

A  
(20622)  
BBA-II Sem.

(Printed Pages 3)  
Roll No.

**18081**

**BBA Examination, June-2022**

**BUSINESS COMMUNICATION**

**(BBA-202)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt **all** questions.

1. What is business communication? 3
2. What is culture? 3
3. What do you understand by Internet? 3
4. What is meant by agenda of meeting? 3
5. What is meant by para language? 3

**P.T.O.**

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any **two** questions.

6. Explain the principles of effective communication. 7.5
7. What is a business letter? Elaborate the essentials of a business letter. 7.5
8. What is effective listening? What are the barriers of it? 7.5

**Section-C**

**(Detailed Answer Questions)**

**Note :** Attempt any **three** questions.

9. What are the different types of communication? Explain the model and process of business communication. 15
10. Communication is lifeline of any organization. Discuss the strategies of making communication effective highlight the role of internal communication. 15

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11. What do you understand by presentation? Explain individual and group presentation. 15
12. What forms of communication are being used in the modern world? Discuss their advantages and disadvantages. 15
13. Write notes on the following: 5x3
- (a) Grapevine and network grapevine communication
  - (b) Principles of oral presentation.
  - (c) Importance of business letters in Banking and insurance companies.

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Roll No. \_\_\_\_\_

**18084**

**B.B.A. Examination, June-2022**

**Business Environment**

**(BBA-205)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all the **five** questions. Each question carries 03 marks. Very short answer is required not exceeding 75 words.

$3 \times 5 = 15$

1. What is the present Business Environment in India?

**P.T.O.**

2. Compare socialism with Capitalism.
3. What do you understand by Industrial-Policy?
4. Discuss the objectives of monetary policy of India.
5. What is World Trade Organisation?

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any **two** questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.

$7\frac{1}{2} \times 2 = 15$

6. Describe in short the various factors affecting Business Environment.
7. Give comparison between mixed economy, Capitalism and Socialism.

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8. Discuss the essential conditions for globalisation.

**Section-C**

**(Detailed Answer Questions)**

**Note :** Attempt any **three** questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Explain the Foreign trade policy of India. State its objectives and salient features.
10. What do you understand by WTO? Discuss its implications for developing country with special reference to India.
11. "Public Sector and Private Sector both are the key wheels of Indian Economy."

Comment.

12. Explain the main features of current Industrial Policy of India.
13. Give argument in favour of Public Sector in India. Discuss the problems of Public Sector Undertakings.

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BBA-II Sem.

**18085**

**B.B.A. Examination, June-2022**

**Fundamentals of Computer**

**(BBA-206)**

**(New)**

*Time : Three Hours /* *Maximum Marks : 75*

**Note :** This paper is divided into **Three** Sections A, B and C. Section-A contains **Very Short Answer Questions**, Section-B contains **Short Answer Questions** and Section-C contains **Descriptive Answer Questions**. Attempt **all** the Sections as per instructions.

**P.T.O.**

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**Section-A**

**(Very Short Answer Questions)**

**Note :** This section contains **five** questions, all question will be **compulsory**. There will be no internal choice.

5×3=15

1. Specify the electronic components used for different computer generations.
2. What is hardware?
3. What is cyber law?
4. What is an icon?
5. What is meant by electronic spread sheet?

**Section-B**

**(Short Answer Questions)**

**Note :** This section contains three questions, attempt any **two** questions. Each question carries 7.5 marks.

7.5×2=15

6. Differentiate between RAM and ROM.

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7. What are the cyber crimes and its types.
8. Describe the adding custom animation facility in a slide.

### **Section-C**

#### **(Descriptive Answer Questions)**

**Note :** This section contains five questions, attempt any **three** questions. Each question carries 15 marks. Answer must be descriptive.  $15 \times 3 = 45$

9. What do you know about computer?  
Explain the different types of computer systems. <https://www.ccsustudy.com>
10. What do you mean by computer software?  
Throw light on its various types.
11. What do you know about internet?  
Describe the facilities received from internet.

12. What do you mean by word processing?  
Describe the main features of MS-Word.

13. Write short notes on the following:

- (a) Protocol
- (b) Domain name
- (c) Client server system

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BBA-II Sem.

**18082**

**B.B.A. Examination, June-2022**

**HUMAN RESOURCES  
MANAGEMENT**

**(BBA-203)  
(NEW)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note:-** Attempt **all** the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

1. Define Human Resources management.

**P.T.O.**

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2. What is the scope of HRM?
3. What do you mean by Recruitment?
4. Define Job Analysis. What are its uses?
5. What do you mean by career Planning?

