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Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 1st

PRINCIPLES AND PRACTICES OF MANAGEMENT

Subject Code: 25C2BBU-101/ BBA 101-18

M. Code: 96505/ 75082

Date of Examination: 11-05-2026

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.	State the key characteristics of management.	CO-1	L1
b.	Explain the importance of managerial skills.	CO-1	L2
c.	List the objectives of planning.	CO-2	L1
d.	Describe any two steps in the decision-making process.	CO-2	L2
e.	Show the difference between formal and informal organization.	CO-3	L1
f.	Outline the concept of teamwork	CO-3	L2
g.	Define authority and responsibility.	CO-4	L1
h.	Illustrate one principle of delegation.	CO-4	L2
i.	Recall any two disadvantage of centralization.	CO-5	L1
j.	Summarize the importance of group learning in management.	CO-5	L2

SECTION-B			
UNIT-I			
2.	Identify the nature of management and its functions with examples.	CO1	L3
3.	Apply the concept of coordination in achieving unity of direction within an organization.	CO1	L3
UNIT-II			
4.	Interpret the importance and limitations of strategic planning in organizations.	CO2	L5
5.	Compare the importance of rules and procedures in daily operations.	CO2	L4
UNIT-III			
6.	Explain the different organizational structures and their effectiveness.	CO3	L5
7.	Examine the process of recruitment and selection in organizations with suitable example.	CO3	L4
UNIT-IV			
8.	Identify the process of delegation and its significance in management.	CO4	L3
9.	Explain the challenges of modern management in the global scenario with examples.	CO5	L5

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Total No. of Pages:02

Total No. of Questions: 09

BASIC ACCOUNTING

M.Code: 96504/75083

Date of Examination: 19-05-2025

Time: 3 Hrs.**Max. Marks:60**

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 the objectives of accounting.	CO-1	L1
b.	Compare financial accounting and management accounting.	CO-1	L2
c.	Which are the various types of asset?	CO-2	L1
d.	outline the rules of debit and credit for different accounts.	CO-2	L2
e.	What is Straight Line Method?	CO-3	L1
f.	Outline the difference between capital expenditure and revenue expenditure.	CO-3	L2
g.	Define Profit and Loss Account.	CO-4	L1
h.	Explain the purpose of balance sheet.	CO-4	L2
i.	List the errors in trial balance.	CO-5	L1
j.	Outline the limitations of Computerized Accounting.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the users of accounting information and explain their specific needs with examples.	CO-1	L3/L4
3.	Examine the accounting process and illustrate it with a suitable example	CO-2	L4
UNIT-II			
4.	Construct the Journal from the following transactions in the journal of M/s Kapoor & Sons for the month of June 2025. 1. Commenced business with ₹80,000 cash and goods worth ₹20,000. 2. Paid rent ₹3,000 and salary ₹5,000. 3. Purchased goods for ₹10,000 in cash and on credit from Aman ₹15,000. 4. Sold goods for ₹12,000 in cash and on credit to Rohan ₹8,000. 5. Withdrawn ₹2,000 cash for personal use. 6. Deposited ₹5,000 cash into bank. 7. Paid wages ₹2,000 and carriage ₹800. 8. Received commission ₹3,000 by cheque.	CO-2	L3
5.	Analyse the traditional and modern approach used for classifying accounts in accounting.	CO-3	L5

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UNIT-III			
6.	Atlas Manufacturing Co. purchased a machine, on April 1, 2023, for ₹1,00,000. The company adopts the Straight-Line Method (SLM) of depreciation at the rate of 10% per annum. The company decided to sell Machine during the third year on December 30, 2025, for ₹70,000. The firm closes its books annually on March 31st. Assess the Machinery Account and calculate depreciation for three financial years.	CO-3	L5
7.	Analyse a template for preparing Final Accounts that can be used by small businesses.	CO-4	L4
UNIT-IV			
8.	Identify the key differences between manual and computerised accounting systems.	CO-5	L3
9.	Justify the adoption of accounting software for small businesses.	CO-5	L5

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	ਮਨੁੱਖੀ ਧਰਤੀ ਦੇ ਪੰਜ ਪੱਖ ਲਾਗੂ ਕਰੋ ਅਤੇ ਦਰਸਾਓ ਕਿ ਇਹ ਸਮਗ੍ਰ ਮਨੁੱਖੀ ਲਕਸ਼ ਪ੍ਰਾਪਤ ਕਰਨ ਵਿੱਚ ਕਿਵੇਂ ਮਦਦਗਾਰ ਹਨ।		
5.	Examine the significance of space in ensuring co-existence of all units in nature. ਪ੍ਰਕ੍ਰਿਤੀ ਵਿੱਚ ਸਭੀ ਇਕਾਈਆਂ ਦੇ ਸਹ-ਅਸਤਿਤਵ ਨੂੰ ਯਕੀਨੀ ਬਣਾਉਣ ਵਿੱਚ ਆਕਾਸ਼ (ਅੰਤਰਿਕਸ਼) ਦੇ ਮਹੱਤਵ ਦੀ ਜਾਂਚ ਕੀਤੀ। ਪ੍ਰਕ੍ਰਿਤੀ ਵਿੱਚ ਸਾਰੀਆਂ ਇਕਾਈਆਂ ਦੇ ਸਹ-ਅਸਤਿਤਵ ਨੂੰ ਯਕੀਨੀ ਬਣਾਉਣ ਵਿੱਚ ਆਕਾਸ਼ (ਅੰਤਰਿਕਸ਼) ਦੇ ਮਹੱਤਵ ਦੀ ਜਾਂਚ ਕਰੋ।	CO-4	L5
6.	Explain the current management models in profession and draw conclusions about their limitations. ਪੇਸ਼ੇ ਵਿੱਚ ਮੌਜੂਦਾ ਪ੍ਰਬੰਧਨ ਮਾਡਲਾਂ ਦੀ ਸਮੀਖਿਆ ਕਰੋ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀਆਂ ਸੀਮਾਵਾਂ ਦੀ ਜਾਂਚ ਕਰੋ। ਪੇਸ਼ੇ ਵਿੱਚ ਮੌਜੂਦਾ ਪ੍ਰਬੰਧਨ ਮਾਡਲਾਂ ਨੂੰ ਸਮਝਾਓ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀਆਂ ਸੀਮਾਵਾਂ ਬਾਰੇ ਨਤੀਜੇ ਕੱਢੋ।	CO-5	L5
SECTION-C			
7.	Examine experiential validation and infer why it is necessary in self-exploration. ਅਨੁਭਵਾਤਮਕ ਸਤਿਕਾਰ ਦੀ ਜਾਂਚ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਅਤੇ ਇਸ ਦੀ ਜ਼ਰੂਰਤ ਕਿਉਂ ਪੈਦਾ ਹੁੰਦੀ ਹੈ। or Examine the basic requirements for human aspirations and classify the concepts SVDD, SSDD and SSSS. ਮਨੁੱਖੀ ਆਵਾਸ਼ਾਂ ਦੀਆਂ ਮੂਲ ਲੋੜਾਂ ਦੀ ਜਾਂਚ ਕਰੋ ਅਤੇ SVDD, SSDD ਅਤੇ SSSS ਦੀਆਂ ਧਰਤੀਆਂ ਦੀ ਵਰਤੋਂ ਕਰੋ।	CO-1	L4
8.	Assess the problems created when desires, thoughts and expectations are based on preconditioning. ਪੂਰਵ-ਸੰਸਕਾਰਾਂ ਦੇ ਆਧਾਰਿਤ ਚਿੰਤਾਵਾਂ, ਵਿਚਾਰਾਂ ਅਤੇ ਉਮੀਦਾਂ ਨਾਲ ਪੈਦਾ ਹੋਣ ਵਾਲੀਆਂ ਸਮੱਸਿਆਵਾਂ ਦੀ ਮੁਲਾਂਕਣ ਕਰੋ। or Evaluate how the self enjoys the activities of the body. ਮਨੁੱਖੀ ਸਰੀਰ ਦੀਆਂ ਗਤੀਵਿਧੀਆਂ ਨੂੰ ਆਨੰਦ ਕਿਵੇਂ ਲੈਂਦੀ ਹੈ।	CO-2	L5
9.	Explain how right understanding in individuals forms the basis for harmony from family to society and justify your view.	CO-3	L5

