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

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BBA (Sem.–3)

IT TOOLS FOR BUSINESS

Subject Code : BBASEC301-18

M.Code : 76659

Date of Examination : 18-06-2025

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. **Answer briefly:**

   a) What are the main characteristics of computers?

   b) Explain the term 'input-output devices' with examples.

   c) How do you align text in a document?

   d) What is the function of spell check in MS Word?

   e) What is storage media? Provide examples.

   f) Differentiate between renaming and copying a file.

   g) List the components of the Excel window.

   h) What is cell referencing in Excel?

   i) Explain the use of Auto Content Wizard.

   j) What is a slide in MS PowerPoint?

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SECTION - B

UNIT-I

2. Describe the different classifications of computers based on size, functionality and purpose. Provide relevant examples.

3. Compare and contrast hardware and software. How do they interact within a computer system?

UNIT-II

4. Explain the different types of software with examples. How do application software and system software differ in their functionalities?

5. Compare and contrast primary memory and secondary memory in terms of speed, cost, and storage capacity.

UNIT-III

6. Discuss the importance of slide transitions and animations in, PowerPoint. How can they be effectively applied to maintain audience engagement?

7. Describe the steps involved in creating, saving, and opening a document in MS Word. Include different file formats that can be used.

UNIT-IV

8. Explain the process of formatting numbers and text in Excel. How do formatting options enhance data presentation?

9. Describe the use of formulas and functions in Excel. How do financial and statistical functions assist in data analysis?

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Total No. of Questions : 09

BBA (Sem.–3)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code : BBAGE-301-18

M.Code : 76658

Date of Examination: 20-06-2025

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) Operations Management

b) Batch Production

c) Facility Layout

d) Capacity Planning

e) Total Quality Management

f) Six Sigma

g) Reorder Level

h) Quality Control

i) Ordering Cost

j) LIFO.

SECTION-B

UNIT-I

2. What do you mean by product design and development? Discuss the key features of a robust product design.

3. Write a detailed note on the strategic perspective of Production and Operations Management.

UNIT-II

4. What is the importance of Facility location in Production and Operation management? What are the various strategies for effective facility location?

5. What do you mean by production planning and control? Describe the various objectives and functions of production planning and control.

UNIT-III

6. What do you mean by Productivity? What is its importance? Explain various tools to measure productivity?

7. What is purchase management? Describe the objectives of purchase management. Briefly describe various methods of purchase management.

UNIT-IV

8. What do you mean by inventory management? Describe the various factors affecting inventory control policy.

9. What do you mean by Economic Order Quantity? Discuss the various approaches for computing economic order quantity. Also, briefly describe the various factors affecting economic order quantity.

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BBA (Sem.–3)

ORGANIZATIONAL BEHAVIOUR

Subject Code : BBA-301-18

M.Code : 76655

Date of Examination : 03-07-2025

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. **Answer briefly:**

a) Define individual behavior.

b) What do you mean by Behaviour modification?

c) Explain the Components of attitude.

d) Define Job satisfaction.

e) Discuss the Determinants of personality.

f) What do you mean by Group norms?

g) Define Group cohesiveness.

h) Explain the Characteristics of a team.

i) What is Organizational culture?

j) List the Traits of an effective leader.

SECTION-B

UNIT-I

2. Define organizational behaviour. Discuss in detail the challenges and opportunities for OB with the help of suitable illustrations.

3. What do you mean by learning? Explain the characteristics of learning. Elaborate the social learning theory with its pros and cons?

UNIT-II

4. Define perception. Explain the steps of perceptual process with the help of examples. Also, give a brief note on the importance of perception in organizational behaviour.

5. Elaborate various types of motivation. Critically analyse McGregor's theory to comprehend the concept of employee motivation.

UNIT-III

6. Define group. Differentiate between formal and informal groups. Also, describe various properties of groups in detail.

7. "Leaders are born" not made. Comment on the statement and explain various styles of leadership with their advantages and disadvantages.

UNIT-IV

8. What do you mean by industrial conflict? Briefly explain the stages of the process of conflict management with the help of examples.

