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 : 20-05-2024

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) Outline scope of management research.

b) Outline some of the limitations of research methodology process.

c) What factors influence choice of research design?

d) What is a hypothesis?

e) What is a cross tab? Outline its utility.

f) What is a duster sampling?

g) What is an observation method of data collection?

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

i) Outline a report format.

j) What are open ended questions? When are they used in a questionnaire?

SECTION-B

UNIT-I

2. Discuss the research process while listing the factors which influence the process.

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

UNIT-II

4. What to you understand by data collection? Discuss some of the sources of data collection.

5. **Differentiate between following :**

a) Probability and non-probability sampling

b) Sampling and non-sampling error.

UNIT-III

6. What is a measurement scale? Discuss different types of comparative and non-comparative scaling techniques.

7. Discuss the guidelines for a good questionnaire. Discuss different types of questionnaires.

UNIT-IV

8. What is the role of data editing and coding in the data analysis process? What are the things one if supposed to do during the process of data editing?

9. Discuss different types of research reports.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC-401-18

M.Code : 77427

Date of Examination : 11-06-2024

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.
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 a short note on :**

   a. Professional Ethos

   b. CSR

   c. Intuition

   d. Brain Stilling

   e. Millennium Development Goals

   f. Sustainability

   g. Human Values

   h. Moral standards

   i. Charity

   j. Carroll's Model.

SECTION-B

UNIT-I

2. Define Business ethics. Explain the nature and scope of Business Ethics.

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 chronological evolution of CSR in India.

7. What are the various environmental aspects of CSR?

UNIT-IV

8. Explain the International framework for Corporate Social Responsibility.

9. Critically discuss the relationship between CSR and MDGs.

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Roll No.

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 : 23-05-2024

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 scope of HRM.

(b) Define globalization.

(c) Define job description.

(d) Write a note on job rotation.

(e) What is poaching?

(f) What is placement?

(g) What is apprenticeship training?

(h) What do you mean by potential appraisal?

(i) Define the concept of wage and salary administration.

(j) Define interviews.

SECTION-B

UNIT-I

2. Discuss the nature and scope of Human Resources Management.

3. What are contemporary challenges for HRM? Explain.

UNIT-II

4. Describe the techniques used for analysing the job?

5. What is placement? How an Employee is placed on the job? Do you think *'Right man at the Job'* is essential for the success of organization? Explain.

UNIT-III

6. Explain the various methods of training.

7. Write detailed note on career life cycle.

UNIT-IV

8. Discuss in detail the modern methods of appraisal of employees.

9. Discuss the elements methods of wage and salary administration.

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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 : 27-05-2024

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.
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 the following in 2-5 lines :**

   a) Define Financial Management.

   b) What are the limitations of payback period method?

   c) How equity capitals differ from preference capital?

   d) Discuss in detail future value of annuity.

   e) Define operating leverage.

   f) What do you mean by capital structure?

   g) Define EVA.

   h) What do you mean profitability index?

   i) Define takeover and sell offs.

   j) What do you mean by benefit cost - ratio?

SECTION-B

UNIT-I

2. Define the modern concept of finance. Discuss in detail the nature and scope and importance of finance functions. Comment on the emerging role of financial manager in India.

3. *"The amount of fixed capital needed varies directly with the amount of fixed asset owned"*. Explain what are the factors that influence estimation of fixed asset requirements of business.

UNIT-II

4. What do you mean by the equity shares and preference share? Explain the feature of equity shares and preference share. What are the pros and cons of equity shares from the company's and investor' point of views? What is common between equity shares and preference share in India?

5. If the use of financial leverage magnify earning per share under favorable economic conditions. Why do companies not employ very large amount of debt in their capital structure?

UNIT-III

6. The scientists at spectrum have come up with an electric moped. The firm is ready for pilot production and test marketing. This will cost Rs. 20 million and take six months. Management believes that there is a 70% chance that the pilot production and test marketing will be successful. In the case of success, spectrum can build a plant costing Rs. 150 million. The plant will generate an annual cash inflow of Rs. 30 million for 20 years if the demand is high or an annual cash inflow of Rs. 20 million if the demand is low. High demand has a probability of 0.6 and Low demand has a probability of 0.4. What is the optimal course of action using decision tree analysis?

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. What do you mean by working capital? What strategies are available to a firm for financing its working capital requirement?

9. Why should Inventory be held? Why is inventory management important? Explain the objectives of Inventory Management. Explain the steps involved in analysis investment in inventories with the examples.

