Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem.-3) HUMAN RESOURCE MANAGEMENT

Subject Code: BBASM301/18

M.Code: 76822

Date of Examination: 09-12-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 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) What is the nature of Human Resource?
- b) Define Selection Process.
- c) What is check list method of appraisal?
- d) Differentiate between wage and salary.
- e) Methods of collecting Job Analysis Information.
- f) Write a short note on Industrial Relations.
- g) What do you mean by performance appraisal?
- h) Define fringe benefits.
- i) Explain types of transfer.
- j) Define wage administration.

SECTION-B

UNIT-I

- 2. Discuss factors affecting Human Resource Planning.
- 3. Discuss new trends in HRM due to globalization.

UNIT-II

- 4. Explain in detail Job Analysis and its steps.
- Differentiate between Job description and Job specification. Also briefly explain different methods of Job designing.

UNIT-III

- 6. Whose responsibility is career planning and development? Discuss with example.
- 7. Explain the methods and process of Training.

UNIT-IV

- 8. What are the elements of a good incentive plan? Explain.
- 9. Differentiate between Traditional and Modern techniques of performance appraisal.

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Total No. of Questions: 09

BBA (SIM) (Sem.-3)

MARKETING MANAGEMENT

Subject Code: BBASM-302-18

M.Code: 76823

Date of Examination: 02-12-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

Write briefly:

- a) Explain Market Potential.
- b) What do you mean by Skimming Pricing?
- c) What is core product?
- d) What do you mean by segmentation?
- e) Differentiate between indoor and outdoor advertising.
- f) Outline the 4 P's of Product.
- g) What do you mean by Marketing channels?
- h) What is sales promotion?
- i) Differentiate market and marketing.
- j) What is societal marketing?

SECTION-B

UNIT-I

- What are the components of micro and macro environment? How do these influence marketing management?
- Discuss the nature, scope and importance of marketing.

UNIT-II

- What are the bases of segmentation of market? Discuss Mass Marketing vs. Segmentation.
- What do you mean by marketing mix? Explain components and factors affecting it.

UNIT-III

- What are the pricing policies? Discuss the different tools of pricing policies.
- What is the meaning of product development? Define its process for a new product launching.

UNIT-IV

- Discuss the process of designing marketing channel. How is it different from designing a physical distribution system?
- "Advertisement and sales promotions are inevitable in marketing." Evaluate with example.

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Roll	No.	

Total No. of Questions: 09

BBA (SIM) (Sem.-3)

INTRODUCTION TO SERVICE INDUSTRY

Subject Code: BBASM-303-18

M.Code: 76824

Date of Examination: 05-12-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 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

l. Write briefly:

- a) Perishability
- b) Service quality
- c) Investment schemes
- d) Career opportunities in services sector
- e) Recent changes in Telecom services
- f) Pricing of services
- g) Difference between goods and services
- h) Scope of services
- i) Promotion of services
- j) Intangibility.

SECTION-B

UNIT-I

- 2. What have been the reasons for the growth of services sector?
- 3. Discuss the nature and implications of services on economic development.

UNIT-II

- 4. What are the challenges faced by the financial services in India?
- 5. State the factors which have led to the growth of financial sector in India. Cite examples.

UNIT-III

- 6. How IT services have boomed after liberalization and privatization in the Indian context?
- 7. What are the recent changes in the health care services in India?

UNIT-IV

- 8. On what grounds the operations of private and nationalized banks be differentiated?
- 9. What are the new opportunities existing in mutual funds in India?



Total No. of Questions: 09

BBA (SIM) (Sem.-3)

ORGANIZATIONAL BEHAVIOUR

Subject Code: BBASM-GE 301-18

M.Code: 76825

Date of Examination: 29-11-2024

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.
- Each Sub-section contains TWO questions each, carrying TEN marks each.
- Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly:

- a) Personality
- b) Group Dynamics
- c) Organizational Effectiveness
- d) Job Enrichment
- e) Maslow's Need Hierarchy
- f) Group cohesiveness
- g) Parent Ego
- h) Perceptual errors
- i) Self esteem
- j) Organizational culture.

SECTION-B

UNIT-I

- Explain meaning of organizational behavior and its relevance in today's business environment.
- Discuss the various challenges and opportunities for Organization Behaviour.

UNIT-II

- What are the major factors that determine individual behaviour?
- Discuss Herzberg Two Factor Theory of Motivation in detail.



UNIT-III

- What are the characteristics of a team? How can effective teams be created?
- Discuss various theories of leadership.

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UNIT-IV

- Write a detailed note on Stress Management.
- How can the Organizational Culture be improved?

