

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBASM-302-18

M.Code : 76823

Date of Examination : 16-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. 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) Define Brand Image.
- b) Differentiate between needs and want.
- c) Explain E-Retailing.
- d) Outline 7 P's of services.
- e) What is STP?
- f) What do you mean by service?
- g) What are the various labelling decisions?
- h) What are speciality products?
- i) What is Marketing?
- j) What is a service channel?



SECTION-B

UNIT-I

2. Distinguish between old and new concept of marketing. Explain the importance, nature and scope of Marketing.
3. 'Some of the environmental forces are controllable, whereas the others are beyond control of a firm'. Discuss.

UNIT-II

4. Discuss various components of product mix. Differentiate between product line, width and breadth.
5. How segmentation and targeting are interrelated with each other? Explain the process of market segmentation.

UNIT-III

6. What are the various steps for positioning a product? Also explain the factors affecting it.
7. Discuss various pricing strategies with appropriate examples.

UNIT-IV

8. Explain promotion mix. What factors affect the promotion mix?
9. Discuss the difference between direct and indirect distribution channel. What decisions affect the choice of a channel?

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BBA (SIM) (Sem-3)

IT TOOLS FOR BUSINESS

Subject Code : BBASM-SEC-301-18

M.Code : 76826

Date of Examination: 18-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. 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 commonly used MS Office tools?
- b) Difference between Notepad and WordPad.
- c) Difference between Data and information.
- d) Differentiate between hardware and software
- e) How is a macros defined and executed in Excel?
- f) Write the steps to insert header and footer in a page.
- g) What are Legends and how are they added on a chart?
- h) Explain all steps involved in making and saving a file in MS word.
- i) Write note on Accessories.
- j) Write note on Macros.



SECTION-B

UNIT-I

2. a) Explain the technological development in each generation of computers.
b) What is a computer and how does it work? Explain.
3. Discuss the steps to convert a decimal number into its equivalent binary number, octal number and hexadecimal number using suitable examples.

UNIT-II

4. What are different types of memories? Explain.
5. Explain various features of Windows 7/Windows 10/Windows 13.

UNIT-III

6. a) How to insert a picture into a master slide and how are the automatic slide numbering done inside your presentation?
b) What is mail merge in MS-Word? Write the steps involved in creating mail merge.
7. Explain in detail about following features of MS word
 - a) Formatting of documents
 - b) Auto correct
 - c) Bullet and number list.

UNIT-IV

8. What is the use of charts in various project presentations? What are different types of charts? Explain.
9. Explain few useful functions in excel. What is the benefit of using formulas in excel sheets?

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BBA (SIM) (Sem.-3)

HUMAN RESOURCE MANAGEMENT

Subject Code : BBASM-301-18

M.Code : 76822

Date of Examination: 08-12-2023

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. Write briefly :

- a) Define human resource management.
- b) What job analysis?
- c) What is recruitment?
- d) Define performance appraisal.
- e) Differentiate between job enrichment and job enlargement.
- f) What is compensation management?
- g) What is induction?
- h) Define fringe benefits.
- i) Define job design.
- j) Define industrial relation.



SECTION-B

UNIT-I

2. Discuss the scope and nature of HRM.
3. Discuss new trends in HRM due to globalization, deregulation and technological advancements.

UNIT-II

4. Discuss the various sources of recruitment.
5. Write a note on job analysis and steps in analyzing job.

UNIT-III

6. Explain the process of career planning and development.
7. Write a note on process of training and methods of training and development.

UNIT-IV

8. Write a note on process of performance appraisal.
9. What do you mean by wage & salary administration? Also explain elements and methods of wage & salary.

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BBA (SIM) (Sem.-3)

INTRODUCTION TO SERVICE INDUSTRY

Subject Code : BBASM303-18

M.Code : 76824

Date of Examination : 13-12-2023

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

I. Write briefly :

- a) Scope of service sector
- b) Physical evidence
- c) Inseparability
- d) Cite major industries under service sector
- e) Customer participation in services
- f) Cite 4 Professional services offered
- g) Ownership
- h) Meeting customers' expectations in services
- i) Implications of selling services
- j) Customer satisfaction.