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BBA (Sem.–4)

BUSINESS ETHICS AND CSR

Subject Code : BBASEC401-18

M.Code : 77427

Date of Examination : 11-12-2024

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.**
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 a short note on :**

a. What is the scope of business ethics?

b. Define moral decision-making in business.

c. Mention two ethical principles relevant to environmental sustainability.

d. Describe the role of human values in personal growth.

e. Define 'Holistic-Spiritual Brain' in the context of managerial decision-making.

f. What is the role of professional ethos in business ethics?

g. Explain the concept of stakeholder management in CSR.

h. Differentiate between Corporate Philanthropy and Corporate Citizenship.

i. What is the significance of the Sustainable Development Goals (SDGs) in CSR?

j. What are the ILO tri-partite principles regarding multinational enterprises?

SECTION-B

UNIT-I

2. Discuss the nature and importance of ethics in business. How does it contribute to moral decision-making in finance and HR?

3. Explain the relevance of ethical principles in consumer protection and marketing. How can these principles be applied in modern businesses?

UNIT-II

4. What is the need for Indian Ethos in business? Explain how Brain Stilling and Intuition play a role in managerial decision-making?

5. Discuss the meaning of foundational human values like freedom and creativity. How do these values help managers make holistic decisions?

UNIT-III

6. Explain the concept of sustainability in CSR. Discuss how the triple bottom line approach integrates environmental and social responsibilities into business?

7. Describe the chronological evolution of CSR in India. How does Carroll's model help companies align with CSR standards?

UNIT-IV

8. Discuss the key features of the United Nations Global Compact 2011 and how it influences international CSR policies?

9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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BBA (Sem.–4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBAGEC-401-18

M.Code : 77426

Date of Examination: 13-12-2024

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 a note on the following:**

a) Differentiate between an entrepreneur and a manager.

b) Define intrapreneurship.

c) Barriers in the way of entrepreneurial development.

d) Elements of a business plan.

e) Characteristics of an MSMSE.

f) Define industrial clusters.

g) List various promotional agencies for entrepreneurs.

h) Define angel investors.

i) What is seed capital assistance?

j) Define venture capital.

SECTION-B

UNIT-I

2. What are the traits of an entrepreneur? Explain various types of entrepreneurs in detail.

3. Define entrepreneurship. Discuss the role of entrepreneurship in the economic development of a nation.

UNIT-II

4. What do you understand by creativity? Discuss various techniques of creative problem solving with the help of examples.

5. Define startups. Explain the steps for starting a startup?

UNIT-III

6. Critically analyze various incentives and subsidies provided by the government for developing MSMEs.

7. What do you understand by an entrepreneurial development program? Discuss the phases of an EDP program.

UNIT-IV

8. What are the reasons for industrial sickness? What remedial measures should be undertaken to revive the sick units?

9. Discuss in detail various sources of finance for enterprises with their advantages and disadvantages.

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BBA (Sem.–4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 17-12-2024

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) What do you mean by the research design?

b) What are schedules?

c) Define Quota sampling.

d) What are type I and type II errors?

e) What do you mean by Descriptive research?

f) What are questionnaires?

g) Discuss the observation method of data collection.

h) What are the limitations of sampling?

i) What do you understand by nominal data?

j) Discuss the steps in editing the data.

SECTION-B

UNIT-I

2. Discuss in detail the process of management research. Also, outline the importance of research in management decision-making.

3. Discuss the relationship between research problem and choice of research design. Differentiate between three types of research designs.

UNIT-II

4. What are the different types of sampling? Also, explain why probability sampling techniques are preferred over non-probability sampling techniques?

5. What do you mean by primary data? Enumerate the different methods of collecting the primary data with the help of the relevant example of each method.

UNIT-III

6. Discuss in detail the guideline of designing a questionnaire. Also discuss the various types of questionnaire.

7. Compare and contrast the various attitude measurement techniques. When will you use each of them? Discuss briefly.

UNIT-IV

8. Explain the significance of the research report. Also, explain the various steps involved in writing a research report.

9. *'Data processing is an intermediary stage of work between data collection and data analysis'*. Explain the statement by enumerating the various operations involved in it.

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Roll No. Total No. of Pages : 02

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BBA (Service Industry Management) (Sem.–4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASM-SEC-401-18

M.Code : 77434

Date of Examination : 22-12-2024

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.
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) Intellectual Rational Brain

b) Nature of Business Ethics

c) Define Indian Ethos.

d) Ethics in Finance

e) Need of CSR

f) Difference between ethics and ethos.

g) Millennium Development Goals.

h) Triple bottom Line (TBL) framework.

i) CSR and corporate Governance

j) Significance of holistic approach for managers.

