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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-4)

## ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBAGEC401-18

M.Code : 77426

Date of Examination : 27-05-2025

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

## SECTION - A

- I. Explain the following :**
- a) Entrepreneurial motivation
  - b) Types of entrepreneurs.
  - c) Phases of entrepreneurship development program.
  - d) Problems of startups.
  - e) Characteristics of an MSMSE.
  - f) Define business incubators.
  - g) What is lease funding?
  - h) Industrial clusters
  - i) Venture capital
  - j) Angel investors

## SECTION - B

## UNIT - I

2. Define entrepreneurship. Discuss the various theories of entrepreneurship.
3. Describe the traits of a successful entrepreneur. Also, discuss the role of an entrepreneur in the economic development of a country.

## UNIT - II

4. What is the importance of idea generation? Discuss the various sources of a business idea.
5. Define business plan. Elaborate the important elements of a business plan with examples.

### UNIT - III

6. Critically analyze various government schemes and policies to promote EDP in India.
7. Discuss in detail the role of different state-level and national-level promotional agencies in assisting business startups.

## UNIT - IV

8. What is industrial sickness? Discuss its causes. Also, suggest some remedial measures to revive the sick industrial units.
9. Explain the role of financial institutions and commercial banks in entrepreneurial development with the help of suitable illustrations.

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**Roll No.**

Total No. of Pages : 02

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**BBA (Sem.-4)**  
**BUSINESS ETHICS AND CORPORATE SOCIAL**  
**RESPONSIBILITY**

**Subject Code : BBASEC401-18**

M.Code : 77427

Date of Examination : 31-05-2025

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

## SECTION - A

1. Write a short note on :
  - a) Explain the nature of Business Ethics.
  - b) How are moral standards important in business?
  - c) Explain the concept of ethical decision-making in business.
  - d) Describe the role of human values in personal growth.
  - e) What is meant by 'Total Quality Mind'?
  - f) Discuss the importance of intuition in managerial decision-making.
  - g) Define Corporate Social Responsibility (CSR).
  - h) What is the triple bottom line approach in CSR?
  - i) Explain the concept of Corporate Citizenship.
  - j) What are the Millennium Development Goals (MDGs)?

## SECTION - B

## UNIT - I

2. Describe the scope and purpose of ethics in business. Discuss its relevance in markets, 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. Discuss how human values like freedom, creativity, love and wisdom contribute to decision-making.
5. Compare and contrast the intellectual-rational brain with the holistic-spiritual brain

### UNIT - III

6. Trace the history and evolution of CSR in India. Discuss Carroll's model of CSR and the major drivers of CSR initiatives.
7. Explain the relationship between CSR, Corporate Governance and sustainability. Discuss the environmental aspects of CSR in business.

## UNIT - IV

8. Explain the role of the United Nations Global Compact 2011 and the UN Guiding Principles on business and human rights in shaping international CSR frameworks.
9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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BBA (SIM) (Sem.-4)

## BUSINESS RESEARCH METHODS

**Subject Code : BBASM-GE-401-18**

M.Code : 77433

Date of Examination : 31-05-2025

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

## SECTION - A

1. Explain the following :
  - a) Objective of research.
  - b) Importance of review of literature.
  - c) Conceptual versus empirical research.
  - d) Need of Research Design.
  - e) Simple random sampling
  - f) Observation method
  - g) Nominal data
  - h) Editing and coding
  - i) Cross tabulation
  - j) Research report

## SECTION - B

## UNIT - I

2. What do you understand by research problem? Explain different types of research. Discuss scope of research in management.
3. What do meant by research design? Distinguish between descriptive and exploratory Research designs.

## UNIT - II

4. Why questionnaire designing is important in research? Discuss guidelines required for developing a good questionnaire.
5. Discuss in detail the different levels of measurement. Also give suitable examples.

### UNIT - III

6. Why probability sampling is preferred over non probability sampling? List various probability sampling techniques. Explain any two techniques with their advantages and disadvantages.
7. List different methods of collecting primary data. Explain any two methods with their merits and demerits.

## UNIT - IV

8. Describe the steps of preparing data for analysis.
9. Explain with the help of suitable example the basic requirements of a good Research report.

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**BBA (Sem.-4)**  
**BUSINESS RESEARCH METHODS**

**Subject Code : BBA-401-18**

**M.Code : 77423**

Date of Examination:06-05-2025

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

**SECTION - A**

1. Explain briefly :

- a) What do you mean by the applied research?
- b) What is the importance of a review of literature in research?
- c) What do you mean by multi-stage sampling?
- d) Discuss the characteristics of the good questionnaire.
- e) What do you mean by sampling errors?
- f) What do you mean by ratio scale?
- g) State the difference between the primary data and secondary data.
- h) What do you understand by cross-tabulation?
- i) What are the essentials of a good questionnaire?
- j) What are the Characteristics of a good research report?

## SECTION - B

## UNIT - I

2. What do you mean by business research? Explain the scope and importance of research in managerial planning and decision-making.
3. What is meant by Research Design? Explain in detail the research designs applied in exploratory design in detail.

## UNIT - II

4. Discuss the difference between probability and non-probability sampling techniques. Discuss various types of probability sampling techniques in detail.
5. Define primary data. Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with a suitable example.

