

Total No. of Questions : 3]

SEAT No. :

PB-1496

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[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]

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

