Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem.-3)
. IT TOOLS FOR BUSINESS

Subject Code: BBASM-SEC 301-18

M.Code: 76826

Date of Examination: 16-06-2025

Time: 3 Hrs.

Max. Marks: 60

## INSTRUCTIONS TO CANDIDATES:

- 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. 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.
- Convert the number 34562 and 28762 with base 10 to binary, octal & hexadecimal numbers.

## UNIT - II

- What is 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

- 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 Power Point 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?
- Explain different formulae in MS-Excel. How to create database with the help of MS-Excel?

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Roll	No. Total No. of Pages : 02
Total	No. of Questions : 09
	BBA (SIM) (Sem3)
Ser.	ORGANIZATION BEHAVIOUR
	Subject Code: BBASM-GE 301-18
	M.Code: 76825
	Date of Examination: 23-06-2025
Time	: 3 Hrs. Max. Marks : 60
INST	RUCTIONS 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. 1	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) Personality
	b) Group Dynamics
	c) Organizational Effectiveness
	d) Job Enrichment
	e) Maslow's Need Hierarchy.
	f) Group cohesiveness
	g) Parent Ego
	h) Perceptual errors
	i) Self esteem
	j) Organizational culture

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## SECTION - B

# UNIT-I

- 2. What is organizational behaviour? What is its scope? What is the necessity of studying this subject?
- Discuss the role of organizational behavior in management practices.

# UNIT-II

- 4. What are the major factors that determine individual behaviour?
- 5. Discuss Herzberg Two Factor Theory of Motivation in detail.

# UNIT - III

- 6. Discuss the stages of group development. What is group cohesiveness?
- 7. Write a short note on:
  - a) Leadership styles
  - b) Managerial grid

# UNIT-IV

- 8. Write a detailed note on Stress Management.
- 9. How can the Organizational Culture be improved?

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Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem.-3)

# **HUMAN RESOURCE MANAGEMENT**

Subject Code: BBASM301-18

M.Code: 76822 Date of Examination: 03-07-2025

Time: 3 Hrs.

Max. Marks: 60

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## INSTRUCTIONS TO CANDIDATES:

- 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 planning.
- b) What is job description?
- c) Differentiate between recruitment vs. Selection.
- d) Define placement.
- e) Differentiate between job enrichment and job enlargement.
- f) What is job simplification?
- g) What is job design?
- h) Define incentive plans.
- i) Differentiate between training and development.
- j) Define salary administration.

### SECTION - B

## UNIT - I

- 2. Discuss human resource planning process.
- 3. Write a note on factors affecting HRP.

### 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 identification of training needs and its process
- 7. Write a note on process of career planning and development.

#### UNIT - IV

- 8. Write a note on performance appraisal and its process.
- 9. Write a detailed note on elements & methods of wage & salary.

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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: 20-06-2025

Time: 3 Hrs.

Max. Marks: 60

# **INSTRUCTIONS TO CANDIDATES:**

- 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) Customer needs.
- b) What do you mean by Societal Marketing?
- c) Define Macro Environment.
- d) State the components of marketing mix.
- e) What is Product Positioning?
- f) What is labeling decisions?
- g) State any two objectives of pricing decisions.
- h) Define Marketing Channel.
- i) Factors affecting product promotion.
- j) Discuss the nature of marketing.

### SECTION - B

## UNIT-I

- 2. Describe role of marketing in today's competitive corporate world.
- 3. Discuss the factors that constitute marketing environment.

# UNIT-II

- 4. Discuss the nature and strategies of market segmentation.
- Name 7 P's of services of marketing mix. Also, discuss the factors that affect marketing mix.

# UNIT - III

- Describe product life cycle with its stages.
- Explain the techniques used in pricing decisions.

## UNIT-IV

- 8. Explain the advantages and disadvantages of various components of product promotion.
- 9. Describe the physical distribution system and its components.

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BBA (SIM) (Sem.-3)

# INTRODUCTION TO SERVICE INDUSTRY

Subject Code: BBASM 303-18

M.Code: 76824

Date of Examination: 18-06-2025

Time: 3 Hrs.

Max. Marks: 60

### **INSTRUCTIONS TO CANDIDATES:**

- 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. Services and products are different how?
- b. What are private banks?
- c. Define an open ended mutual fund.
- d. Define NBFC.
- e. Artificial intelligence is the fixture of the IT sector. How?
- f. Medical tourism has boosted the Indian economy. How?
- g. What are the different categories of hotels?
- h. What is the role of RBI?
- i. Define mutual funds.
- j. What are nationalized banks?

### **SECTION - B**

### UNIT-I

- 2. How can the services be classified?
- 3. 'By nature services are totally different from products.' How?

## UNIT-II

- 4. Explain the various challenges faced by the financial sector in India.
- 5. Explain the various reasons that have resulted in the growth of financial sector in India.

## UNIT - III

- 6. What are the various opportunities in the information technology sector in India?
- 7. 'Healthcare sector in India has a huge potential?' Explain.

## UNIT - IV

- 8. What are the various initiatives taken by the Indian government to promote tourism in India?
- 9. Explain the different types of mutual funds and their relative advantages.

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