SECTION-B

UNIT-I

2. Discuss how globally there has been growth in the service sector?
3. What is the nature of services and discuss its classification?

UNIT - II

4. What are financial services and explain the opportunities prevalent in this service sector in India?
5. Discuss the scope of financial services in the present scenario.

UNIT-III

6. Give examples as how health care services can be improvised in India.
7. Elaborate on the existing opportunities and challenges in the IT sector in India.

UNIT-IV

8. How marketing operations of tourism and travel service can be analyzed?
9. How the Banking Industry has improvised in the Indian setting with the help of technology?

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BBA (SIM) (Sem.-3)

ORGANIZATIONAL BEHAVIOUR

Subject Code : BBASM-GE 301-18

M.Code : 76825

Date of Examination: 15-12-2023

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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Individual behavior
- b) Stereotyping
- c) Group Norms.
- d) Importance of Motivation
- e) Laissez faire style of leadership
- f) Big five personality traits
- g) Goal Conflict
- h) Stress Management
- i) Job satisfaction
- j) Hygiene motivators.

SECTION-B

UNIT-I

2. Explain meaning of organizational behavior and its relevance in today's business environment.
3. Discuss the various challenges and opportunities for Organizational behaviour.

UNIT-II

4. What are the major factors that determine individual behavior?
5. What is personality? What are its major dominants?

UNIT-III

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

UNIT-IV

8. Explain and discuss the various stages in conflict in an organization.
9. Explain the various dimensions of organizational culture.



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BBA (SIM) (Sem.-3)

IT TOOLS FOR BUSINESS

Subject Code : BBASM-SEC 301 -18

M.Code : 76826

Date of Examination: 18-12-2023

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. Define briefly :

- a. Information
- b. RAM
- c. Mail-merge
- d. Secondary Memory
- e. What is the formula of Deleting in MS-Excel?
- f. How to add Header in MS-Word?
- g. How to save a file in MS-Office?
- h. System Software
- i. Octal number system
- j. MS Office.

SECTION-B

UNIT-I

2. What is a computer? Explain with the help of a block diagram.
3. Convert the number 34562 and 28762 with base 10 to binary, octal & hexadecimal numbers.

UNIT-II

4. What is a software? Explain different types of software with examples.
5. How to create a file? After creating how can one copy, delete and rename a file?

UNIT-III

6. What is the usage of MS-Word? How to add a footer, bullets and numbers in word? Also, explain inserting a table, finding & replacing text in a .doc file.
7. How to create a PowerPoint Presentation? How to apply slide-sorter and animation in a ppt?

UNIT-IV

8. What are the functions of MS-Excel? How to create pie-charts in MS-Excel?
9. Explain different formulae in MS-Excel. How to create database with the help of MS-Excel?



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MARKETING MANAGEMENT

Subject Code : BBASM-302-18

M.Code : 76823

Date of Examination: 11-12-2023

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. Write briefly :

- a) Differentiate between needs and wants.
- b) Differentiate between sales and marketing concept.
- c) Outline 7Ps of services.
- d) What is segmentation?
- e) What is a service channel?
- f) What is cost plus pricing?
- g) What are various labelling decisions?
- h) What is sales promotion?
- i) What are speciality products?
- j) What is branding?



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SECTION-B

UNIT-I

2. Discuss in detail the evolution of marketing concept. What were the factors which brought about this evolution?
3. What are the components of micro and macro environment? How do these influence marketing management?

UNIT-II

4. Discuss various bases on which a company can segment its market. Give examples.
5. Discuss various components of product mix. Differentiate between product line, width and breadth. Give examples.

UNIT-III

6. Discuss in detail the new product development process while highlighting the factors influencing the new product development process.
7. Discuss various pricing strategies. Give examples.

UNIT-IV

8. 'Advertisement and Sales Promotions are inevitable in marketing'. Evaluate with example.
9. Discuss the process of designing marketing channel. How is it different from designing a physical distribution system?

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