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	ਸਪ੍ਰਣ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਕਿ ਕੌਣੀਆਂ ਸਹੀ ਸਮਝ ਪਰਿਵਾਰ ਦੇ ਸਮਾਜਿਕ ਸਾਂਝੇਪ ਦੇ ਆਧਾਰ ਤੇ ਬਣਦੀ ਹੈ ਅਤੇ ਅਪਣੇ ਮਤਾਂ ਨੂੰ ਉੱਚੇ ਠਹਿਰਾਉਂਦੀ ਹੈ। ਵਿਆਖਿਆ ਕਰੋ ਕਿ ਵਿਅਕਤੀਆਂ ਵਿੱਚ ਸਹੀ ਸਮਝ ਪਰਿਵਾਰ ਤੋਂ ਸਮਾਜਿਕ ਸਾਂਝ ਦਾ ਆਧਾਰ ਕਿਵੇਂ ਬਣਦੀ ਹੈ ਅਤੇ ਅਪਣੇ ਵਿਚਾਰ ਨੂੰ ਸਹੀ ਸਮਝ ਕਰੋ। or Critically assess how respect and trust together lead to human happiness and societal peace. ਸਮਾਜਿਕਤਾ ਦੇ ਰੂਪ ਦੇ ਸੰਸਕਾਰਾਂ ਦੀ ਜਾਂਚ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਅਤੇ ਵਿਸ਼ਵਾਸ ਮਿਲਕਾਰ ਮਨੁੱਖੀ ਸੁਖ ਅਤੇ ਸਮਾਜਿਕ ਸਾਂਝ ਕਿਵੇਂ ਉਤਪੰਨ ਹੁੰਦੀ ਹੈ। ਆਲੋਚਨਾਤਮਕ ਮੁਲਾਂਕਣ ਕਰੋ ਕਿ ਸਨਮਾਨ ਅਤੇ ਵਿਸ਼ਵਾਸ ਮਿਲ ਕੇ ਮਨੁੱਖੀ ਖੁਸ਼ੀ ਅਤੇ ਸਮਾਜਿਕ ਸਾਂਝ ਕਿਵੇਂ ਪੈਦਾ ਹੁੰਦੀ ਹੈ।		
10.	Analyze the role of the four orders of nature in maintaining balance on Earth. ਪ੍ਰਥਮ ਤੇ ਸੰਤੁਲਨ ਬਣਾਉਣ ਵਿੱਚ ਪ੍ਰਕ੍ਰਿਤੀ ਦੇ ਚਾਰ ਕ੍ਰਮਾਂ ਦੀ ਭੂਮਿਕਾ ਦੀ ਵਿਸ਼ਲੇਸ਼ਣਾ ਕੀਤੀ। ਪਰਤੀ 'ਤੇ ਸੰਤੁਲਨ ਬਣਾਉਣ ਵਿੱਚ ਪ੍ਰਕ੍ਰਿਤੀ ਦੇ ਚਾਰ ਕ੍ਰਮਾਂ ਦੀ ਭੂਮਿਕਾ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣਾ ਕਰੋ। or Compare natural recyclability with industrial recycling processes. ਪ੍ਰਕ੍ਰਿਤਿਕ ਪੁਨਰਚੱਕਰ ਦੀ ਔਦਯੋਗਿਕ ਪੁਨਰਚੱਕਰ ਪ੍ਰਕ੍ਰਿਤੀਆਂ ਨਾਲੋਂ ਦੀ ਤੁਲਨਾ ਕੀਤੀ। ਪ੍ਰਕ੍ਰਿਤਿਕ ਪੁਨਰਚੱਕਰ ਦੀ ਉਦਯੋਗਿਕ ਪ੍ਰਕ੍ਰਿਤੀਆਂ ਨਾਲੋਂ ਦੀ ਤੁਲਨਾ ਕੀਤੀ।	CO-4	L4
11.	Apply the principles of professional ethics to a workplace scenario and illustrate their significance. ਕਾਰਜਕਾਰੀ ਦੀ ਕਿਸੀ ਸਥਿਤੀ ਵਿੱਚ ਪੇਸ਼ੇਵਰ ਨੈਤਿਕਤਾ ਦੇ ਸਿਫ਼ਾਰਤਾਂ ਦੀ ਲਾਗੂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਅਤੇ ਉਨ੍ਹਾਂ ਦੇ ਮਹੱਤਵ ਨੂੰ ਦਰਸਾਇਆ ਜਾਂਦਾ ਹੈ। ਕਿਸੇ ਕਾਰਜਕਾਰੀ ਦੀ ਸਥਿਤੀ 'ਤੇ ਪੇਸ਼ੇਵਰ ਨੈਤਿਕਤਾ ਦੇ ਸਿਫ਼ਾਰਤਾਂ ਦੀ ਲਾਗੂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀ ਮਹੱਤਵ ਨੂੰ ਦਰਸਾਇਆ ਜਾਂਦਾ ਹੈ। or Apply the concepts of utility value and artistic value to human life and illustrate each with an example. ਉਪਯੋਗਿਕ ਮੁੱਲ ਅਤੇ ਕਲਾਤਮਕ ਮੁੱਲ ਦੀ ਅਵਧਾਰਨਾ ਦੀ ਮਾਨਵੀ ਜੀਵਨ ਵਿੱਚ ਲਾਗੂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਅਤੇ ਉਨ੍ਹਾਂ ਦੇ ਮਹੱਤਵ ਨੂੰ ਦਰਸਾਇਆ ਜਾਂਦਾ ਹੈ।	CO-5	L3

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Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 1st

MANAGERIAL ECONOMICS I

Subject Code: 25C2BBU-103/ BBAGE-101-18

M. Code: 96503/75084

Date of Examination: 04-05-2026

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 the meaning of opportunity cost with examples.	CO-1	L1
b.	Outline any two assumptions of the PPC.	CO-1	L2
c.	What is a demand function in relation to managerial economics?	CO-2	L1
d.	Infer the formula of price elasticity of demand.	CO-2	L2
e.	What is meant by marginal product of a factor?	CO-3	L1
f.	Compare returns to scale and law of variable proportion.	CO-3	L2
g.	What is collusive oligopoly?	CO-4	L1
h.	Differentiate between monopoly and perfect competition.	CO-4	L2
i.	Write the meaning of collective bargaining.	CO-5	L1
j.	Explain the concept of rent in terms of economics.	CO-5	L2

SECTION-B			
UNIT-I			
2.	Identify the elasticity of demand and different types of elasticity with suitable examples and diagrams	CO1	L3
3.	Analyze managerial economics, its nature and significance in business decision-making.	CO1	L4
UNIT-II			
4.	Compare the between total product (TP), average product (AP), and marginal product (MP) using a diagram.	CO2	L5
5.	Examine the theory of Cost and types of Cost in relationship to managerial economics.	CO2	L4
UNIT-III			
6.	Explain equilibrium determination under monopoly in the economic market.	CO3	L5
7.	Analyze the relationship between AR, MR, and TR under perfect competition.	CO3	L4
UNIT-IV			
8.	Identify the concept of factor pricing. Also discuss the types of Factor pricing practice used in managerial economics	CO4	L3
9.	Construct some examples how a company can apply different set of pricing strategies.	CO5	L5

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0106 (M)

Roll No. Date : 01-06-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-2nd
Subject Name: BUSINESS STATISTICS
Subject Code: 25C2BBU-201 E2
M. Code : 97968

Max. Marks: 60

Time: 03:00 Hrs.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	Relate the convenience sampling method to select participants for a classroom survey.	CO-1	L1	2
1.b.	Outline the merits of observation method while data collection in a particular area.	CO-1	L2	2
1.c.	Name the different statistical methods which is used to calculate the central value of the distribution under various series.	CO-2	L1	2
1.d.	When can be the median and mode be used under the set of distributions.	CO-2	L1	2
1.e.	Where can be multiple regression used in regression analysis ?	CO-3	L1	2
1.f.	Observe the value of Y if X=8, using the regression equation $y = 12 + 0.5x$.	CO-3	L2	2
1.g.	List the most commonly three laws used to find probability.	CO-4	L1	2
1.h.	Interpret the concept of sample space in the theory of probability.	CO-4	L2	2
1.i.	The probability that an item is defective is 0.1. If 5 items are selected, write the probability that exactly 1 item is defective (Using binomial distribution).	CO-5	L1	2
1.j.	Explain the classical theory of probability in simple experiments such as tossing a coin or rolling a die.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Write down the various methods of probability and non-probability sampling under sampling techniques.	CO-1	L3	10
3.	"Statistics is a body of methods for making wise decisions on the face of uncertainty" point out the statement bringing clearly how does statistics help in business decision making.	CO-1	L4	10
SECTION B(UNIT-II)				10
4.	Compute the value of Q1, Q3 and quartile deviation from the following data: X: 0-20, 20-40, 40-60, 60-80, 80-100 and F: 4, 10, 15, 20, 11.	CO-2	L4	10
5.	Separate the application, merits and demerits of mean, median, and mode.	CO-2	L3	10
SECTION B(UNIT-III)				10
6.	Importance of correlation and regression analysis in finding the association between two or more variable and Bring out its usefulness also.	CO-3	L5	10
7.	Examine relationship between given income and consumption - Using Karl Pearson's method - Income (X): 20, 25, 30, 35, 40, and Consumption (Y): 18, 20, 25, 28, 32.	CO-3	L4	10
SECTION B(UNIT-IV)				10
8.	Make use of Binomial Distribution in the situation of the bomb dropped from a plane hits the target is 1/3. If the four bombs are dropped, find the probability that at least two will hit the target.	CO-4	L3	10
9.	A bag contains 5 white and 5 red balls. Four balls drawn at random one after the other without replacement. Predict the probability if one is white and others are three red.	CO-5	L5	10

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Roll No.