**Section-B**

**(Short Answer Questions)**

**Note:** Attempt any **two** Questions out of the following **three** questions. Each question carries 7½marks. Short answer is required not exceeding 200 words.

6. What do you understand by Training?  
· Explain its need and importance?
7. Define wages. Explain the factors affecting wages.
8. Explain the Incentive wage plans of wage payment.

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## Section-C

### (Detailed answer Questions)

**Note:** Attempt any **three** questions out of the following **five** question. Each question carries 15 marks. Answer is required in detail.

9. "HRM Policies and Principles contribute to the effectiveness, Continuity and stability of the organisation" Give your view point.
10. "Job Rotation, Job enlargement and Job enrichment are simply attempts by the managers to avoid individuals at work".  
Comment. <https://www.ccsustudy.com>
11. What is orientation? How is a formed orientation programme Conducted?

12. Explain the various inputs required for a Training and Development programme.
13. Define Trade Union. Explain the tactics adopted by Unions to influence the management.



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BBA - II Sem.

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**18083**

**B.B.A. Examination, June-2022**

**Marketing Management**

[BBA-204]

(New)

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt all the Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all the **Five** questions. Each question carries **3** marks. Very short answer is required not exceeding 75 words.  $5 \times 3 = 15$

**P.T.O.**

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1. Explain the Difference between "Marketing" and Selling"
2. Define 'Market Segmentation' and Marketing-Mix.'
3. Define after Sales service.
4. What is the importance of Personal selling in business.
5. What are the Functions of Retailing in Marketing?

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is counter-marketing? Explain with suitable examples.
7. Explain the importance and limitation of market segmentation.

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8. What do you mean by publicity and Advertising.

**Section-C**

**(Detailed Answer Questions)**

**Note :** Attempt any **Three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in details.  $15 \times 3 = 45$

9. What do you mean by Consumer behaviour? What is the Importance of consumer behaviour in marketing? Enumerate the determinants of consumer behaviour.
10. "Money Spent on advertisement is an Investment" and "Money Spent on Advertisement is a Waste"? Reconcile these two statements & conclude.

11. Explain the concept of "Branding? Discuss the advantages and disadvantages of branding & (and) how it is different from 'Trademarking'.
12. "The success or failure of a business depends upon its product price policy". Explain the statement and state the factors to be considered While formulating a product price Policy.
13. What do you mean by Marketing Research? Describe its scope and importance.

**18080**

**B.B.A. Examination, June-2022**

**QUANTITATIVE TECHNIQUES  
FOR BUSINESS**

**(BBA-201)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all questions.

- 1 Statistics is the science of counting.  
Explain. 3
2. Mean of 100 items is found to be 30. If  
at the time of calculation, two items are  
wrongly taken as 32 and 12 instead of  
23 and 11, find the correct mean. 3

**P.T.O.**

3. Calculate the range and its coefficient  
from the following data:- 3  
20, 8, 0, -30, -5, 4
4. Give the meaning and definition of  
classification. 3
5. Explain various mathematical properties  
of standard deviation. 3

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any two questions.

6. Discuss the merits and demerits of Karl  
Pearson's coefficient of correlation. 7.5
7. What is the chance of throwing a total of  
5 or 11 with two dice? 7.5
8. If the arithmetic mean of the following  
frequency distribution is 39.25, find the

**18080/2**

missing term.

7.5

Daily wages	25	30	35	50	60	75
No. of labour	10	?	13	8	5	4

**Section-C**

**(Detailed Answer Questions)**

**Note :** Attempt any three questions.

9. Calculate standard deviation and coefficient of variation from the following data:

15

X	10-30	30-50	50-70	70-90	90-110	110-130	130-150
F	14	59	101	61	28	17	4

10. What do you understand by graphical presentation? Describe its advantages, disadvantages and various forms.

15

11. From the following data obtain the two regression equations:

15

Sales	91	97	108	121	67	124	51	73	111	57
Purchases	71	75	69	97	70	91	39	61	80	47

**P.T.O.**

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12. What is spearman's rank correlation? Bring out its usefulness. How does the coefficient differ from Karl Pearson's coefficient of correlation? 15
13. What is an index number? Explain the terms price relative, quantity relative and value relative. Discuss in brief the uses of an index number. 15

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A

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Roll No. ....

BBA/BCA/ETC.-I Sem.

