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

Total No. of Questions : 09

BBA (Sem.–3)
ORGANIZATIONAL BEHAVIOUR

Subject Code : BBA-301-18

M.Code : 76655

Date of Examination : 18-05-2023

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 briefly :

a) Components of attitude

b) Halo effect

c) Cultural Effects on OB

d) Hygiene factors

e) Operant conditioning

f) Free rein style of leadership

g) Conflict

h) Features of an effective team

i) Group Development

j) Theory Y.

SECTION B

UNIT-I

2. What do you mean by Organization Behaviour? Discuss its importance in Indian organizations.

3. Discuss the various theories of learning.

UNIT-II

4. Discuss the process of perception. What are the factors leading to perceptual distortion?

5. Define motivation. Explain the Maslow's theory of Motivation.

UNIT-III

6. What is the difference between team and group? What are the stages of group - formation and how intergroup behaviour influences the organization?

7. *"Leaders are not born, they are made"*. Discuss with reference to various leadership styles.

UNIT-IV

8. Corporate culture and organizational effectiveness are interrelated to each other. Comment upon the statement.

9. What is conflict? Discuss various approaches to conflict management.

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BBA (Sem.–3)

ORGANIZATIONAL BEHAVIOUR

Subject Code : BBA301-18

M.Code : 76655

Date of Examination : 23-12-2023

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

INSTRUCTIONS TO CANDIDATES :

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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. Answer briefly :

a) Challenges for organizational behaviour

b) Social learning theory

c) Role of perception in decision making

d) Perceptual errors

e) Personality traits

f) Types of teams

g) Managerial grid

h) Group cohesiveness

i) Sources of conflict

j) Types of organizational culture.

SECTION-B

UNIT-I

2. Define organization behaviour. What are the major factors that influence individual behaviour.

3. What do you understand by learning? Explain the classical conditioning and operant conditioning theories of learning with suitable examples.

UNIT-II

4. Explain the features of attitudes. What are its components? How is attitude formed?

5. What is positive and negative motivation? Explain Maslow's need hierarchy theory and McGregor's X & Y theory in detail.

UNIT-III

6. What are different types of groups? Explain the steps involved in the stages of group formation with suitable examples.

7. What are the styles of leadership? Briefly discuss different theories of leadership.

UNIT-IV

8. Explain the process of conflict management in an organization.

9. "*Coping strategies for job stress exist at both the individual and the organizational levels.*" Summarize and evaluate these strategies for preventing or effectively managing stress.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code : BBAGE301-18

M.Code : 76658

Date of Examination : 20-05-2023

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 briefly :

a) Define product development.

b) Discuss the characteristics of product design.

c) What are the advantages of using product development techniques?

d) What is importance of location in establishing facility?

e) Define facility layout.

f) What do you mean by Six Sigma?

g) Discuss the significance of stock control systems.

h) What are inventory costs?

i) Explain the concept of acceptance sampling.

j) What is meant by quality control?

SECTION-B

UNIT-I

2. What is the difference between job, batch and mass production? Explain with examples.

3. Elaborate the different types of product development techniques.

UNIT-II

4. What is location analysis? What are the different factors that are used in location analysis?

5. Explain the concept of production planning and control along with its functions.

UNIT-III

6. What is purchasing management? What are its various functions and objectives?

7. Write short notes on:

   a) J.I.T.

   b) Kanban system.

UNIT-IV

8. Explain the concept of Inventory Management. What are the factors affecting the inventory control policy?

9. Write short notes on :

   a) EOQ Model

   b) ABC Analysis.

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Roll No. Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code : BBAGE-301-18

M.Code : 76658

Date of Examination : 15-12-2023

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 briefly :

a) Production Management

b) Job Production

c) Mass Production

d) Objectives of facility layout

e) Importance of facility location

f) Kanban system

g) Just in Time inventory

h) Stock control system

i) Quality control

j) Acceptance sampling.

SECTION-B

UNIT-I

2. Explain the various techniques of product development. Also explain the process to develop a product taking a suitable example from any industry.

3. What are the functions of operations management? Explain the classification of decision areas of production and operations management.

UNIT-II

4. What do you understand by the term capacity planning? Explain the factors affecting the capacity planning and capacity planning decisions.

5. What is Production Planning and Control (PPC)? What are its objectives and functions?

UNIT-III

6. Explain the concept of purchasing management. What are its functions and procedure?

7. What is Total Quality Management (TQM)? Explain its process and costs involved with Total Quality Management.

UNIT-IV

8. Explain the various models of inventory management. What is the role of inventory costs in implementing these models?

9. What do you mean by statistical process control? What are statistical methods to check and control quality of products?