Date : 09-05-2026
Total No. of Pages: 2

Total No. of Questions: 7

BBA/ BBA SIM/ B.Com/ BSc (Cyber Security/ AIML), Semester-2nd
Subject Name: ENVIRONMENTAL STUDIES

Subject Code: 25C2CCU-201 E2.

M. Code: 75831 / 91721 / 79862

Max. Marks: 60

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

SECTION-B consists of SIX questions, carrying TEN marks each and student have to attempt any FOUR questions.

Q No.	Description	CO	BL	Marks
SECTION A				20
1.a.	Define the meaning of Environmental Studies.	CO-1	L1	2
1.b.	Describe the role of Environmental Studies in sustainable development.	CO-1	L2	2
1.c.	What is meant by water conservation?	CO-1	L1	2
1.d.	Describe the function of decomposers in nutrient recycling.	CO-2	L2	2
1.e.	Name two sources of water pollution.	CO-3	L1	2
1.f.	Summarize the key features and objectives of the Forest Conservation Act in detail.	CO-3	L2	2
1.g.	List the types of biodiversity.	CO-4	L1	2
1.h.	Describe the impact of habitat destruction on biodiversity.	CO-4	L2	2
1.i.	What is nuclear hazard?	CO-5	L1	2
1.j.	Illustrate the concept of ozone layer depletion.	CO-5	L2	2
SECTION B				40
2.	Identify the impact of lack of environmental awareness on environmental degradation, public health, and sustainable development.	CO-1	L3	10
3.	Examine the different types of ecological pyramids and analyze their significance in understanding ecosystem structure and productivity.	CO-2	L4	10
4.	Explain a sustainable energy plan for urban areas, focusing on energy efficiency, renewable integration, and environmental benefits.	CO-3	L5	10
5.	Determine and analyze endangered and endemic species with examples from India, highlighting their ecological significance and conservation challenges.	CO-4	L5	10
6.	Analyze the objectives, provisions, and effectiveness of the Forest Conservation Act in controlling deforestation and promoting sustainable forest management practices in India.	CO-4	L4	10
7.	Explain different environmental disasters (earthquakes, floods, cyclones, landslides) by comparing their causes, impacts, and mitigation approaches.	CO-5	L5	10

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Roll No. Date : 09-05-2026
Total No. of Pages: 2

Total No. of Questions: 7

BBA/ BBA SIM/ B.Com/ BSc (Cyber Security/ AIML), Semester-2nd

Subject Name: ENVIRONMENTAL STUDIES

Subject Code: 25C2CCU-201 E2.

M. Code: /75831/ 91721/ 79862

Time: 03:00 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

SECTION-B consists of SIX questions, carrying TEN marks each and student have to attempt any FOUR questions.

Q No.	Description	CO	BL	Marks
SECTION A				20
1.a.	Define the meaning of Environmental Studies.	CO-1	L1	2
1.b.	Describe the role of Environmental Studies in sustainable development.	CO-1	L2	2
1.c.	What is meant by water conservation?	CO-1	L1	2
1.d.	Describe the function of decomposers in nutrient recycling.	CO-2	L2	2
1.e.	Name two sources of water pollution.	CO-3	L1	2
1.f.	Summarize the key features and objectives of the Forest Conservation Act in detail.	CO-3	L2	2
1.g.	List the types of biodiversity.	CO-4	L1	2
1.h.	Describe the impact of habitat destruction on biodiversity.	CO-4	L2	2
1.i.	What is nuclear hazard?	CO-5	L1	2
1.j.	Illustrate the concept of ozone layer depletion.	CO-5	L2	2
SECTION B				40
2.	Identify the impact of lack of environmental awareness on environmental degradation, public health, and sustainable development.	CO-1	L3	10
3.	Examine the different types of ecological pyramids and analyze their significance in understanding ecosystem structure and productivity.	CO-2	L4	10
4.	Explain a sustainable energy plan for urban areas, focusing on energy efficiency, renewable integration, and environmental benefits.	CO-3	L5	10
5.	Determine and analyze endangered and endemic species with examples from India, highlighting their ecological significance and conservation challenges.	CO-4	L5	10
6.	Analyze the objectives, provisions, and effectiveness of the Forest Conservation Act in controlling deforestation and promoting sustainable forest management practices in India.	CO-4	L4	10
7.	Explain different environmental disasters (earthquakes, floods, cyclones, landslides) by comparing their causes, impacts, and mitigation approaches.	CO-5	L5	10

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Roll No.

Total No. of Questions: 9

Date : 13-05-2026
Total No. of Pages: 2BBA, Semester-2nd
Subject Name: BUSINESS ENVIRONMENT
Subject Code: 25C2BBU-202 E2 / BBA-202-18
M. Code: 979671 75917

Time: 03:00 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.	Description	CO	BL	Marks
SECTION A				20
1.a.	Define environmental scanning in strategic decision making.	CO-1	L1	2
1.b.	State the meaning of Industrial Policy in regulating and promoting industrial development.	CO-1	L2	2
1.c.	List any four elements of the economic environment that directly affect business decision-making in India.	CO-1	L1	2
1.d.	Summarize any two positive and two negative impacts of liberalization on the Indian industrial sector since 1991.	CO-3	L2	2
1.e.	State the meaning of "foreign direct investment" (FDI) and identify how it is linked to the policy of liberalization in India.	CO-3	L1	2
1.f.	Summarize the key consequences of India's membership in the WTO on its domestic agricultural sector and trade policy.	CO-6	L2	2
1.g.	Define Corporate Social Responsibility (CSR) in modern business practices.	CO-4	L1	2
1.h.	Describe the concept of a customs union and free trade area in the context of regional economic integration.	CO-6	L2	2
1.i.	Write the meaning of transfer of technology?	CO-5	L1	2
1.j.	Explain the benefits of international business environment.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Identify the nature and significance of business environment with reference to business organizations.	CO-1	L3	10
3.	Identify the various competitive forces affecting the business and its environment.	CO-1	L3	10
SECTION B(UNIT-II)				10
4.	Write the Judiciary's power of judicial review acts as a constitutional check on government legislation that may adversely affect business rights in India.	CO-2	L3	10
5.	Explain the long-term implications of globalization for India's cultural identity, domestic industries, and economic sovereignty.	CO-3	L5	10
SECTION B(UNIT-III)				10
6.	Interpret the impact of digital media and social networking on the enforcement of ethical standards and public accountability of corporations in India.	CO-4	L5	10
7.	Justify the argument that profit maximization and corporate social responsibility are inherently contradictory and irreconcilable objectives for business organizations.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Explain the impact of large-scale mergers and acquisitions in the Indian banking sector on financial stability, credit availability, and service quality.	CO-5	L5	10
9.	Determine the Board for financial supervision and objectives of SEBI of India.	CO-6	L5	10

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Roll No. Date : 06-05-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-2nd
Subject Name: MANAGERIAL ECONOMICS II
Subject Code: 25C2BBU-203.E2