**NP-3440**

**BBA/BCA/ETC Examination, Dec.-2022**

**Environmental Studies**

**(BBA/BCA/ETC.-008)**

*Time : Three Hours /* *[Maximum Marks : 100*

**Note :** This paper is divided into **three sections-A, B and C. Section-A** contains Descriptive Answer Questions. **Section-B** contains Short Answer Questions and **Section-C** contains Very Short Answer Questions. Attempt **all** the sections as per instructions.

**P.T.O.**

इस प्रश्न-पत्र को तीन खण्डों-अ, ब तथा स में विभाजित किया गया है। खण्ड-अ में विस्तृत उत्तरीय प्रश्न, खण्ड-ब में लघु उत्तरीय प्रश्न तथा खण्ड-स में अतिलघु उत्तरीय प्रश्न हैं। सभी खण्डों को निर्देशानुसार हल कीजिए।

### Section-A/खण्ड-अ

#### (Descriptive Answer Type Questions)

(विस्तृत उत्तरीय प्रश्न)

**Note :** This section contains **six** questions, Attempt any **three** questions. Each question carries **20** marks. Answer must be descriptive.  $20 \times 3 = 60$

इस खण्ड में छः प्रश्न हैं, जिसमें से तीन प्रश्न करने हैं। प्रत्येक प्रश्न 20 अंक का है। उत्तर निबन्धात्मक

होने चाहिए।

1. Explain the meaning of Environment. Also discuss all the factors of Environment.  
पर्यावरण का अर्थ समझाइए। तथा पर्यावरण के सभी तत्वों के बारे में भी बताइए।
2. What do you mean by mineral resources?  
Also explain the use and importance of either coal or petroleum.  
खनिज संसाधनों से आप क्या समझते हैं? कोयला अथवा पेट्रोलियम के महत्व एवं उपयोग के बारे में बताइए।
3. What is Water Pollution? Discuss the causes and types of water pollution.  
जल प्रदूषण क्या है? जल प्रदूषण के प्रकार एवं कारणों के बारे में बताइए।

4. What is Acid Rain? Discuss its causes and effects and suggest remedies to control it. <https://www.ccsustudy.com>

अम्लीय वर्षा क्या है? इसके कारण तथा प्रभावों की विवेचना कीजिए और इसको रोकने के उपाय समझाइए।

5. What is Ecosystem? Discuss different components of an ecosystem.

पारिस्थितिकी तंत्र क्या है? एक पारिस्थितिकी तंत्र के विभिन्न घटकों का वर्णन कीजिए।

6. What do you mean by Natural Resources?

Differentiate between renewable and non-renewable resources in detail. Give examples also.

प्राकृतिक संसाधनों से आप क्या समझते हैं? नवीनीकरण एवं गैर-नवीनीकरण संसाधनों के बारे में विस्तार से बताइए। उदाहरण भी दीजिए।

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### Section-B/खण्ड-ब

#### (Short Answer Type Questions)

(लघु उत्तरीय प्रश्न)

**Note :** This section contains **three** questions.

Attempt any **two** questions. Each question carries **10** marks.  $10 \times 2 = 20$

इस खण्ड में तीन प्रश्न हैं। किन्हीं दो प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 10 अंक का है।

7. What is thermal pollution? Discuss its effects on human life.

तापीय प्रदूषण क्या है? मानव जीवन पर इसके प्रभावों के बारे में बताइए।

8. What is Ozone layer? Discuss the causes of depletion.

ओजोन परत क्या है? इसके अवसाद के कारण बताइए।

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**P.T.O.**

9. What do you mean by Rain water harvesting? Discuss.

वर्षा जल संचयन से आप क्या समझते हैं? बताइए।

**Section-C/खण्ड-स**

**(Very Short Answer Type Questions)**

(अति लघु उत्तरीय प्रश्न)

**Note :** This question contains **five** parts.

All part are **compulsory**. Each part

carries **4** marks.  $4 \times 5 = 20$

इस प्रश्न के पाँच भाग हैं। सभी भाग अनिवार्य हैं।

प्रत्येक भाग 4 अंकों का है।

10. (i) Wild life protection act.

वन्य जीव संरक्षण कानून (अधिनियम)

(ii) Environmental Degradation

पर्यावरणीय अवनयन

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(iii) Global Warming

वैश्विक उष्मीकरण

(iv) Disaster Management

आपदा प्रबन्धन

(v) Women empowerment

महिला सशक्तिकरण

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