Roll No.

Total No. of Questions : 09

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BBA (Sem.–4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC-401-18

M.Code : 77427

Date of Examination : 17-05-23

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. Write short notes on :

a. Purpose of ethics

b. Charity

c. Drivers of CSR

d. Human Values

e. Stakeholder management

f. Corporate Philanthropy

g. Total quality mind

h. Creativity

i. Sustainability

j. Trade

SECTION-B

UNIT-I

2. What is the importance of Ethics and Moral standards?

3. Explain the various ethical principles in business.

UNIT-II

4. Critically discuss the appropriate approach for the managers in effective decision making.

5. Explain the purpose and relevance of Ethos with respect to India.

UNIT-III

6. Write a detailed note on the history and evolution of CSR.

7. Discuss in details the various models CSR in India.

UNIT-IV

8. What are the various guiding principles of UN on business and human rights?

9. Evaluate the ILO Tri-partite declaration of principles on multinational enterprises and social policy.

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Total No. of Questions : 09

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BBA (Sem.–4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination: 26-05-2023

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write Briefly :**

   a) Outline some of the uses of management research. Give examples

   b) What factors influence the choice of research design?

   c) What are different types of experimental research designs?

   d) What are the different types of hypotheses?

   e) What is descriptive analysis and what is the importance of doing it in a report?

   f) What is random sampling?

   g) What is survey method of data collection?

   h) What is an ordinal scale? What data analysis can be done on a nominal scale?

   i) Outline a report format.

   j) What is coding of a questionnaire? Why is it done?

SECTION-B

UNIT-I

2. Discuss in detail the research process. Give examples.

3. Discuss different types of research designs. What are the sources of experimental errors?

UNIT-II

4. What do you understand by data collection? Discuss various methods of primary data collection.

5. **Differentiate between following :**

   a) Sampling and Non-sampling error

   b) Snowball and Judgemental sampling

UNIT-III

6. What is nominal, ordinal, interval and ratio scale? Differentiate between them.

7. What is the difference between a questionnaire and a schedule? Discuss the different types of questionnaires.

UNIT-IV

8. Discuss the steps in data editing. What errors in the data set does a researcher look for while editing data? Give examples.

9. Discuss the different types of research reports.

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Total No. of Questions : 09

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BBA (Sem.–4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBAGEC-401-18

M.Code : 77426

Date of Examination : 29-05-2023

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Explain the following :**

   a. What is drone entrepreneur?

   b. Distinguish between entrepreneur and entrepreneurship.

   c. *"Entrepreneurs are made or born."* Comment.

   d. What is a Micro, Small or Medium Enterprise?

   e. What are the phases of EDP's?

   f. What are the various EDP's conducted in India?

   g. What is Venture capital?

   h. What is the assistance by commercial bank?

   i. What are the symptoms of Industrial sickness?

   j. Types of business plan in entrepreneurship.

SECTION-B

UNIT-I

2. Discuss the characteristics, knowledge and skills that an entrepreneur should possess with examples in the contemporary business landscape.

3. Bring out the concept of entrepreneurship. Explain the stages in entrepreneurial process in detail.

UNIT-II

4. Explain the governmental policies governing MSMEs.

5. Define business plans and why business plans fail. Explain.

UNIT-III

6. Explain the role of Entrepreneurial Development Programme (EDP) to manage the problems faced by entrepreneurs.

7. Explain the role of business incubators in a start-up.

UNIT-IV

8. What are the Governmental measures to combat industrial sickness?

9. Describe the different schemes and role of SIDBI in entrepreneurship development.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–4)

HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-18

M.Code : 77424

Date of Examination : 19-05-2023

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Explain briefly :**

a) Describe the nature of Human Resources Management.

b) How technological changes affect HRM Environment?

c) Define Human Resources Planning.

d) What is Job Analysis?

e) What is the objective of recruitment?

f) What are the features of good selection test?

g) What are the various types of selection tests?

h) Define training.

i) What is performance appraisal?

j) Define industrial relations.

SECTION-B

UNIT-I

2. Define HRM. Explain the functions of HRM.

3. What do you understand by Human Resources Planning? Describe its factors.

UNIT-II

4. What is job analysis? What are the steps involved in the preparation of job analysis?

5. Discuss the various features affecting the recruitment.

UNIT-III

6. Define training. Explain the need and importance of training.

7. What is career planning? Define the process of career planning and development.

UNIT-IV

8. What is performance appraisal? Discuss its purpose.

9. Write a note on :

a) Compensation Management

b) Industrial Relations.

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Total No. of Questions : 09

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BBA (Sem.–4)

FINANCIAL MANAGEMENT

Subject Code : BBA-403-18

M.Code : 77425

Date of Examination : 24-05-23

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. What is the need of financial management?

   b. What are the limitations of agency cost?

   c. How long term sources differ from short term sources?

   d. What do you mean by capital budgeting?

   e. Define unsystematic risk.

   f. What do you mean by financial structure?

   g. Define MVA.

   h. What do you mean gross working capital?

   i. Define time value of money.

   j. What do you mean by capital rationing?

SECTION-B

UNIT-I

2. In roost large corporations, ownership and management are separated. What are the main implications of this separation? Define the scope of financial management. What role should the financial manager play in a modern enterprise?

3. How does discounting and compounding helps in determining the sinking fund and capital recovery?

UNIT-II

4. Define cost of capital. Explain its significance in financial decision making. Distinguish between the weighted average cost of capital and marginal cost of capital. Which one should be used in capital budgeting and valuation of the firm? Why?

5. The capital structure of Adamus Ltd. in book value terms is as follows :

Equity capital (20 million shares, Rs.10 par)	Rs.200 million
Preference capital, 12 percent (500,000 shares, Rs.100 par)	Rs.50 million
Retained earnings	Rs.350 million
Debentures 14 percent (1,200,000 debentures, Rs.100 par)	Rs.120 million
Term loans, 13 percent	Rs.80 million
	Rs.800 million

The next expected dividend per share is Rs. 2.00. The dividend per share is expected to grow at the rate of 12 percent. The market price per share is Rs .50.00. Preference stock, redeemable after 10 years, is currently selling for Rs.85.00 per share. Debentures, redeemable after 5 years, are selling for Rs.90.00 per debenture. The tax rate for the company is 30 percent. Calculate the average cost of capital.

UNIT-III

6. The expected cash flows of a project are as follows :

Year	0	1	2	3	4	5
Cash flow	-100,000	20,000	30,000	40,000	50,000	30,000

The cost of capital is 12% . Calculate the net present value, internal rate of return, modified internal rate of return, payback period and discounted payback period.

7. Define the concept of capital budgeting. Discuss in detail with the help of examples techniques of budgeting. How decision tree analysis approach can be used in capital budgeting decision?

UNIT-IV

8. a) Define operating and financial leverage. How can you measure the degree of operating and financial leverage, explain with an example.

   b) What is the Indifference point in the EBIT- EPS analysis? How would you compute it?

9. Why is credit policy management important? Explain the objectives of credit policy. Explain the steps involved in analysis of credit policy with the examples. Is the credit policy that maximizes expected operating profits an optimum credit policy? Explain.

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