MCole 75918

Max. Marks: 60

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	What is meant by per capita income?	CO-1	L1	2
1.b.	Explain any two injections in an economy.	CO-1	L2	2
1.c.	How does the central bank control the money supply in an economy?	CO-2	L1	2
1.d.	How inflation affects economic development?	CO-2	L1	2
1.e.	Who is considered an unemployed person?	CO-3	L1	2
1.f.	Find the difference between the demand-pull and cost-push inflation.	CO-3	L2	2
1.g.	Name any four tools used when banks are required to keep a certain percentage of deposits as reserves.	CO-4	L1	2
1.h.	Illustrate a situation in the economy when businesses start reducing investment.	CO-4	L2	2
1.i.	Which measure is related to changes in tax rates to influence economic activity?	CO-5	L1	2
1.j.	Explain the situation in case of government increases its expenditure during an economic slowdown.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Apply the circular flow in open economy how these flow can be used to measure the national income?	CO-1	L3	10
3.	Compare the Quantity Theory of Money and Keynesian Liquidity theory of money	CO-2	L4	10
SECTION B(UNIT-II)				10
4.	Identify the main supply-side and demand-side factors that cause inflation in an economy?	CO-3	L3	10
5.	In a situation of inflation in India what type of economic policy could you suggest for stabilisation	CO-3	L5	10
SECTION B(UNIT-III)				10
6.	Identify the features, causes, and phases of the business cycle and analyse government measures to control it.	CO-4	L3	10
7.	A country is experiencing high unemployment. Apply appropriate monetary policy measures to address this issue and justify your choices	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Explain the principles of financial administration to prepare and manage annual budget effectively.	CO-5	L5	10
9.	Explain the concept of direct and indirect taxes to generate revenue while ensuring economic equity.	CO-5	L5	10

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

1 No.

al No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 3rd

ORGANISATIONAL BEHAVIOUR

Subject Code: BBA 301-18

M. Code: 76655

Date of Examination: 30-04-2026

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.

No.	Question	Course Outcome	Bloom's Level
SECTION-A			
	Answer briefly:		
	List the opportunities for OB in modern organizations.	CO-1	L1
	Explain the relevance of OB in today's business environment.	CO-1	L2
	What are the key factors influencing perception?	CO-2	L1
	Outline Maslow's need hierarchy theory of motivation.	CO-2	L2
	What are group norms in organization?	CO-3	L1
	Summarise the role of group norms in shaping employee behaviour.	CO-3	L2
	Recall the different types of organizational culture.	CO-4	L1
	Outline the different types of conflict in organization	CO-4	L2
	Define stress management in organization.	CO-5	L1
	Summarise steps for development of effective work team.	CO-5	L2
SECTION-B			
UNIT-I			
	Apply OB concepts to enhance team effectiveness in a multicultural organization.	CO1	L3

1/M-76655

3.	Analyze the relevance of Organizational Behaviour in today's dynamic business environment with suitable examples.	CO1	L4
UNIT-II			
4.	Interpret Herzberg's theories in modern organizations with a suitable example.	CO2	L5
5.	Examine different types of motivation and its impact on employee productivity and job satisfaction.	CO2	L4
UNIT-III			
6.	Explain the role of formal or informal groups effective in achieving organizational objectives.	CO3	L5
7.	Figure out the relevance of trait and behavioural theories of leadership in modern organizations.	CO3	L4
UNIT-IV			
8.	Apply stress management techniques to reduce employee stress in a high-pressure work environment.	CO4	L3
9.	Validate the process of conflict management in achieving long-term success.	CO5	L5

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2/M-76655

2/M-76657

tal No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 3rd

MARKETING MANAGEMENT

Subject Code: BBA 302-18

M. Code: 76656

Date of Examination: 06-05-2026

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.

J. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What is Societal Marketing?	CO-1	L1
b.	Explain that marketing helps in achieving organizational goals.	CO-1	L2
c.	Define the concept of Mass Marketing.	CO-2	L1
d.	Outline any 2 basis for Market Segmentation.	CO-2	L2
e.	List any 2 objectives of Pricing decisions.	CO-3	L1
f.	Summarize the term Positioning.	CO-3	L2
g.	Recall the term product line in marketing.	CO-4	L1
h.	Infer that a brand adds value to a product.	CO-4	L2
i.	Name any two basic functions of wholesalers.	CO-5	L1
j.	Interpret that retailing contributes to the overall marketing strategy.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Apply the concept of needs, wants, and demand to design a marketing strategy for a consumer electronics company.	CO1	L3

1/M-76656

3.	Compare and analyse the production concept, product concept, and selling concept in terms of their focus and limitations.	CO1	L4
UNIT-II			
4.	Interpret that the ethical considerations and sustainability should be integrated into marketing mix decisions.	CO2	L5
5.	Examine how changes in consumer income and lifestyle influence a company's marketing mix decisions.	CO2	L4
UNIT-III			
6.	Recommend a suitable pricing method for a new mobile brand in marketing.	CO3	L5
7.	Categorize the types of packaging according to their functions with example.	CO3	L4
UNIT-IV			
8.	Plan a new product development process for a consumer good in marketing.	CO4	L3
9.	Assess the role of intermediaries in ensuring product availability required in marketing.	CO5	L5

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2/M-76656

Roll No.

Total No. of Questions: 9

Total No. of Pages: 1

BBA, Semester-3rd
IT TOOLS FOR BUSINESS
 Subject Code: BBASEC301-18
 M.Code: 76659

Date of Examination: 16-05-2026

Time: 03:00 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	CO	BL
SECTION-A			
1.	Answer briefly:		
a.	List points of distinction between input and output devices	CO-1	L1
b.	Explain software and humanware.	CO-1	L2
c.	List two common operating systems.	CO-2	L1
d.	Explain the difference between system software and application software.	CO-2	L2
e.	What is Headers and Footers MS word?	CO-3	L1
f.	Summarise the use of templates in PowerPoint.	CO-3	L2
g.	What is a worksheet tab in Excel?	CO-4	L1
h.	Explain rows and columns in Excel?	CO-4	L2
i.	Why cell formatting is important in Excel?	CO-5	L1
j.	Compare a formula and a function in Excel.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Analyze the process of converting a decimal number into binary number system.	CO-1	L4
3.	Construct block diagram of computer and explain all the components in detail	CO-1	L3
UNIT-II			
4.	Demonstrate different types of computer memory and cache memory with importance	CO-2	L3
5.	Determine the impact of fourth and fifth generation programming languages on the software industry.	CO-2	L5
UNIT-III			
6.	Explain page formatting in MS-Word. Explain page setup, margins, orientation, alignment, paragraphs, and sections.	CO-3	L5
7.	Classify the features that make PowerPoint an effective presentation tool using design themes, slide layouts, animations, transitions.	CO-3	L4
UNIT-IV			
8.	Construct a sales report for five products across three regions. Use formulas to calculate total sales per product and region.	CO-4	L3
9.	Justify the steps of using financial and statistical functions in MS Excel Worksheet.	CO-5	L5

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21/05 (M)

Roll No.

Date : 21-05-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-4th
Subject Name: BUSINESS RESEARCH METHODS
Subject Code: BBA-401-18 E2
M. Code: 77423

Max. Marks: 60

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	What is the process of literature review?	CO-1	L1	2
1.b.	Classify the limitations of research in management.	CO-1	L2	2
1.c.	What is systematic error in research?	CO-2	L1	2
1.d.	List the advantages of sampling in research studies.	CO-3	L1	2
1.e.	Interpret the causes of sampling and non-sampling errors.	CO-3	L2	2
1.f.	Illustrate that can researcher biases affect the validity of study.	CO-2	L2	2
1.g.	Define measurement concept in the context of managerial decision-making.	CO-4	L1	2
1.h.	Summarize the importance of ratio scale in financial performance analysis.	CO-4	L2	2
1.i.	Identify the purpose of coding in management research.	CO-5	L1	2
1.j.	Explain the role of data editing in improving managerial decision-making.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Apply the research process to investigate a contemporary management issue.	CO-1	L3	10
3.	Examine the sources of experimental errors affecting research outcomes in research.	CO-2	L4	10
SECTION B(UNIT-II)				10
4.	Figure out the significance of research and survey methods in research.	CO-3	L4	10
5.	Determine the most appropriate sampling process for a large-scale study and defend your choice based on reliability, validity, and feasibility criteria.	CO-3	L5	10
SECTION B(UNIT-III)				10
6.	Use a non-comparative scaling technique in a questionnaire for brand perception analysis.	CO-4	L3	10
7.	Defend the importance of pre-testing a questionnaire before a marketing manager deploys it to a large sample of customers for measuring brand perception in a competitive retail environment.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Prioritize the steps in data preparation for effective management reporting.	CO-5	L5	10
9.	Compare cross tabulation and simple tabulation in managerial decision-making.	CO-5	L4	10

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Roll No.