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Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem.-3) IT TOOLS FOR BUSINESS

Subject Code: BBASM-SEC 301 -18

M.Code: 76826

Date of Examination: 26-11-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

Explain the following:

- a) Differentiate between compiler and interpreter
- b) Write a note on Firmware.
- c) Write various directory manipulation features in Windows operating system.
- d) Differentiate between application and system software.
- e) Auto Content Wizard
- f) Write a note on Mail Merge.
- g) Explain absolute, mixed and relative cell referencing.
- h) Difference between Formula and Function in Excel.
- i) List any two applications which need to use statistical functions.
- j) What is the role of "Control Panel" in Windows?

SECTION-B

UNIT-I

- 2. Draw and discuss various components of block diagram of a computer.
- a) Discuss in detail the application of computers in the service sector.
 - b) Convert (100101.0011)2 into decimal, octal number and hexadecimal number.

UNIT-II

- Briefly explain various functional components of Windows operating system.
- What is the significance of machine language? Discuss the generation of computer

UNIT-III

- What is the purpose of Presentation Software in edutainment? Explain the features provided by Power Point software of embedding video and animations.
- 7. Discuss various features of MS-Word needed to prepare any project report for any business proposal.

UNIT-IV

- 8. Comment upon the timely evolution of MS-Excel. Also, discuss the importance of macros in MS-Excel.
- 9. Explain the use of charts in MS Excel worksheet.

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Total No. of Questions: 09

BBA (Sem.-3)

IT TOOLS FOR BUSINESS

Subject Code: BBA-SEC301-18

M.Code: 76659

Date of Examination: 26-11-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks
- 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. Answer briefly:

- a) What are the limitations of Data?
- b) What are mainframe computers?
- c) What is an Octal Number System?
- d) What is primary memory?
- e) What is Sub-Directory in Windows Operating System?
- f) What are the different alignments in MS Word?
- g) What are Indents in MS-Word?
- h) What is a Design Template in MS-PowerPoint?
- i) What is Auto-Content Wizard in MS-PowerPoint?
- j) What is a cell macro in MS Excel?

SECTION-B

UNIT-I

- How do computers help managers to get timely information? Discuss by citing examples.
- 3. Write notes on:
 - a) Difference between micro and mini computers
 - b) Functions of different number systems.

UNIT-II

- Discuss different generations of computers. Explain by discussing the advantages and limitations of each generation of computers.
- 5. Write notes on:
 - a) Applications of compiler and interpreter
 - b) Applications of high-level languages.

UNIT-III

- 6. Write notes on :
 - a) Applications of a page break in MS-Word
 - b) Applications of special symbols in MS-Word
 - c) Applications of mail merge in MS-Word
- 7. Write notes on:
 - a) What are the applications of the Design template in MS-PowerPoint
 - b) What are the applications of MS-PowerPoint for managers?

UNIT-IV

- As a business management student, list different business scenarios where you think that MS Excel can be used to analyze the data. Explain by citing detailed examples.
- Write notes on :
 - a) Important financial functions in MS-Excel and its applications
 - b) Difference between absolute and relative cell referencing

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Total No. of Questions: 09

BBA (Sem.-3)

ORGANIZATIONAL BEHAVIOUR

Subject Code: BBA301-18

M.Code: 76655

Date of Examination: 02-12-2024

Time: 3 Hrs.

Max. Marks: 60

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

SECTION-A

Write briefly:

- a) Opportunities of organizational behaviour
- b) Characteristics of learning
- c) Components of Attitude
- d) Psychoanalytical theory
- e) Two factor theory of motivation
- f) Group dynamics
- g) Leadership styles
- h) Steps in creating effective teams
- i) Approaches to conflict management
- j) Sources of stress

SECTION-B

UNIT-I

- What is the importance of organization behaviour? Discuss the scope of organization behavior with suitable examples.
- Explain different theories of learning with suitable examples.

UNIT-II

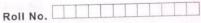
- Briefly discuss the step-by-step process of perception with example.
- Define personality. Explain various determinants of personality in detail.

UNIT-III

- What do you mean by leadership? Explain theories of leadership.
- Explain the process of group formation, outlining the hindrance in it and how can they be overcome to form effective groups.

UNIT-IV

- Some people say that conflict is inherently bad, whereas others believe that some degree of conflict in organization is desirable. Which view do you subscribe to and why?
- What are the types of organizational culture? Discuss various dimensions of organizational culture.



Total No. of Questions: 09

BBA (Sem.-3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code: BBAGE301-18

M.Code: 76658

Date of Examination: 29-11-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 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 brief notes on the following:
 - a) Characteristics of product design.
 - b) Importance of facility location.
 - c) Batch production.
 - d) Mass production.
 - e) Capacity planning decision.
 - f) Total Quality Management.
 - g) Six Sigma.
 - h) Virtual Factory concept.
 - i) Safety stock level.
 - j) Quality Assurance.

