BBA

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 05-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write short notes on the following :**

   a) Management Research

   b) Research Design

   c) Random Sampling

   d) Primary Data

   e) Nominal Scale

   f) Questionnaire

   g) Coding of Data

   h) Report

   i) Variable

   j) Experiment

SECTION-B

UNIT-I

2. What are the components of sound research problem? Illustrate with examples.

3. How are research designs classified? What are distinguishing features of each design?

UNIT-II

4. Distinguish between random and Non-Random Sampling. Explain advantages and limitations of using sampling.

5. *"Majority of research makes use of primary sources of data and secondary data sources do not really contribute to a scientific enquiry"*. Do you agree / disagree with this statement. Explain.

UNIT-III

6. Discuss with the help of examples four key levels of measurement. What are mathematical operations / statistical techniques are and are not permissible on data from each type of scale?

7. What is the difference between a questionnaire and a schedule? What are the steps involved in the questionnaire design?

UNIT-IV

8. Processing of data involves editing, coding, classifying and tabulating. Explain each of these steps by taking an appropriate research example.

9. What should be the detail structure of a research report? What are the elements of the structure defined by you?

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BBA (Sem. – 4)

BUSINESS RESEARCH METHODS

Subject Code: BBA-401-18

M Code: 77423

Date of Examination:13-12-2022

Time: 3 Hrs. **Max. Marks: 60**

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.**
3. **Students have to attempt any ONE question from each Sub-section.**

SECTION-A

1. Explain:
   a) Research process
   b) Need for research methodology
   c) Experimental errors
   d) Sampling
   e) Secondary data
   f) Survey methods
   g) Ordinal data
   h) Non-Comparative scaling
   i) Cross tabulation
   j) Data coding

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Dec = 2022

SECTION-B

UNIT-I

2. Define research methodology? What are its scope and objectives?
3. Explain exploratory and descriptive research designs.

UNIT-II

4. Describe the probability sampling methods.
5. Explain the role of surveys in data collection.

UNIT-III

6. Using suitable examples, explain nominal and interval measurement.
7. Describe the key issues to be addressed in the questionnaire design.

UNIT-IV

8. Take a suitable example to explain the editing and coding of data using MS Excel.
9. Explain the guidelines for writing a report.

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BBA - 4

Roll No. [ ]

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBA-GEC-401-18

M.Code : 77426

Date of Examination : 13-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Explain the following :**

   a. Define enterprise.

   b. Differentiate between entrepreneur and manager.

   c. Role of entrepreneurship in economic development

   d. Elaborate the entrepreneurship development cycle.

   e. Sources of business ideas .

   f. Role of promotional agencies in entrepreneurship development.

   g. Elements of a good business plan.

   h. Venture capital.

   i. Angel investors.

   j. Steps to end an entrepreneurial venture.

SECTION-B

UNIT-I

2. Define entrepreneurship. Discuss in detail various theories of entrepreneurship with the help of suitable illustrations.

3. What do you mean by entrepreneurial motivation? Explain various traits to become a successful entrepreneur. Do you think every person who possesses these traits can become a successful entrepreneur? Give reasons for your answer.

UNIT-II

4. Define creativity. Discuss various blocks to creativity. Also describe methods to develop individual creativity.

5. What is MSME? Discuss in detail various steps for starting an MSME with the help of examples. Also, discuss the role of government in promoting the MSMEs.

UNIT-III

6. What do you mean by entrepreneurship development? Explain different phases of entrepreneurship development programs. Also explain the relevance of EDPs in Indian context.

7. What do you mean by business incubators? How are they different from an enterprise? Explain various steps to initiate a business incubator.

UNIT-IV

8. Discuss in detail various sources of finance for entrepreneurial ventures with their pros and cons.

9. What do you mean by industrial sickness? Discuss in detail various reasons of industrial sickness. Also suggest some remedial measures to remove industrial sickness.