Total No. of Questions: 9

Date : 11-05-2026
Total No. of Pages: 2

BBA, Semester-4th
Subject Name: FINANCIAL MANAGEMENT
Subject Code: BBA-403-18 E2
M. Code: 77425

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

Max. Marks: 60

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	What are the approaches of finance?	CO-1	L1	2
1.b.	Summarize the techniques - Economic value added (EVA)& Market Value added(MVA).	CO-1	L2	2
1.c.	Relate the importance of Time Value of Money in capital budgeting decisions.	CO-2	L1	2
1.d.	Define cost of capital with an example.	CO-3	L1	2
1.e.	What is capitalisation?	CO-3	L1	2
1.f.	Relate equity shares as a part of security financing which helps companies to fulfil its capital requirements.	CO-2	L2	2
1.g.	Define the Rate of Return method and its application in financial performance evaluation.	CO-4	L1	2
1.h.	Illustrate the payback period and evaluate whether the project is suitable for a firm aiming for quick recovery of funds. A company is planning to invest ₹100000 in a project that generates annual cash inflows of ₹20000 for 8 years.	CO-4	L2	2
1.i.	What are the different kinds of working capital that an organisation has to maintain?	CO-5	L1	2
1.j.	Explain the term dividend and its different types that a company offer to its investors	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Identify the difference between Traditional approach & modern approach of finance function.	CO-1	L3	10
3.	Examine the following - A) Retained earnings as a source of capital for firms B) Sweat Equity Shares as a part of shares C) No par stock.	CO-2	L4	10
SECTION B(UNIT-II)				10
4.	Explain the meaning of capital Structure & theories of capital structure which helps firms to decide the debt- equity ratio of the company.	CO-3	L5	10
5.	Explain the Modigliani & Miller approach in detail in context of relevance & Irrelevance theory under scope of financial management.	CO-3	L5	10
SECTION B(UNIT-III)				10
6.	There are two machines A & B costing Rs. 400000 each. Inflows of Machine A- Rs., 40000, Rs. 120000, Rs. 160000, Rs. 240000, Rs. 160000. Inflows of Machine B- Rs. 120000, 160000, 200000, 120000, 80000. PV at 10% 0.91, 0.83, 0.75, 0.68,0.62. Compute Net present value of both the machines and recommmed which machinery should be accepted.	CO-4	L3	10
7.	Identify the capital budgeting process and explain how each stage is applied in real-world corporate decision-making.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Evaluate the benefits and limitations of EOQ in real-world scenarios.	CO-5	L5	10
9.	Evaluate the benefits and risk when a firm is planning to shift from traditional banking to fintech solutions for working capital financing.	CO-5	L5	10

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Roll No. Date : 14-05-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-4th
Subject Name: ENTREPRENEURSHIP DEVELOPMENT
Subject Code: BBAGEC401-18 E2
M. Code: 77426

Max. Marks: 60

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	Write the importance of innovating entrepreneurs in modern business.	CO-1	L1	2
1.b.	Describe the contribution of Entrepreneurs in increasing the GDP.	CO-1	L2	2
1.c.	Why is mental status considered as a block to creativity?	CO-2	L1	2
1.d.	List any four characteristics of SMEs in the context of business and entrepreneurship.	CO-3	L1	2
1.e.	What do you understand by Environmental Scanning in context of new business ventures?	CO-3	L1	2
1.f.	Describe the concept of idea validation with suitable examples.	CO-2	L2	2
1.g.	Write about MUDRA scheme announced by the government for encouraging entrepreneurs.	CO-4	L1	2
1.h.	State the role of NABARD in promoting rural and agricultural development.	CO-4	L2	2
1.i.	Write the benefits of Money Scheme for entrepreneurs these days ?	CO-5	L1	2
1.j.	State four disadvantages of lease financing, highlighting the potential risks and challenges.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Identify the concept and role of Entrepreneurial Motivation for development of entrepreneurship in today's dynamic business environment.	CO-1	L3	10
3.	Examine the role of an Entrepreneurship Development Cycle in promoting entrepreneurship and supporting the development of entrepreneurial skills among aspiring entrepreneurs.	CO-1	L4	10
SECTION B(UNIT-II)				10
4.	List various block to creativity which hamper the process of idea generation for new starting new business in today's competitive environment.	CO-2	L4	10
5.	Inspect in detail the various financial problems faced by Micro, Small, and Medium Enterprises (MSMEs) in today's dynamic business environment.	CO-3	L4	10
SECTION B(UNIT-III)				10
6.	Explore the various types of support provided by business incubators to new entrepreneurs and their impact on startup success.	CO-4	L4	10
7.	Justify the role, objectives and functions of the National Small Industries Corporation (NSIC) in supporting small-scale enterprises and promoting entrepreneurship in India.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Point out the significance of financial planning and institutional support in the sustainability of start-ups in today's contemporary business environment.	CO-5	L4	10
9.	List the factors that lead to the closure or end of a venture and the strategies entrepreneurs can adopt to minimize losses during business exit.	CO-5	L4	10

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Roll No. Date : 07-05-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-4th
Subject Name: HUMAN RESOURCE MANAGEMENT
Subject Code: BBA-402-18 E2
M. Code: 77424

Max. Marks: 60

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	State the role of Human Resource mangement in organizations.	CO-1	L1	2
1.b.	Outline the importance of Human resource planning with examples.	CO-1	L2	2
1.c.	What do you mean by Job Design and state its contents?	CO-2	L1	2
1.d.	Define the exploration stage in career life cycle.	CO-3	L1	2
1.e.	What is questionnaire method in training analysis?	CO-3	L1	2
1.f.	Explain the meaning of Job specification in improving productivity.	CO-2	L2	2
1.g.	What do you understand by 360-degree appraisal?	CO-4	L1	2
1.h.	Describe the halo effect in appraisal with reference to its impact on employee performance evaluation.	CO-4	L2	2
1.i.	Define the term labour welfare in an industry.	CO-5	L1	2
1.j.	Explain the concept of industrial harmony in industrial relations.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Examine the meaning and steps of Human Resource Planning in detail in context with the organization .	CO-1	L4	10
3.	Explain the new trends in HRM considering the changing business environment and modern developments.	CO-1	L4	10
SECTION B(UNIT-II)				10
4.	Write the advantages of using multiple methods of job analysis used in an organization .	CO-2	L3	10
5.	Identify the policies and procedures of recruitment in organizations to ensure efficiency.	CO-2	L3	10
SECTION B(UNIT-III)				10
6.	Identify the ways in which training and development influence employee performance and organizational outcomes.	CO-3	L3	10
7.	Explain the importance of e-learning and online training in present-day organizations.	CO-3	L5	10
SECTION B(UNIT-IV)				10
8.	Compare the interrelationship, meaning between employer, employees, and government in Industrial Relations.	CO-5	L5	10
9.	Interpret the concept and factors of compensation management affecting wage and salary administration.	CO-4	L5	10

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Roll No.

Total No. of Questions: 9

Date : 18-05-2026
Total No. of Pages: 2BBA, Semester-4th
Subject Name: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY
Subject Code: BBASEC401-18
M. Code: 77427

Time: 03:00 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	List any four difference between Ethics and Ethos.	CO-1	L1	2
1.b.	Explain stakeholder trust in business organizations with example.	CO-1	L2	2
1.c.	Write the role of Indian Ethos in promoting ethical behavior in organizations.	CO-2	L1	2
1.d.	Define corporate philanthropy with one example.	CO-3	L1	2
1.e.	What is corporate governance?	CO-3	L1	2
1.f.	Outline any two foundational human values with examples.	CO-2	L2	2
1.g.	List the key drivers of CSR in modern businesses	CO-4	L1	2
1.h.	Summarise the role of companies in implementing CSR initiatives in India.	CO-4	L2	2
1.i.	What is the purpose of OECD guidelines for multinational enterprises?	CO-5	L1	2
1.j.	Explain the ILO Tripartite Declaration and its role in promoting labor standards globally.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Make use of moral standards in maintaining organizational discipline and ensuring ethical conduct within the workplace.	CO-1	L3	10
3.	Utilize core ethical principles to analyze and address unethical practices in marketing, supporting your answer with suitable examples.	CO-1	L3	10
SECTION B(UNIT-II)				10
4.	Identify the importance and necessity of self-awareness in fostering ethical management within organizations.	CO-2	L4	10
5.	Examine the concept and key techniques of Total Quality Mind (TQM) in the context of Indian ethos.	CO-2	L4	10
SECTION B(UNIT-III)				10
6.	Write the stages in the evolution of Corporate Social Responsibility (CSR) to show a traditional company transformation into a socially responsible organization.	CO-3	L3	10
7.	Interpret stakeholder pressure and legal requirements shaping CSR practices and their influence on corporate decisions.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Interpret the limitations of MDGs and justify whether they were a stepping stone toward sustainable development.	CO-5	L5	10
9.	Interpret the role of international CSR frameworks in addressing environmental issues and their effectiveness.	CO-5	L5	10