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BBA (Sem.–3)

IT TOOLS FOR BUSINESS

Subject Code : BBASEC301-18

M.Code : 76659

Date of Examination: 25-05-2023

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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Explain the following :

a) Data and information.

b) What is Firmware?

c) Distinguish between RAM and ROM.

d) Name any two high level languages.

e) Auto Content Wizard.

f) Write the steps to insert page break in a page.

g) Explain relative cell referencing.

h) What are Fonts?

i) What are text editing features in MS-Word?

j) List the features of paint brush.

SECTION-B

UNIT-I

2. Draw and discuss various components of block diagram of a computer.

3. What do you understand by number system? Why there is a need of different number systems? Explain the conversion from one number system to another number system using suitable example.

UNIT-II

4. Explain the various generations of languages in computers.

5. a) What is the role of "Control Panel" in Windows?

   b) Discuss various directory manipulation features in context with windows operating system.

UNIT-III

6. What is the purpose of Presentation Software in edutainment? Explain the features provided by Power Point software of embedding video and animations.

7. Discuss the use of Mail merge in MS word showing with example.

UNIT-IV

8. Write down the steps for creating various charts in MS Excel.

9. How will you calculate the various financial functions in MS Excel?

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BBA (Sem.–3)

IT TOOLS FOR BUSINESS

Subject Code : BBA-SEC-301-18

M.Code : 76659

Date of Examination : 18-12-2023

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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

   a) Why is information necessary for managers?

   b) What is a hexadecimal number system?

   c) What is firmware?

   d) What is a Directory Windows operating system?

   e) What is a high-level language?

   f) What are Outdents in MS Word?

   g) What is a Slide Sorter View in MS-Powerpoint?

   h) What are special symbols in MS Word?

   i) What is the function of cell editing in MS Excel?

   j) What are the different components of MS-Excel history?

SECTION-B

UNIT-I

2. Discuss the applications of computers in different management fields in the present era. Explain by citing examples.

3. **Write notes on :**

   a) Difference between Mainframe and Supercomputers.

   b) Difference between decimal and octal number systems.

UNIT-II

4. What are the limitations of low-level languages? Also, explain how high-level languages can overcome these limitations.

5. **Write notes on :**

   a) Applications of secondary memory.

   b) Benefits of using Windows as an operating system.

UNIT-III

6. **Write notes on :**

   a) Different formatting commands in MS Word

   b) Application of Paragraphs and Sections in MS-Word

7. **Write notes on :**

   a) Process of creating and saving presentations on MS-Powerpoint.

   b) Why do managers need the application of MS-PowerPoint for business presentations?

UNIT-IV

8. Give reasons for justifying that MS-Excel is one the best possible tools to analyze data. Explain by citing examples.

9. **Write notes on :**

   a) Application of graphs and charts in MS-Excel.

   b) Important Statistical functions in MS-Excel and its applications.

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BBA/BBA (EM) (Sem.–3)

MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 21-12-2023

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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short notes on the following :

a) Difference between Customer Needs and Wants

b) Macro Environment

c) Mass Marketing

d) Positioning of Product

e) Packaging Decisions

f) Product Life Cycle

g) Cost Based Pricing

h) Retaining

i) Integrating Marketing Communications

j) Disadvantages of Personal Selling.

SECTION B

UNIT-I

2. "*Marketing is the Social Process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others*." Discuss.

3. What are the forces affecting marketing in Micro Environment? Discuss the importance of Micro Environment.

UNIT-II

4. What are the alternative strategies applied to various market segments?

5. Discuss the various factors affecting Marketing Mix. Discuss the 4 Ps of Products.

UNIT-III

6. In what way the New Product Development is managed? Explain the concept of 'Test Marketing' in New Product process.

7. "*Price is the only element in the Marketing Mix that produces revenue*". Do you agree with the statement? Comment.

UNIT-IV

8. What are the various Channels of Distribution? Discuss the various factors that affects the Distribution Decisions.

9. Discuss the various components of Promotion Mix along with its advantages and disadvantages.

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BBA (Sem.–3)

COST & MANAGEMENT ACCOUNTING

Subject Code : BBA303-18

M.Code : 76657

Date of Examination : 16-05-2023

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. State three points of similarities between financial and cost accounting.

b. Explain and illustrate the following terms :

i. EPS

ii. DEPS.

c. What is trend analysis?

d. Briefly distinguish between the two cost control techniques "*Budgetary Control*" and "*Standard Costing*".

e. Define a budget and give its four essentials.

f. A company making and selling toys has made the following estimates:

Selling price: Rs. 20 a unit; Fixed costs Rs. 15, 00,000 a year; Variable costs Rs. 16 per unit; Sales volume 5 lakh units. Suppose a selling price decrease of 10% results in a 15% increase in sales volume, what will be the profit?

g. Define the term cost control, cost reduction and cost management.

h. What are the components of current and fixed assets?

i. Define variance analysis.

j. Discuss the importance of break-even analysis.