9. Define stress. Discuss in detail various sources of work stress. Also, explain the impact of stress on employee's behaviour.

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Total No. of Questions : 09

BBA (Sem.–3)
MARKETING MANAGEMENT
Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 16-06-2025

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. Answer briefly:

a) Define marketing and explain its significance.

b) What is the marketing mix? Why is it important?

c) What are the major objectives of pricing decisions?

d) Explain the 7Ps of service marketing.

e) Differentiate between mass marketing and niche marketing.

f) What are the major components of the promotion mix?

g) Differentiate between the marketing and selling concept.

h) What are the major types of distribution channels?

i) Differentiate between micro and macro marketing environments,

j) What is direct marketing?

SECTION-B

UNIT-II

2. What is the role of analysing the marketing environment? Discuss various components of marketing environment.

3. Define marketing management. Explain the different marketing concepts.

UNIT-II

4. What is market segmentation? Discuss various bases and strategies of segmentation with examples.

5. Explain in detail the marketing mix and discuss its factors affecting with suitable examples.

UNIT-III

6. Discuss the importance of branding, packaging, and labeling in product decisions.

7. What is pricing? Discuss the key factors affecting pricing decisions. Explain different pricing strategies and how they help businesses achieve competitive advantage. Provide relevant examples.

UNIT-IV

8. State different types of channels. Also, explain the factors that affect the choice of channel of distribution.

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

   a) Integrated marketing communication (IMC).

   b) Promotion Mix.

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BBA (Sem.–3)

COST & MANAGEMENT ACCOUNTING

Subject Code : BBA303-18

M.Code : 76657

Date of Examination: 23-06-2025

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. Any two features of Management Accounting.

   b. Debt-Equity Ratio

   c. Any two benefits of Interpretation of Financial Statements.

   d. Standard Cost

   e. What is meant by Sales Budget?

   f. Fixed Budget

   g. Absorption Costing

   h. Trend Analysis

   i. Net Profit Ratio

   j. Zero Base Budgeting

SECTION - B

UNIT - I

2. What do you mean by Management Accounting? Also discuss the points of distinction between Cost Accounting and Management Accounting.

3. Find out (i) Current Assets (ii) Liquid Assets (iii) Inventory, when current liabilities are Rs. 80,000. Current Ratio is 2 : 1, Liquid Ratio is 1.5 : 1 and prepaid expenses are Rs. 2,000.

UNIT - II

4. What do you mean by Analysis and Interpretation of Financial Statements? Also discuss the technique of Comparative Statements in detail with suitable illustration.

5. The standard cost of a chemical mixture is as thus: 40% material C at Rs. 20 per kg. : 60 % material D at Rs. 30 per kg. A standard loss of 10% of input is expected in production: The cost records for a period showed the following usages: 90 kgs. Material C at a cost of Rs. 18 per kg : 110 kgs. Materials D at a cost of Rs. 34 per kg. The quantity produced was 182 kgs. of good product. Calculate all possible material variances.

UNIT - III

6. State the main objectives of Budgetary Control? Also, discuss in brief the difference between Fixed Bridget and Flexible Budget.

7. Sharan Ltd has prepared the budget for production of 1,00,000 units of a product and the details are as below

Direct Material (Rs.)	10.08
Direct Labour (Rs.)	3.00
Direct Expenses (Rs.)	0.40
Works Overheads (60% fixed)(Rs.)	10.00
Admn Overheads (80% fixed) (Rs.)	1.60
Sales Overhead s(50% fixed) (Rs.)	0.80

Prepare a flexible budget for 60,000 units.

UNIT - IV

8. From the following particulars calculate (i) Contribution per unit (ii) P/V Ratio (iii) Break even point in units (iv) what will be selling price per unit, if the break even point is brought down to 10,000 units : Selling Price per unit Rs. 20 ; Variable cost per unit Rs. 16 ; Fixed expenses Rs. 60,000.

9. **Write descriptive notes on :**

   a) Cost Volume Profit Analysis

   b) Margin of Safety

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