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 5th

ADVERTISING AND SALES MANAGEMENT

Subject Code: BBA 512-18

M.Code: 78198

Date of Examination: 12-05-2026

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 the elements of an advertising layout.	CO-1	L1
b.	State the roles of advertising in marketing.	CO-1	L2
c.	Define the term advertising agency.	CO-2	L1
d.	Explain the advantages of using advertising agencies.	CO-2	L2
e.	What are the functions of sales management?	CO-3	L1
f.	Interpret the emerging trends in sales management.	CO-3	L2
g.	How motivation influences sales performance?	CO-4	L1
h.	Outline the need for dividing sales territories.	CO-4	L2
i.	Why IT tools is necessary in sales management?	CO-5	L1
j.	Illustrate the importance of sales team for selecting right people.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the nature and process of advertising in different industry.	CO1	L3
3.	Analyze the various forms of advertisements in advertising industry.	CO1	L4

UNIT-II			
4.	Interpret the headline and slogan along with its functions in advertising.	CO2	L5
5.	Figure out the creative copy strategy and role of creativity in copy writing.	CO2	L4
UNIT-III			
6.	Explain the levels and types of Media Scheduling in advertising industry.	CO3	L5
7.	Examine the role and steps involved in the process of media planning in the world of business.	CO3	L4
UNIT-IV			
8.	Identify the roles and skills of sales manager in sales management.	CO4	L3
9.	Explain the following: a) Process of recruiting and selecting the sales force. b) Importance of preparing sales budget.	CO5	L5

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 5th

CONSUMER BEHAVIOUR

Subject Code: BBA-511-18

M. Code: 78195

Date of Examination: 14-05-2026

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			
I.	Answer briefly:		
a.	What is the nature of consumer behaviour?	CO-1	L1
b.	Explain any two factors that influence consumer buying behaviour.	CO-1	L2
c.	Recall the importance of consumer behaviour in marketing strategy formulation.	CO-2	L1
d.	Illustrate the positive and negative motivation in consumer behaviour.	CO-2	L2
e.	Define Social class with example.	CO-3	L1
f.	Outline the meaning of indirect reference group.	CO-3	L2
g.	Omit any two characteristics of culture related to consumer behaviour.	CO-4	L1
h.	Interpret the influence of globalization on culture and consumer behaviour.	CO-4	L2
i.	List any two problems faced by foreign companies to launch their products in India.	CO-5	L1
j.	Explain the importance of opinion leaders in consumer behaviour.	CO-5	L2

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SECTION-B			
UNIT-I			
2.	Identify the concept of consumer behaviour and define the need and scope for studying consumer behaviour.	CO1	L3
3.	Figure out the influence of information technology and AI on consumer buying behaviour in the online environment.	CO1	L4
UNIT-II			
4.	Utilize the concept of brand perception to explain its impact on market positioning and customer loyalty.	CO2	L3
5.	Determine the significance of Maslow's hierarchy of needs in consumer behaviour.	CO2	L5
UNIT-III			
6.	Explain in detail the relevance of family life cycle for marketers.	CO3	L5
7.	Examine the effect of culture and sub culture on consumer behaviour. Give suitable examples to support your answer.	CO3	L4
UNIT-IV			
8.	Identify the key traits of opinion leaders and explain their role in influencing consumer behaviour with examples.	CO4	L3
9.	Examine the adoption process in consumer behaviour and its various stages in detail with suitable examples.	CO5	L5

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

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Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 5th

CORPORATE ACCOUNTING

Subject Code: BBA521-18

M. Code: 78196

Date of Examination: 14-05-2026

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 Corporate Accounting in business.	CO-1	L1
b.	Outline the concept of forfeiture of shares.	CO-1	L2
c.	State the meaning of debenture in secondary market	CO-2	L1
d.	Summarize the main sources used for redemption of preference shares.	CO-2	L2
e.	What is the maximum overall limit of managerial remuneration under Section 197 of the Companies Act, 2013?	CO-3	L1
f.	Interpret the profit prior to incorporation being treated as capital profit.	CO-3	L2
g.	Write the term subsidiary company.	CO-4	L1
h.	Illustrate the meaning of mutual indebtedness between companies.	CO-4	L2
i.	Relate the importance of corporate financial reporting for stakeholders.	CO-5	L1
j.	Explain two recent trends in corporate financial reporting.	CO-5	L2

SECTION-B			
UNIT-I			
2.	Construct differences between calls in arrears and calls in advance with examples.	CO1	L3
3.	Analyse various types of debentures and methods of redemption of debenture.	CO1	L4
UNIT-II			
4.	Interpret the objectives and accounting treatment of debenture redemption reserve (DRR).	CO2	L5
5.	Examine the accounting treatment of loss prior to incorporation and how it is shown in financial statement of accounting.	CO2	L4
UNIT-III			
6.	Judge the importance of preparing financial statements as per Schedule III format.	CO3	L5
7.	Analyze different methods of computing managerial remuneration and its effectiveness.	CO3	L4
UNIT-IV			
8.	Identify why minority interest is shown separately in the equity section of consolidated accounts.	CO4	L3
9.	Explain the importance of corporate financial reporting for shareholders and other stakeholders.	CO5	L5

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA Semester- 5th

FINANCIAL MARKET AND SERVICES

Subject Code: BBA 522-18

M. Code: 78199

Date of Examination: 12-05-2026

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			
I.	Answer briefly:		
a.	What are the two main components of the financial system?	CO-1	L1
b.	Outline the meaning of Gilt edged securities.	CO-1	L2
c.	What are financial instruments?	CO-2	L1
d.	Outline the role of SEBI in regulating financial services.	CO-2	L2
e.	Name any two types of financial assets.	CO-3	L1
f.	Explain the concept of stock and its features.	CO-3	L2
g.	What is the maximum issuing limit of various Treasury Bills?	CO-4	L1
h.	Explain the purpose of the broking.	CO-4	L2
i.	How does venture capitalist help in investing?	CO-5	L1
j.	Explain the purpose of the bills discounting.	CO-5	L2

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SECTION-B			
UNIT-I			
2.	Identify how SEBI controls the functioning of the primary and secondary markets to protect investors and promote transparency.	CO-1	L3
3.	Examine the recent developments shaping the financial services industry.	CO-1	L4
UNIT-II			
4.	Interpret how the stock exchanges are organized and the role they play in trading, listing, and settlement of securities.	CO-2	L5
5.	List the Treasury Bills and Certificates of Deposit and Compare their features, maturity, risk, and suitability for different types of investors.	CO-2	L4
UNIT-III			
6.	Explain the role of financial services in promoting economic and industrial development in India.	CO-3	L5
7.	Interpret the various types of lease financing and their key features in detail.	CO-3	L4
UNIT-IV			
8.	Apply the Indian regulatory framework with that of any developed country.	CO-4	L3
9.	Explain the impact of mutual funds on capital market development and the mobilization of savings in India.	CO-5	L5

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1 No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 5th
INDUSTRIAL RELATIONS AND LABOUR LAWS
 Subject Code: BBA 531-18

M. Code: 78197
 Date of Examination: 14-05-2026

Max. Marks: 60

Time: 3 Hrs.