SECTION-B

UNIT-I

- What do you understand by the term Operations Management? What are its functions and why is it significant?
- Elaborate the development process of a product. Use a suitable example from any industry.

UNIT-II

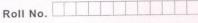
- What are the objectives and advantages of facility layout? Also explain the different types of layouts.
- What do you mean by Production Planning and Control? Explain its concept, objectives and functions.

UNIT-III

- Elaborate the various modern productivity techniques. As a production manager, which
 technique would you use if you are heading a production unit in textile industry. Support
 your answer.
- 7. What is value analysis? Explain the process of value analysis in detail.

UNIT-IV

- How do you define Quality management? Explain the difference between inspection, quality control and quality assurance.
- What do you mean by Inventory management? Explain the factors affecting the inventory control policy.



Total No. of Questions: 09

BBA (Sem.-3)

MARKETING MANAGEMENT

Subject Code: BBA302-18

M.Code: 76656

Date of Examination: 05-12-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 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) Societal Marketing
- b) Micro Environment
- c) Market Segmentation
- d) Branding
- e) Labelling Decisions
- f) Maturity Stage of Product Life Cycle
- g) Demand Based Pricing
- h) Difference between Advertising and Publicity.
- i) Communication Barriers
- j) Marketing Channel

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SECTION-B

UNIT-I

- Today Marketing is "Customer Oriented." Discuss the various concepts of Marketing on the basis of Modern Marketing.
- What factors are used in measuring the Demographic Environment? To what extent they are for the business decision.

UNIT-II

- What are the objectives of Marketing Segmentation? Explain the bases of Market Segmentation in detail.
- What is the most important elements of the Marketing Mix? Discuss 7 Ps of the Services Marketing.

UNIT-III

- What do you mean by New Product? Discuss in detail the New Product Development process.
- What are the various kinds of Pricing Strategies? Discuss each one of them with suitable examples.

UNIT-IV

- 8. "Physical Distribution Design plays a crucial role in the success of the firm". Explain the statement with the help of examples.
- Discuss the factors affecting the decision regarding selection of Promotion Mix. Explain Sales Promotion in detail.

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Total No. of Questions: 09

BBA (Sem.-3)

COST & MANAGEMENT ACCOUNTING

Subject Code: BBA303-18 M.Code: 76657

Date of Examination: 09-12-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 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) Cost Control
 - b) Current Ratio
 - c) Interest Coverage Ratio
 - d) Comparative Statements
 - e) Trend Analysis
 - f) Material Usage Variance
 - g) Overhead Volume Variance
 - h) Zero base budgeting
 - i) Profit Volume Ratio
 - j) Cost indifference point

SECTION-B

UNIT-I

- "The scope of management accounting is broader than cost accounting and financial accounting". Comment upon nature and scope of management accounting.
- 3. Briefly explain different types of turnover ratios.

From the following information of Ezra Limited calculate Debtors Turnover Ratio (DTR) and Average Collection Period (ACP).

Particulars	Amount (Rs.)		
Total Sales for the Year	2,62,000		
Cash Sales	20% of Total Sales		
Sales Return out of credit sales	15,000		
Opening Balance of Sundry Debtors	10,000		
Opening Balance of Bills Receivable	2,000		
Closing Balance of Sundry Debtors	15,000		
Closing Balance of Bills Receivable	3,000		

UNIT-II

- 4. Discussion advantages and limitations of financial statement analysis.
- From the following information, compute labour cost variance, labour efficiency variance and labour rate variance.

Labour Rate = 1 per hour

Hours as Standard per unit =12 Hours

Actual Date:

Units Produced = 1000

Actual Labour Cost = 10,000

Hours Worked actually = 12,500 Hours

Also verify the solution arithmetically.

UNIT-III

- 6. What do you mean by budgetary control? Discuss its advantages and limitations.
- 7. Prepare a Flexible Budget for the production at 80% and 100% activity on the basis of following information:

Production at 50% capacity - 5,000 units

Raw Material- 80 per unit

Direct labour - 50 per unit

Direct Expenses - 15 per unit

Factory Overhead -50,000 (50% fixed)

Administration Overhead-60,000 (60% variable)

UNIT-IV

- What do you mean by marginal costing? Distinguish between marginal costing and absorption costing.
- 9. The data below relate to a company:

Sales - 1,50,000

Fixed Cost - 45,000

Profit - 15,000

Calculate:

- a) P/V ratio at present
- b) P/V ratio, if selling price is increased by 10%.
- c) P/V ratio, if selling price is decreased by 20%.

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