

Total No. of Questions : 3]

SEAT No. :

PB-1496

[Total No. of Pages : 3

[6227]-503

T.Y. B.B.A. (IB)

**503: BUSINESS REPORTING AND ANALYSIS
(2019 Pattern) (CBCS) (Semester-V)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions:

[5]

- i) To study available and possible solution to a problem, event, situation or an issue, is an objective of _____.
 - a) KPIs
 - b) Porter's Five Forces Analysis
 - c) Business Report
 - d) BCG matrix
- ii) Shipping industry is an example of _____.
 - a) Auto and ancillary industry
 - b) Information Technology industry
 - c) Service sector
 - d) Power industry
- iii) Demand and supply of products are the components of _____.
 - a) Financial reports
 - b) Marketing reports
 - c) Business analysis
 - d) HR analysis
- iv) Five forces analysis framework is introduced by _____.
 - a) BCG Group
 - b) Michael Porter
 - c) Bruce Handerson
 - d) Dr. W. R. Spriegel
- v) BCG stands for _____.
 - a) Boston Consultation Group
 - b) Briston Consultation Group
 - c) Briston Consulting Group
 - d) Boston Consulting Group

P.T.O.

B) Match the Pairs [5]

Part A	Part B
i) Buye's Bargaining Power	a) Accuracy
ii) Tertiary Industry	b) Study of GDP
iii) Business Report	c) Brainstorming
iv) Macro-Economic Analysis	d) Five Forces Analysis
v) Business analysis tool	e) Banking industry

C) Answer in one sentence [5]

- i) Define the term Business Report.
- ii) What does “Stars” in the BCG Matrix indicate?
- iii) What do you mean by Business Plan?
- iv) What is intra company analysis?
- v) Write the full form of PESTLE.

D) Fill in the blanks [5]

- i) Absurd information will affect the authenticity of _____
- ii) KPIs stand for _____
- iii) Generic competitive strategies are an example of _____
- iv) _____ analysis is a review of assessment of the current condition and future prospectus of a given sector of the economy.
- v) _____ plan describes how the products / services will be distributed, priced and promoted.

Q2) Long Answer questions (Attempt Any 3) (10 marks each) [30]

- a) What is Business Report? Explain the factors affecting Business Reporting.
- b) Explain Michael Porter's Five Forces Analysis with suitable examples.
- c) What is Marketing Report? Explain in detail the components of Marketing Reports.
- d) What is Business Analysis? Explain the factors to be considered in Business Analysis.
- e) What is Human Resource Forecasting? Explain the need and objectives of Human Resource Forecasting?

Q3) Write Short Notes (Attempt Any 4) (5 Marks Each) [20]

- a) Importance of business reporting
- b) BCG Matrix
- c) PESTEL analysis
- d) Business Meetings
- e) Macro economic analysis
- f) Value Chain

