language (DDL) andData Manipulation Language (DML). What types of commands are included in DDL and DML?

d)　What are aggregate functions in SQL? Discuss their significance in data analysis and reporting.

e)　Describe the importance of system analysis in the system development process. What techniques are commonly used during system analysis?

f)　Explain the quantitative aspects of Cost Benefit Analysis. How are costs and benefits measured?

g)　What is end-user development? What challenges does it present to organizations?

Q2　a)　What is Transaction Processing System (TPS). Discuss its key features and its role in an organization's daily operations.

b)　Analyze the objectives of Information Systems Management(ISM) and their alignment with business goals. Discuss the prerequisites for effective ISM and the challenges that organizations face in meeting these prerequisites, and how can they be overcome?　　**(12.5)**

OR

Q3　a)　What are the different sources of information available for decision-making? Evaluate the pros and cons of these sources in terms of reliability and relevance.　　　　　**(6.5)**

b)　Describe the components of ISM and their respective roles in supporting business operations. How can organizations optimize these components for better performance?　　　　**(6)**

Q4　a)　Discuss the Entity-Relationship model and its significance in database design. How do ER diagrams assist in visualizing and structuring data requirements?　　　　　**(6.5)**

b)　Discuss the significance of integrity constraints in relational databases. How do they help maintain data accuracy and reliability?　　　　　　　**(6)**

OR

Q5　Discuss the significance of normalization process in database design. Explain the different normal forms with suitable examples, and how does each address data redundancy and integrity issues?　　**(12.5)**

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Q6　a)　Compare and contrast the Waterfall and Spiral models of system development. What are the strengths and weaknesses of each approach?　　　　　**(6.5)**

b)　Discuss the concept of prototyping in system development. What are its advantages and disadvantages compared to traditional System Development Life Cycle (SDLC) approaches?　　**(6)**

OR

Q7　What are the characteristics that differentiate one type of system from another? Discuss the different types of systems: open, closed, deterministic, and probabilistic. How do these classifications affect the design and functionality of a system?　　　　**(12.5)**

Q8　Discuss the importance, advantages and challenges of using Knowledge Management Systems in modern organizations. How does it support knowledge sharing, innovation, and organizational learning?　**(12.5)**

OR

Q9　a)　What is a Decision Support System? Discuss its key characteristics and how it aids managerial decision-making.　**(6.5)**

b)　Explain the role of Expert Systems in business decision-making. Discuss one example of how Expert Systems are used in the healthcare sector.　　　　　　**(6)**

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA-309	**Subject: Marketing Analytics**
Time: 03:00 Hours	**Maximum Marks:75**

Note: Attempt five questions in all including Q.No.1 which compulsory.

Q1   Attempt **five questions** from the following: **(5x5=25)**

   a)   What is Marketing Analytics? What it is and why it matters? Discuss.

   b)   How Analytics can be used to segment the customer data? In what customer segments the data can be segmented. Discuss?

   c)   How the right marketing mix can be developed using marketing analytics? Explain with examples.

   d)   What are types of marketing analytics? Discuss with examples.

   e)   Why is marketing analytics important? Explain with examples of marketing analytics applications in the field of marketing.

   f)   Explain the four pillars of marketing analytics.

   g)   Explain the different data sources in marketing on which analytics can be affixed.

   h)   What is cognitive analytics? How is it done and its usefulness to market.

Q2   How product design can be finalised using product analytics. What tool is used to finalise product design? Discuss its application.   **(12.5)**

OR

Q3   How demand forecasting can be done using least square method and time services analysis? Explain by taking an example.   **(12.5)**

Q4   What is price optimization? How is it different from price bundling? What price analytics can be used is such a case? Discuss with example.   **(12.5)**

OR

Q5   What is done is place analytics and discuss the tools used for the same? Explain with suitable examples.   **(12.5)**

Q6   What is Promotion Analytics? How media selection can be done using a analytics model? Explain with example.   **(12.5)**

OR

Q7   Compare the feature of digital advertisement V/S viral marketing under what situations each one of them is used? Discuss with relevant examples.   **(12.5)**

Q8   How to measure customer satisfaction using marketing analytics? Which tool can be used for the same? Explain the same with suitable example.   **(12.5)**

OR

Q9   What are customer reviews in online shopping? How to analyse the same using which tool of marketing analytics? Discuss with example.   **(12.5)**

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END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2024

| Paper Code: BBA303 | Subject: Business Policy and Strategy |

[BATCH 2021 TO 2023]

Time: 3 Hours   Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1. Write short note on the following (Attempt **any five**):   (5×5=25)
- (a) Strategic Planning and Strategic Management
- (b) ETOP a Diagnosis tool
- (c) Mckinsey 7-S framework
- (d) Resource audit and strategic advantage analysis
- (e) Integration strategies and Retrenchment strategies
- (f) Internationalization and Digitalization
- (g) Objectives and Strategies

Q2. Discuss the evolution of business policy; also highlight its scope and importance with suitable examples.   (12.5)

OR

Q3. Differentiate between Vision & Mission of business firm. How Vision and Mission statement of business firms are made? Illustrate Vision and Mission statement of any business.   (12.5)

Q4. Why is environmental analysis necessary for strategy formulation? Discuss the functional area profile and resource development matrix.   (12.5)

OR

Q5. "The value chain is an excellent framework by which strategic managers can determine the strengths and weaknesses of each activity vis-à-vis the firm's competitor's." Explain.   (12.5)

Q6. What are the distinctive features of stability strategy? Briefly explain the variants of stability strategy.   (12.5)

OR

Q7. Explain the advantages and pitfalls of diversification strategy. Also discuss different types of diversification strategy.   (12.5)

Q8. Explain BCG growth share matrix and GE nine-cell matrix for portfolio analysis of organization.   (12.5)

OR

Q9. Discuss the major challenges involved in the strategy implementation.   (12.5)

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