### UNIT - III

6. What are different types of questions which can be asked in a questionnaire? Outline the guidelines for developing a good questionnaire?
7. What are the classifications of measurement scales? Explain the meaning of each class with examples.

## UNIT - IV

8. What are different types of research reports? Discuss the format of good research report.
9. What is data preparation? Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

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**BBA (Sem.-4)**  
**BUSINESS RESEARCH METHODS**

Subject Code : BBA-401-18

M.Code : 77423

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

**SECTION - A**

**1. Write a short note on :**

- a. Appendices
- b. Bias
- c. Applied Research
- d. Randomization
- e. Quantitative Research
- f. Pilot survey
- g. Theory
- h. Hypothesis
- i. Editing of data
- j. Cross Tabulation

**SECTION - B**

**UNIT - I**

2. What are the objectives of research methodology? Explain its scope in management research.
3. Elaborate the various types of research designs with suitable examples.

**UNIT - II**

4. What is the process of sampling? What are its advantages and limitations?
5. Explain the primary sources of data collection in detail.

**UNIT - III**

6. What are the guidelines for developing a good questionnaire? Support with examples.
7. What are the various levels of measurement in research methodology? Elaborate with examples.

**UNIT - IV**

8. Explain the pre-requisites for analyzing the data. What are the various tools used for analysis?
9. What are the various types of research reports? Elaborate the guidelines for evaluating a report.

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BBA (Sem.-4)

## HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-18

M.Code : 77424

Date of Examination : 20-05-2025

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

## SECTION - A

1. Explain briefly :
  - a) Scope of HRM.
  - b) Define job specification.
  - c) List various sources of recruitment.
  - d) What do you mean by employee testing?
  - e) Elements of an effective induction program.
  - f) Difference between training and development.
  - g) Career life cycle
  - h) Define incentives.
  - i) What do you mean by industrial relations?
  - j) HRM in India

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## SECTION - B

## UNIT - I

2. Define Human resource management. Discuss various emerging trends of HRM due to globalization and technological advancements.
3. What is human resource planning? Briefly explain various factors influencing human resource planning.

## UNIT - II

4. What do you mean by employee selection? Explain the steps of a selection process with the help of suitable illustrations.
5. Define job design. Discuss in detail various methods of job design.

### UNIT - III

6. Define training. State its importance. Explain different methods of on the job training with their advantages and disadvantages.
7. Explain the concept of career planning and development. Discuss the process of career planning and development in detail.

## UNIT - IV

8. What is performance appraisal? Elucidate various traditional and modern methods of performance appraisal.
9. Define compensation. What are the elements of employee compensation? Discuss various factors affecting the compensation policy of an organization.

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**BBA (Sem.-4)**  
**FINANCIAL MANAGEMENT**

Subject Code : BBA-403-18

M.Code : 77425

Date of Examination : 23-05-2025

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

**SECTION - A**

**1. Write a short notes on :**

- a) Liquidity decisions
- b) Time value of money
- c) Weighted average cost of capital.
- d) Optimum Capital Structure
- e) What is meant by Financial Leverage?
- f) Any two points of importance of capital budgeting.
- g) Capital Rationing
- h) Working Capital Cycle
- i) Can dividend be paid in India in the form of other than cash?
- j) Any two disadvantages of inadequate working capital.

**SECTION - B**

**UNIT - I**

2. Discuss in detail the nature and scope of Financial Management.
3. Suppose you are appointed as Chief Financial Officer (CFO) in a MNC (Multinational Company). Your company needs finance for expansion. Describe in brief various sources of rising of finance (capital) which are available to a MNC (Multinational Company).

**UNIT - II**

4. Discuss the importance of cost of capital. Explain the computation of specific sources of cost of capital.
5. **The capital structure of a company consists of the following securities :**  

|                                      |               |
|--------------------------------------|---------------|
| 10% Preference share-capital         | Rs. 10,00,000 |
| Equity share capital (Rs. 10/- each) | Rs. 10,00,000 |
| The amount of operating profit is    | Rs. 4,00,000. |

The company is in 50% tax bracket. You are required to calculate the financial leverage of the company. What would be the new financial leverage if the operating profit increase to Rs.4,40,000.

**UNIT - III**

6. What do you mean by Investment Decision making? What is the significance of studying capital budgeting?
7. In a company, while making capital expenditure decision, two alternative capital projects A-666 and A-777 involve an investment outlay of Rs. 1,44,000 each. The streams of cash inflows are as follows :

| Year | Cash inflows ( Rs.) |               |
|------|---------------------|---------------|
|      | Project A-666       | Project A-777 |
| 1    | 1,00,000            | 20,000        |
| 2    | 80,000              | 40,000        |
| 3    | 20,000              | 50,000        |
| 4    | 20,000              | 40,000        |
| 5    | 30,000              | 1,70,000      |

The required rate of earnings is 12 %. PV factor at 12 % are : Year 1(0.893), Year 2(0.797), Year 3(0.712), Year 4(0.636) and Year 5(0.567). Which of the two projects should be accepted as per NPV Method?

#### UNIT - IV

8. What is the significance of Working capital for a firm? Also, explain briefly, the main constituents of working capital?
9. Goodyear company belongs to a risk class for which the approximate capitalization rate is 10%. It currently has outstanding 50,000 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. 5,00,000 and has a proposal for making new investments of Rs. 10,00,000. Show that under the MM assumption, the payment of dividend does not affect the value of the firm.

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