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Roll No. [ ]

Total No. of Questions: 09

Total No. of Pages: 02

BBA (Sem. – 4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code: BBAGEC401-18

M Code: 77426

Date of Examination : 20-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly:

a) Entrepreneurship.

b) Woman Entrepreneur.

c) What are entrepreneurial competencies?

d) Define technical analysis.

e) Micro enterprise.

f) Define innovation.

g) Define medium-scale industry.

h) Industrial cluster.

i) Start-ups.

j) Differentiate between incentive and subsidy.

SECTION-B

UNIT-I

2. Define the term entrepreneur. Explain the role performed by the entrepreneurs in the economic development of a country.

3. What are the barriers in the way of entrepreneurship?

UNIT-II

4. Explain creativity and business ideas in detail.

5. Discuss the role of MSME's in developing countries.

UNIT-III

6. Discuss various Entrepreneurial development programs.

7. Explain statutory board and industrial estates in detail.

UNIT-IV

8. What are the causes of industrial sickness?

9. Explain the role of SIDBI and commercial banks in detail.

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Roll No. [ ]

Total No. of Questions: 09

Total No. of Pages: 02

BBA (Sem. – 4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code: BBASEC401-18

M Code: 77427

Date of Examination : 22-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write a short note on:

a) Importance of ethics in business.

b) Common Marketing malpractice.

c) Significance of holistic approach for managers.

d) Sources of value formation.

e) Difference between ethics and ethos

f) Triple Bottom Line (TBL) framework.

g) Whistle Blowing Policy.

h) Need for CSR.

i) Latest example of e-governance initiatives in India.

j) Importance of Millenium Development goals.

Dec=2022

SECTION-B

UNIT-I

2. What do you mean by business ethics? How is it useful for a business organization?

3. Elaborate with examples, the common unethical practices prevail in marketing and HRM.

UNIT-II

4. Why Indian ethos are important for a business to prosper? Also, differentiate Indian ethos from western ethos.

5. Why ethical decision making is difficult? Discuss guidelines that help ethical decision making in business.

UNIT-III

6. What is meant by CSR? Trace its evolution and latest trends.

7. Discuss the emergence and development of corporate citizenship in India.

UNIT-IV

8. Write a note on United Nations' guidelines on business and human rights.

9. Explain in detail the international framework for corporate social responsibility.

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4 BBA

Roll No. □□□□□□□□□□□□ Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–4)

HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-18

M.Code : 77424

Date of Examination : 07-07-22

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Explain briefly :**

   a) Define Human Resource Planning.

   b) Differentiate between Job specification and Job description.

   c) What is job enrichment?

   d) Sources of recruitment.

   e) Enlist various types of interviews.

   f) Define induction. Also give the important elements of an induction program.

   g) Discuss various methods of training need analysis.

   h) Define industrial relations.

   i) What are fringe benefits?

   j) Discuss the types of Incentive plans.

SECTION-B

UNIT-I

2. Define Human Resource Management. Discuss various issues and challenges for HRM in India with examples.

3. Elaborate the process of Human Resource Planning with the suitable illustrations.

UNIT-II

4. What do you mean by Job Analysis? Describe various methods of collecting job data with their advantages and disadvantages.

5. Define Selection. What are various stages of a selection process? Discuss in detail.

UNIT-III

6. What is Training? Discuss the methods of on the job training and off the job training with their pros and cons. According to you which method of training is more useful for sales staff?

7. What do you mean by career planning and development? Elaborate the stages of career life cycle? Also, discuss various individual and organizational strategies used for career planning of employees.

UNIT-IV

8. Define performance appraisal. Discuss in detail various methods of performance appraisal with the help of suitable examples.

9. What is compensation management? What are various elements of employee compensation? Elaborate various methods of wage and salary administration.

