

Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA SIM, Semester- 3rd

HUMAN RESOURCE MANAGEMENT

Subject Code: BBASM 301-18

M.Code: 76822

Date of Examination: 27-11-2025

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** subsections: Units-I, II, III & IV. Each subsection contains **TWO** questions, each carrying **TEN** marks each and student has to attempt any **ONE** question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What is the scope of HRM?	CO-1	L1
b.	Outline the meaning of job rotation.	CO-1	L2
c.	Recall Job specification.	CO-2	L1
d.	Explain the objectives of job design.	CO-2	L2
e.	Recall the term deregulation.	CO-3	L1
f.	Illustrate the meaning of career life cycle.	CO-3	L2
g.	What are the steps of training plan?	CO-4	L1
h.	Interpret the meaning of industrial relations.	CO-4	L2
i.	Define the term career planning.	CO-5	L1
j.	Explain the stages of career life cycle.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the various sources of recruitment in human resource management.	CO1	L3
3.	Analyze the steps involved in selection of personnel.	CO1	L4

UNIT-II			
4.	Interpret the Steps involved in human resource planning process in detail.	CO2	L5
5.	Examine the challenges faced by human resource management in India.	CO2	L4
UNIT-III			
6.	Explain the key components career development in human resource management in detail.	CO3	L5
7.	Examine the need and importance of training in human resource management.	CO3	L4
UNIT-IV			
8.	Identify the methods of wage and salary administration.	CO4	L3
9.	Explain the following: a) Compensation management b) Modern methods of performance appraisal	CO5	L5

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BBA SIM, Semester- 3rd
MARKETING MANAGEMENT
Subject Code: BBASM 302-18
M.Code: 76823
Date of Examination: 04-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define any two objectives of marketing.	CO-1	L1
b.	Compare between goods and services.	CO-1	L2
c.	Define psychographic segmentation.	CO-2	L1
d.	Compare between mass marketing and segmented marketing.	CO-2	L2
e.	List any four objectives of pricing.	CO-3	L1
f.	Explain the term product differentiation.	CO-3	L2
g.	What is the purpose of test marketing?	CO-4	L1
h.	Illustrate the importance of positioning in product success.	CO-4	L2
i.	Recall the basic functions of wholesalers.	CO-5	L1
j.	Explain the importance of word of mouth publicity in marketing.	CO-5	L2

SECTION-B			
UNIT-I			
2.	Identify the methods marketers use to understand the consumer demand for forecasting sales and plan production.	CO1	L3
3.	Examine the influence of dynamic marketing environment on the strategic decision-making of global organizations.	CO1	L4
UNIT-II			
4.	Compare the 4Ps of product marketing and the 7Ps of service marketing, highlighting the role of people, process, and physical evidence.	CO2	L5
5.	Examine the role of consumer behavior analysis in identifying profitable market segments.	CO2	L4
UNIT-III			
6.	Explain the process of new product development.	CO3	L5
7.	Analyse the different phases of Product Life cycle with example.	CO3	L4
UNIT-IV			
8.	Identify different types of product pricing policies with example.	CO4	L3
9.	Explain the factors affecting the choice of channel of distribution.	CO5	L5

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BBA SIM, Semester- 3rd

INTRODUCTION TO SERVICE INDUSTRY

Subject Code: BBASM 303-18

M.Code: 76824

Date of Examination: 01-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define fee-based services.	CO1	L1
b.	Outline the features of financial service.	CO1	L2
c.	What is lease?	CO2	L1
d.	Infer the term stock broker.	CO2	L2
e.	What are commercial banks?	CO3	L1
f.	Interpret the concept of Telecom and IT services.	CO3	L2
g.	Recall artificial intelligence.	CO4	L1
h.	Explain medical tourism.	CO4	L2
i.	Define nationalized banks with examples.	CO5	L1
j.	Illustrate the various types of investment services.	CO5	L2
SECTION-B			
UNIT-I			
2.	Determine the classification of services and implications of selling services.	CO1	L5