SECTION-B

UNIT-I

2. What are the important lessons from ancient Indian Education system for personal growth?

3. Describe the different ethical principles in case of Production, Marketing, Finance and HRM.

UNIT-II

4. Explain the meaning and importance of Holistic approach of managers in decision-making. How do managers use this approach in business decisions?

5. How are Indian Ethos different from Western ones? Elaborate with examples.

UNIT-III

6. Explain the different models of CSR in India.

7. Explain the concept of CSR through triple bottom line and sustainable business.

UNIT-IV

8. Discuss the OECD CSR policy tool.

9. Elaborate the United Nation (UN) Global Compact 2011 guidelines.

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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 :19-12-2024

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.
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

Q1. Explain briefly :

a) Impact of globalization on HRM.

b) Define job description.

c) Differentiate between job enrichment and job enlargement.

d) Steps of a selection process.

e) Types of interviews.

f) Define induction.

g) Why is it important to assess training needs.

h) 360 degree performance appraisal.

i) Define compensation management.

j) Explain the concept of industrial relations.

SECTION-B

UNIT-I

2. Define Human resource management. Discuss the importance and functions of human resource management in detail.

3. Define human resource planning. Elaborate on the process of human resource planning.

UNIT-II

4. What do you mean by recruitment? Explain various external and internal sources of recruitment with their pros and cons.

5. Define job analysis. Discuss in detail various methods of collectihg job data.

UNIT-III

6. Explain the concept of training. Critically evaluate various on the job and off the job methods of training with their advantages and disadvantages.

7. Define career. What are various stages of career life cycle? Discuss the role of management and employees in career planning and development.

UNIT-IV

8. What do you mean by performance appraisal? Discuss the process of performance appraisal in detail.

9. Define incentive. Explain various types of incentive plans with the help of examples.

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BBA (Sem.–4)

FINANCIAL MANAGEMENT

Subject Code : BBA-403-18

M.Code : 77425

Date of Examination: 14-12-2024

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.
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) Risk-return trade-off in financial decisions.

(b) What do you mean by financing decisions?

(c) Time value of money.

(d) Cost of Retained Earnings.

(e) What is meant by Combined Leverage?

(f) Capital Rationing.

(g) Payback period.

(h) Operating Cycle.

(i) What do you mean by Dividend policy?

(j) Any two disadvantages of excessive working capital.

SECTION-B

UNIT-I

2. *"The profit maximisation is not an operationally feasible criterion"*. Do you agree? Illustrate your views.

3. Suppose you are appointed as Vice President (Finance) in a large Company. Describe in brief various sources of raising finance which are available to a large Company.

UNIT-II

4. Describe the process of planning and designing of capital structure. Also, elaborate the significance of capital structure.

5. A company has the following capital structure: Equity share capital Rs. 8,00,000, 10% Preference share capital Rs. 5,00,000, 8% Debentures Rs. 3,00,000 The present EBIT is Rs. 1,50,000. Calculate the financial leverage assuming that company is in 50% tax bracket.

UNIT-III

6. In a company, while making capital expenditure decision, two alternative capital projects *A-401* and *A-402* involve an investment outlay of Rs. 72,000 each. The streams of cash inflows are as follows:

Year	Cash inflows (Rs.)	
	Project A- 401	Project A- 402
1	50,000	10,000
2	40,000	20,000
3	10,000	20,000
4	10,000	20,000
5	10,000	90,000

The required rate of earnings is 10 %. PV factor at 10 % are :Year 1(0.909), Year 2(0.826), Year 3(0.751), Year 4(0.683) and Year 5(0.621). Which of the two projects should be accepted as per NPV Method?

7. What are the various techniques of capital budgeting? Illustrate your answer with the help of an example. Which of these techniques is the best in your opinion?

UNIT-IV

8. *"Working Capital Management is nothing more than deciding about level, structure and financing of current assets"*. Comment. Also, discuss a few factors affecting working capital of a company.

9. A company belongs to a risk class for which the approximate capitalisation rate is 10%. It currently has outstanding 25,000 shares selling at Rs. 100 each. The firm is contemplating the declaration of a dividend of Rs. 5 per share at the end of the current financial year. It expects to have a net income of Rs. 2,50,000 and has a proposal for making new investments of Rs. 5,00,000. Show that under the MM assumption, the payment of dividend does not affect the value of the firm.

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