SECTION-B

UNIT-I

2. "*While Financial Accounting is external, Cost Accounting is internal to the business.*" Explain.

3. Following figures are available of ABC Ltd. for the year ended 31st March, 2020: Net profit before interest and tax Rs. 41,25,000 ; Net profit after tax Rs. 33,00,000 ; Net profit after interest and tax Rs. 16,50,000 ; Preference dividend Rs.5,25,000 ; Capital employed Rs. 1,65,00,000 ; Total assets Rs. 1,89,75,000 ; Net worth or equity shareholders' fund Rs. 1,12,50,000.

Calculate :

a. Return on capital employed;

b. Return on Total Assets;

c. Return on Equity shareholders' fund.

UNIT-II

4. What do you mean by financial statement analysis? Discuss in detail methods and types of financial analysis.

5. Discuss the advantages and disadvantages of standard costs and conditions under which they may be adopted. Also indicate the circumstances in which their use may be misleading.

UNIT-III

6. *"Flexibility in a budget is an aid to co-ordination, while the budgetary control is an instrument of co-ordination."* Explain.

7. What is zero based budgeting? State its advantages and limitations.

UNIT-IV

8. Explain clearly what you understand by "contribution" in a cost accounting sense. How is it related to profit? List three benefits management can obtain from knowing the contribution from its costs units.

9. What is Marginal Costing? Explain the practical application of marginal costing with examples.

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Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–3)

COST & MANAGEMENT ACCOUNTING

Subject Code : BBA303-18

M.Code : 76657

Date of Examination : 13-12-2023

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) Cost Reduction

   b) Quick Ratio

   c) DuPont Analysis

   d) Master Budget

   e) Labour Efficiency Variance

   f) Calendar (Overhead) Variance

   g) Flexible Budgets

   h) Margin of Safety

   i) Break Even Analysis

   j) Cash Budget.

SECTION-B

UNIT-I

2. What do you mean by management accounting? Differentiate between cost accounting and management accounting?

3. Explain different types of Liquidity Ratios. From the following information regarding current assets and current liabilities of Sun Ltd, Comment upon the liquidity of the concern by computing current ratio, quick ratio and absolute liquid ratio.

Current Liabilities	Amount (Rs.)	Current Assets	Amount(Rs.)
Creditors	27,000	Cash	42,000
Bills Payable	12,000	Debtors	20,000
Outstanding expenses	5,000	Bills receivable	15,000
Provision for tax	18,000	Stock	35,000
Bank overdraft	10,000	Investment in Government securities	24,000
		Prepaid expenses	10,000
		Interest receivable	1,000
Total	72,000	Total	1,47,000

UNIT-II

4. What do you mean by analysis of financial statements? Explain any 3 tools of financial analysis in detail.

5. What are the different types of material variances?

   From the following information, calculate different types of material variances:

   The standard material required for production is 5,200 kg. A price of 2 per kg has been fixed for the materials. The actual quantity of materials used for the product is 5,600 kg. A sum of 14,000 has been paid for the materials. Calculate: (a) Material Cost Variance; (b) Material Price Variance; (c) Material Usage Variance.

UNIT-III

6. What do you mean by Zero Base Budgeting? Explain the advantages and disadvantages of zero-Base Budgeting.

7. What factors should be taken into account while preparing production budget? From the following data, prepare a Production Budget for a company:

Stocks for the budget period:

Product	as on 1st January 2014	as on 30th June 2014
A	8000	10,000
B	9000	8,000
C	10,000	14,000

Requirement to fulfil sales programme:

A	60,000 units
B	50,000 units
C	80,000 units

UNIT-IV

8. What do you mean by break even charts? Discuss advantages and limitations of breakeven charts.

9. Following information is available from the records of a company :

Year	Sales (Rs.)	Profit/Loss (Rs.)
I	5,00,000	2,000 (Loss) 2,000
II	7,00,000	(Profit)

Selling price is given Rs. 100 per unit Calculate :

a) Fixed Cost

b) Break-even point in units

c) Sale in units for desired profit of Rs. 28,000

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