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 are different approaches to Industrial Relations?	CO-1	L1
b.	Explain the importance of Industrial Relations in an organization.	CO-1	L2
c.	List the benefits of Collective Bargaining in industry for employees.	CO-2	L1
d.	Summarize the process of Collective Bargaining.	CO-2	L2
e.	Define the term "industrial conflict" in a business organization.	CO-3	L1
f.	Classify the challenges in implementing workers participation in management (WPM) effectively.	CO-3	L2
g.	Who regulate employer-employee relations?	CO-4	L1
h.	Outline the importance of Labour Laws in maintaining industrial peace.	CO-4	L2
i.	How gratuity rewards long service?	CO-5	L1
j.	Illustrate the importance of payment gratuity act.	CO-5	L2

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SECTION-B**UNIT-I**

2.	Identify the major factors that affect industrial relations in maintaining harmony between management and workers in India.	CO1	L3
3.	Examine the meaning, characteristics and importance of trade union for workers and organizations.	CO1	L4

UNIT-II

4.	Conclude the principles and importance of grievance redressal procedure in resolving workplace conflicts.	CO2	L5
5.	Examine the meaning, objectives and features of Collective Bargaining with suitable example.	CO2	L4

UNIT-III

6.	Explain the preventive and settlement machinery used for resolving industrial disputes.	CO3	L5
7.	Analyze the main causes of industrial conflict in Indian industries.	CO3	L4

UNIT-IV

8.	Apply the objectives of labour laws to show how they protect workers' welfare.	CO4	L3
9.	Compare and contrast between the payment of wages act and the minimum wages act.	CO5	L5

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Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 5th

MERCHANTILE LAW

Subject Code: BBA 502-18

M. Code: 78194

Date of Examination: 08-05-2026

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.	Who is considered an agent under law?	CO-1	L1
b.	Summarize the difference between contract and agreement.	CO-1	L2
c.	Recall the meaning of 'Goods' under the Act.	CO-2	L1
d.	Outline the duties of a seller in performance of the contract.	CO-2	L2
e.	Define a promissory note.	CO-3	L1
f.	Explain the term "holder in due course."	CO-3	L2
g.	Name two authorities under RTI Act.	CO-4	L1
h.	Interpret the concept of unlimited liability of partners.	CO-4	L2
i.	State any two types of consumer redressal forums.	CO-5	L1
j.	Explain the objectives of the Consumer Protection Act, 2019.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Apply the essentials of a valid contract to illustrate the creation of a contract of guarantee.	CO1	L3
3.	Analyze the meaning of breach of contract and available remedies to the parties in contract.	CO1	L4

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UNIT-II			
4.	Explain the importance of the Sale of Goods Act in trade.	CO2	L5
5.	Analyze the key differences between sale and agreement to sell.	CO2	L4
UNIT-III			
6.	Justify the importance of negotiable instruments in business transactions.	CO3	L5
7.	Distinguish between a promissory note and a bill of exchange on different basis	CO3	L4
UNIT-IV			
8.	Make use of example to highlight the contribution of RTI to the society.	CO4	L3
9.	Interpret the district commission (consumer dispute redressal commission) as to its composition, jurisdiction and procedure to be followed by it.	CO5	L5

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al No. of Questions: 09

Total No. of Pages: 02

BBA, Semester- 5th
OPERATION RESEARCH
Subject Code: BBA 501-18
M. Code: 78193

Date of Examination: 05-05-2026

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.

Sl. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define Basic Feasible solution	CO-1	L1
b.	Outline the infeasible solution.	CO-1	L2
c.	State the meaning Northwest Corner Rule.	CO-2	L1
d.	Explain the balanced transportation problem.	CO-2	L2
e.	What is LFT and EST in operations research.	CO-3	L1
f.	Outline the assumptions of sequencing.	CO-3	L2
g.	List any two types of replacement models.	CO-4	L1
h.	Identify the meaning of resale value.	CO-4	L2
i.	What is Stock out Cost?	CO-5	L1
j.	Interpret the relationship between total ordering cost, total carrying cost.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the steps involved in solving LPP using graphical method and also the applications of operations research.	CO1	L3
3.	Simplify graphically, $\text{Max } Z = 20X + 30Y$ $2X + 5Y \leq 50$, $4X + 3Y \leq 60$. Sub. to $X, Y \geq 0$	CO1	L4

UNIT-II										
4.	Expalin the various steps involved in the hungarian method of solving the assignement problem.							CO2	L5	
5.	Analyze the steps with the help of example Least cost Method of transportation.							CO2	L4	
UNIT-III										
6.	Estimate the project network							CO3	L5	
		Activity	A	B	C	D	E	F	G	H
		Proceeding Activity	-	A	B	C	D	E	F	G
7.	Examine in detail the two techniques of project scheduling.							CO3	L4	
UNIT-IV										
8.	Identify the method to solve individual and group replacement policy.							CO4	L3	
9.	Explain the types of inventories and factors affecting inventory control policy.							CO5	L5	

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester- 5th

ORGANISATION CHANGE AND DEVELOPMENT

Subject Code: BBA 532-18

M. Code: 78200

Date of Examination: 12-05-2026

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 two common triggers for organizational change.	CO-1	L1
b.	Summarize the link between team building and organizational culture.	CO-1	L2
c.	Write the meaning of action research in an organization.	CO-2	L2
d.	Explain any two challenges in implementing change.	CO-2	L2
e.	Find any two example of intergroup conflict in an organization.	CO-3	L1
f.	Classify the different types of training interventions in business.	CO-3	L2
g.	List any two components of a client system.	CO-4	L1
h.	Interpret the concept of career anchors in simple terms.	CO-4	L2
i.	Recall the meaning of "being absorbed by the culture".	CO-5	L1
j.	Show that trust can influence the success of OD interventions.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the OD values with employee engagement in the world of business.	CO1	L3

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3.	Analyze the significance of team collaboration in OD for the development of organization.	CO1	L4
UNIT-II			
4.	Recommend strategies to overcome deep-rooted resistance to change in an organization.	CO2	L5
5.	Distinguish between ethical and unethical practices in OD interventions.	CO2	L4
UNIT-III			
6.	Justify the use of T-groups for improving self-awareness in the developing organization.	CO3	L5
7.	Examine the long-term effects of team-building efforts in business organizations.	CO3	L4
UNIT-IV			
8.	Develop a behavioural modelling session for customer service staff in business.	CO4	L3
9.	Support the use of consultant teams instead of individuals in complex OD processes.	CO5	L5

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

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Roll No.

Total No. of Questions: 9

Total No. of Pages: 1

BBA, Semester-5th
PRODUCTION AND OPERATION MANAGEMENT
Subject Code: BBAGE301-18
M.Code: 76658
Date of Examination: 13-05-2026

Time: 03:00 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	CO	BL
SECTION-A			
1.	Answer briefly:		
a.	Define Production Management.	CO-1	L1
b.	Explain the role of idea generation in the product development process.	CO-1	L2
c.	What is the Point Ranking method in location analysis?	CO-2	L1
d.	Compare fixed position layout and process layout	CO-2	L2
e.	List three factors affecting capacity planning.	CO-3	L1
f.	Outline the role of capacity planning in meeting customer demand.	CO-3	L2
g.	What is the main goal of the Just in Time (JIT) production system?	CO-4	L1
h.	Explain the advantages of Virtual Factory.	CO-4	L2
i.	What does acceptance sampling help determine?	CO-5	L1
j.	Explain various methods of Inspection.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the type of production system that can be used in a cement factory and a tailoring shop, and justify your answer with suitable reasons	CO-1	L3
3.	Examine different types of product development techniques.	CO-1	L4
UNIT-II			
4.	Demonstrate the importance of Facility Location in operations management with suitable examples.	CO-2	L3
5.	Evaluate the limitations of PPC while implementing it in dynamic manufacturing environments and give strategies to overcome them.	CO-3	L5
UNIT-III			
6.	Evaluate the contribution of purchase management principles towards cost control and quality improvement in a production enterprise.	CO-4	L5
7.	Examine the benefits and principles of Six Sigma.	CO-4	L4
UNIT-IV			
8.	Apply the concept of quality management and its features for improving organisational performance.	CO-5	L3
9.	Evaluate the effectiveness of ABC analysis compared to other inventory control techniques for managing high-value items in a manufacturing unit.	CO-5	L5

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Roll No.

Total No. of Questions: 9

Date : 08-05-2026
Total No. of Pages: 2BBA, Semester-6th
Subject Name: COMPANY LAW
Subject Code: BBA 602-18 E2
M. Code: 79348

Time: 03:00 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:**SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.**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.	Description	CO	BL	Marks
SECTION A				20
1.a.	State any two points of difference between a public company and a private company.	CO-1	L1	2
1.b.	Interpret the conditions under which a Public Limited Company can commence its business.	CO-1	L2	2
1.c.	State the meaning of Prospectus with example.	CO-2	L1	2
1.d.	Outline the method for rectifying the act which is ultra vires the company.	CO-2	L2	2
1.e.	What are the different clauses of MOA?	CO-3	L1	2
1.f.	Explain the types of clauses.	CO-3	L2	2
1.g.	What is an Annual General Meeting (AGM) and write its importance?	CO-4	L1	2
1.h.	Describe the legal position of directors in a company.	CO-4	L2	2
1.i.	Define the purpose of corporate dispute resolution mechanisms.	CO-5	L1	2
1.j.	Summarize the need for working capital in a business organization.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Construct the step-by-step process involved in the formation and incorporation of a company.	CO-1	L3	10
3.	Examine the companies characteristics advantages and limitations as a form of business organization.	CO-2	L4	10
SECTION B(UNIT-II)				10
4.	Interpret the following- A) Contents of a prospectus. B) Importance in raising capital from the public.	CO-3	L5	10
5.	Justify the statement "Articles of Association govern the internal affairs of a company."	CO-3	L5	10
SECTION B(UNIT-III)				10
6.	Classify the legal process of forfeiture and its effects.	CO-4	L5	10
7.	What are the the advantages of Demat system over physical shares.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Analyze this statement "Winding up is the process of closing down a company in an orderly manner."	CO-5	L3	10
9.	Evaluate the effectiveness of NCLT and NCLAT in resolving corporate disputes.	CO-5	L5	10

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the student.