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Roll No. [ ] Total No. of Pages: 02

Total No. of Questions: 09

BBA (Sem. – 4)

HUMAN RESOURCE MANAGEMENT

Subject Code: BBA-402-18

M Code: 77424

Date of Examination: 15-12-2022

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Explain briefly:

   a) Importance of HRM

   b) Need of Human Resource Planning

   c) Placement

   d) Job simplification

   e) Significance of employee training

   f) Career planning

   g) Incentives

   h) Employee Compensation

   i) Industrial Relations

   j) Job description

SECTION-B

Dec= 2022

UNIT-I

2. Discuss the nature and scope of human resource management.

3. Explain the different factors affecting human resource planning.

UNIT-II

4. What are the various types of selection tests and interviews?

5. Define recruitment. What are the various sources of recruitment?

UNIT-III

6. Discuss the process of career planning and development.

7. Explain the process of training.

UNIT-IV

8. What are the different types of incentive plans?

9. Explain the traditional methods of performance appraisal.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–4)

FINANCIAL MANAGEMENT

Subject Code : BBA-403-18

M.Code : 77425

Date of Examination : 11-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short notes on :

a) Financial Management

b) Venture Capital

c) Operating Leverage

d) Cost of Debt

e) NPV *vs.* IRR

f) Payback Period

g) Bonus Shares

h) Net Working Capital

i) Inventory

j) MM Hypothesis – II.

SECTION-B

UNIT-I

2. Differentiate between the wealth and profit maximization objectives of financial management. Give suitable examples to discuss why wealth maximization is superior to profit maximization.

3. Write a detailed note on various long-term sources of finance available for a business organization.

UNIT-II

4. What is weighted average cost of capital? Discuss in detail the methods for determining various components of cost of capital.

5. What is capital structure? Discuss in detail the Net Operating Income and Net Income approaches of capital structure.

UNIT-III

6. Write a detailed note on various discounting and non-discounting cash flow methods for evaluating capital budgeting decisions.

7. ABC Co. Ltd. is evaluating the financial feasibility of following machine and has sought your opinion whether this machine should be installed if the cost of capital of the firm is 10%.

Machine	Initial Investment	Cash Flow (Amount in Rs.)				
		Year 1	Year 2	Year 3	Year 4	Year 5
X	3,00,000	1,00,000	1,30,000	80,000	90,000	50,000

UNIT-IV

8. Write a detailed note on conservative, aggressive and matching approaches for determining working capital requirement of a firm.

9. Write a detailed note on various factors determining dividend policy of a company in India.

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Roll No.

Total No. of Questions: 09

Total No. of Pages: 03

BBA (Sem. – 4)

FINANCIAL MANAGEMENT

Subject Code: BBA-403-18

M Code: 77425

Date of Examination: 17-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
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3. **Students have to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write short notes on:

   a) Liquidity decision

   b) Annuity

   c) Retained earnings

   d) Capital structure

   e) Operating leverage

   f) Capital budgeting

   g) Payback period

   h) Treasury bills

   i) Working capital cycle

   j) Weighted average cost of capital

Dec = 2022

SECTION-B

UNIT-I

2. Discuss the meaning, nature and scope of financial management.

3. "A rational human being has a time preference for money." What are the reasons for such preference and illustrate with suitable examples?

UNIT-II

4. What do you understand by the term 'Leverage'? How does it affect the profits of a firm? Compare the nature of financial leverage with operating leverage.

5. The following is the capital structure of XYZ ltd.

Source	Amount Rs.	Interest rate / Dividend
Equity share capital	25,000	11%
Preference share capital	20,000	10%
Retained earnings	10.000	8%
Debentures	20,000	10%

Tax rate is 50%. Calculate the overall cost of capital.

UNIT-III

6. A company is considering an investment proposal that has the following cash flows:

Projects	C_0	C_1	C_2	C_3
A	−10,000	10,000		
B	−10,000	17,500	7,500	
C	−10,000	2,000	4,000	12,000
D	−10,000	10,000	3,000	13,000

YEAR	PV (10%)	PV (30%)
1	.909	.769
2	.826	.592
3	.751	.455

Rank the projects according to:

a) ARR method

b) NPV method

7. Discuss the following two methods of capital budgeting:

   a) Profitability Index

   b) Accounting rate of return.

UNIT-IV

8. What is the significance of working capital? What are the different approaches to working capital management?

9. Critically evaluate the theories of relevance of dividends.

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