3.	Examine the scope of service industry in Indian economy.	CO1	L4
UNIT-II			
4.	Explain the challenges of the financial industry in the Indian Economy.	CO2	L5
5.	Examine the opportunities and challenges of financial services with reference to Indian economy.	CO2	L4
UNIT-III			
6.	Inspect the challenges faced by the Indian health industry.	CO4	L4
7.	Identify the various reasons of growth of IT sector in Indian economy.	CO3	L3
UNIT-IV			
8.	Justify "Tourism and travel industry of India does not have a smooth path".	CO4	L5
9.	Identify the functions of Reserve Bank of India in the economy.	CO5	L3

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BBA SIM, Semester-3rd

ORGANISATIONAL BEHAVIOUR

Subject Code: BBASM-GE 301-18

M.Code: 76825

Date of Examination: 11-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	List any two factors that influence individual behaviour.	CO1	L1
b.	Illustrate the meaning of learning in organisational behaviour.	CO1	L2
c.	Recall any two challenges faced in organisational behaviour.	CO2	L1
d.	Outline the stages of the conflict process.	CO4	L2
e.	Summarize perceived conflict.	CO4	L2
f.	Recall any two types of organizational culture with suitable examples.	CO3	L1
g.	Illustrate interest group.	CO3	L2

h.	Compare classical conditioning and operant conditioning as learning theories.	CO2	L
i.	How does stress differ from pressure in the workplace?	CO5	L
j.	Interpret any two factors that influence individual behaviour in an organization.	CO5	L

SECTION-B

UNIT-I

2.	Identify the strengths and limitations of classical and social learning theories in explaining workplace learning.	CO1	L
3.	Examine the concept of individual behaviour to understand how personality and perception influence employee performance in an organisation.	CO1	L

UNIT-II

4.	Identify the importance of intrinsic vs. extrinsic motivation in enhancing long-term employee satisfaction and productivity.	CO2	L
5.	Examine the influence of perception, attitude, and personality on shaping organizational culture.	CO2	L

UNIT-III

6.	Explain the impact of group cohesiveness on organizational performance with examples.	CO3	L
7.	Analyze the strengths and limitations of trait-based approaches in leadership development.	CO3	L

UNIT-IV

8.	Identify that organizational culture influences decision-making and risk-taking.	CO4	L3
9.	Explain time management interventions influence on employee stress levels.	CO5	L5

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BBA SIM, Semester- 3rd
IT TOOLS FOR BUSINESS
 Subject Code: BBASM-SEC 301-18
 M.Code: 76826
 Date of Examination: 08-12-2025

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 subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	List points of distinction between input and output devices	CO-1	L1
b.	Recall features of computer	CO-1	L1
c.	Explain the binary number system with the help of an example	CO-2	L2
d.	Classify the features of High Level & Low Level Language.	CO-2	L2
e.	Summarize various types of computer software.	CO-3	L2
f.	Illustrate the Primary Memory & Secondary memory.	CO-3	L2
g.	Define the 'Rows and Columns' in MS Excel.	CO-4	L1
h.	Outline the role the Charts and tables in MS Word.	CO-4	L2
i.	Name any statistical functions in MS Excel.	CO-5	L1
j.	What are functions of sort and filter in MS Excel?	CO-5	L1
SECTION-B			
UNIT-I			
2.	Identify different number system with example of inter-conversion.	CO1	L3

3.	Examine computers being integral part of management by citing relevant examples.	CO1	L4
UNIT-II			
4.	Explain the advantages and disadvantages of application software and system software with examples.	CO2	L5
5.	Simplify the features of windows operating system	CO2	L4
UNIT-III			
6.	Justify various features of MS Powerpoint and process of creating and saving presentation on MS Powerpoint.	CO3	L5
7.	Classify the mail merge feature in MS word.	CO3	L4
UNIT-IV			
8.	Develop steps for chart formatting commands and printing operation in MS Excel sheet.	CO4	L3
9.	Interpret the components of excel history and steps for protecting cell macros in MS Excel Worksheet.	CO5	L5

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