Roll No. Date : 12-05-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-6th
Subject Name: PERSONAL FINANCIAL PLANNING
Subject Code: BBA 621-18 E2
M. Code: 79351

Time: 03:00 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	Define personal financial planning with example.	CO-1	L1	2
1.b.	Explain time value of money is important in financial decision-making.	CO-1	L2	2
1.c.	What do you understand by term budget in detail?	CO-2	L1	2
1.d.	Define the terms risk and return in detail.	CO-3	L1	2
1.e.	State the objectives of insurance.	CO-3	L1	2
1.f.	Compare investment and credit as financial decisions.	CO-2	L2	2
1.g.	What do you understand by equity share with example?	CO-4	L1	2
1.h.	Differentiate between tax avoidance and tax evasion.	CO-4	L2	2
1.i.	List the sources of retirement income with example.	CO-5	L1	2
1.j.	Interpret the role of inflation in retirement planning	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Apply the concept of time value of money to justify why early investment leads to higher wealth accumulation.	CO-1	L3	10
3.	Identify the financial goals of an individual and organize them into short-term, medium-term, and long-term goals.	CO-1	L3	10
SECTION B(UNIT-II)				10
4.	Develop the process of evaluating investments using basic financial ratios.	CO-2	L3	10
5.	Determine the role of various types of insurance in risk management.	CO-3	L5	10
SECTION B(UNIT-III)				10
6.	Show a step-by-step approach for building and maintaining a good credit profile.	CO-4	L3	10
7.	Determine the effectiveness of mutual funds as an investment option in comparison to direct equity investment.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Determine the various strategies for improving retirement readiness among individuals.	CO-5	L5	10
9.	Justify the effectiveness of estate planning in minimizing legal and financial complications.	CO-5	L5	10

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Roll No. Date : 12-05-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-6th
Subject Name: SERVICE MARKETING
Subject Code: BBA 611-18 E2
M. Code: 79349

Max. Marks: 60

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	What are the seven Ps of services marketing?	CO-1	L1	2
1.b.	Outline the elements of the extended marketing mix for services.	CO-1	L2	2
1.c.	How do customer-defined service standards improve service quality?	CO-2	L1	2
1.d.	State any two objectives of services marketing communication.	CO-3	L1	2
1.e.	Write about the factors affecting pricing decisions in services.	CO-3	L1	2
1.f.	Relate Customer relationship management practices with customer retention in services.	CO-2	L2	2
1.g.	How can service organizations balance demand and capacity?	CO-4	L1	2
1.h.	Summarize the concept of capacity management in services to balance supply and demand.	CO-4	L2	2
1.i.	Define the role of customers in service delivery in service organizations.	CO-5	L1	2
1.j.	Explain the concept of the GAPS model in service quality management.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Distinguish between goods and services on the basis of characteristics, production processes, and customer involvement.	CO-1	L4	10
3.	Figure out the challenges faced by marketers in service marketing.	CO-1	L4	10
SECTION B(UNIT-II)				10
4.	Write a detailed note on consumer behaviour in services with reference to decision-making processes, involvement levels, and service characteristics.	CO-2	L3	10
5.	Write the key determinants of customer buying behaviour in services with a suitable explanation.	CO-2	L3	10
SECTION B(UNIT-III)				10
6.	Justify the importance of Integrated Services Marketing Communication in delivering consistent service messages with suitable examples.	CO-3	L5	10
7.	Justify the need for managing demand and capacity in services to achieve efficiency and customer satisfaction.	CO-4	L5	10
SECTION B(UNIT-IV)				10
8.	Analyze the concept of internal marketing and its role in enhancing employee performance in services.	CO-5	L5	10
9.	Interpret the role of frontline employees in building customer relationships with suitable examples.	CO-5	L5	10

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Roll No.

Total No. of Questions: 9

Date : 05-05-2026

Total No. of Pages: 1

BBA, Semester-6th
Subject Name: STRATEGY MANAGEMENT
Subject Code: BBA 601-18 E2

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.

Max. Marks: 60

Q No.	Description	CO	BL	Marks
SECTION A				20
1.a.	List any two traditional approaches to strategy.	CO-1	L1	2
1.b.	Explain the relationship between goals and objectives.	CO-1	L2	2
1.c.	What is an Environmental Threat and Opportunity Profile (ETOP)?	CO-2	L1	2
1.d.	How firms diversification help them in business sustainability?	CO-3	L1	2
1.e.	What is the significance of market growth rate in BCG Matrix?	CO-3	L1	2
1.f.	Interpret how strategic management helps in competitive advantage.	CO-2	L2	2
1.g.	Define the common barriers to effective strategy implementation.	CO-4	L1	2
1.h.	Outline the steps to implement a new marketing strategy.	CO-4	L2	2
1.i.	Where does external control apply in strategy implementation?	CO-5	L1	2
1.j.	Write the importance of monitoring performance during strategy execution.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Examine the strategic management process with a suitable framework along with suitable example.	CO-1	L4	10
3.	Discover the scope and importance of strategic management for business organizations in detail.	CO-1	L4	10
SECTION B(UNIT-II)				10
4.	Identify whether formal strategic planning is necessary for small businesses or startups.	CO-2	L3	10
5.	Make use of the different components of PEST analysis, along with examples	CO-2	L3	10
SECTION B(UNIT-III)				10
6.	Simplify the process of strategic choice in detail. What factors influence strategic decision-making.	CO-3	L4	10
7.	Compare strategic planning and resource allocation in context of GE Matrix with suitable examples.	CO-3	L5	10
SECTION B(UNIT-IV)				10
8.	Explain the importance of evaluating both internal and external factors in strategy implementation.	CO-5	L5	10
9.	Explain how a firm can align its organizational structure with a diversification strategy with suitable example of any manufacturing firm.	CO-4	L5	10

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Roll No. Date : 12-05-2026
Total No. of Pages: 2

Total No. of Questions: 9

BBA, Semester-6th
Subject Name: TRAINING AND DEVELOPMENT
Subject Code: BBA 631-18 E2
M Code: 79353

Max. Marks: 60

Time: 03:00 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

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.	Description	CO	BL	Marks
SECTION A				20
1.a.	Name any two positive instructor behaviors and their advantages.	CO-1	L1	2
1.b.	Explain any two principles of learning with suitable examples.	CO-1	L2	2
1.c.	List the steps involved in the training process.	CO-2	L1	2
1.d.	State case study and its role in learning.	CO-3	L1	2
1.e.	What is Agenda Setting in group training methods?	CO-3	L1	2
1.f.	Summarise role of training in bridging the gap between current performance and desired performance in employees.	CO-2	L2	2
1.g.	Write two needs for employee development in modern organizations.	CO-4	L1	2
1.h.	Interpret the statement "training focus on short-term needs, while development addresses long-term goals".	CO-4	L2	2
1.i.	What is meant by evaluation of training programs?	CO-5	L1	2
1.j.	Outline the impact of technological advancements on training and development practices in India.	CO-5	L2	2
SECTION B(UNIT-I)				10
2.	Develop a teaching strategy that converts student attention into active involvement. Explain the steps and tools used	CO-1	L3	10
3.	Explain various methods of learning used in training programs. Which method is most effective in today's digital environment and why?	CO-1	L5	10
SECTION B(UNIT-II)				10
4.	Examine the importance of training in an organization and analyze its impact on employee performance and organizational growth.	CO-2	L4	10
5.	Categorise the impact of training on organizational culture and employee behavior.	CO-2	L4	10
SECTION B(UNIT-III)				10
6.	Simplify the effectiveness of panel discussions in developing critical thinking among trainees.	CO-3	L4	10
7.	Evaluate brainstorming and buzz group techniques to increase participation in a training session where employees are disengaged.	CO-3	L5	10
SECTION B(UNIT-IV)				10
8.	Evaluate contribution of feedback and evaluation in improving the effectiveness of trainers.	CO-5	L5	10
9.	Assess the impact of training and development on employee performance and career growth, with suitable justification.	CO-4	L5	10

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