

D
(20524)

BBA -II Sem.

(Printed Pages 4)
Roll No.

18081

B.B.A. Examination, May-2024

BUSINESS COMMUNICATION

(BBA-202)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

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

1. Is communication a process? Give reasons.

P.T.O.

2. How is self development possible?
3. Give the format of a memorandum
4. What do you mean by video-conferencing
5. What is 'Para Language'?

Section-B

Note : This section contain three questions.

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

6. Distinguish between formal and informal communication.
7. What do you understand by SWOT analysis?
8. What is seminar? How can a seminar be arranged?

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Section-C

(Long Answer Type Questions)

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

9. What do you understand by Graphevine? Discuss its types. What is its importance in an organisation?
10. "Communication is necessary to business as the blood stream to a person". Elucidate this statement.
11. What are the essentials of effective business letters? Draft a quotation letter.
12. What is meant by 'Oral presentation'? Discuss the factors affecting oral presentation.

13. "Information and information Technology are the new drivers of modern age". Explain this statement in the light of International communication.

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B.B.A. Examination, May-2024

BUSINESS ENVIRONMENT

(B.B.A.-205)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

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

Section-A

(Very Short Answer Type Questions)

Note : This question contains five parts, all parts will be compulsory. There will be no internal choice. $3 \times 5 = 15$

1. Explain demographic Environment?
2. What is Globalisation?

P.T.O.

3. What is the role of flipcart and Amazon in E-Commerce?
4. What is FEMA?
5. Explain the objectives of Fiscal Policy of India in brief.

Section-B

(Short Answer Type Questions)

Note : This section contains **three** questions, attempt any **two** questions. Each question carries $7\frac{1}{2}$ marks. $7\frac{1}{2} \times 2 = 15$

6. Explain the role of skill-development programmes launched by government for 'Make in India'?
7. Discuss the main sources of black money in India.
8. Explain the advantages of International Trades.

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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 mean by Business Environment. Write the various factors effecting business environment. What is the social responsibility of business?

10. Explain capitalism, socialism and mixed economy in detail.

✓ 11. What do you understand by Privatization? Explain the factors. Which effect privatization in India.

12. ✗ Explain the role of FEMA in the context of Indian Trade?

✓ 13. Describe the functions and administrative structure of World Trade Organisation.

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BBA - II Sem.

18085

B.B.A. Examination, May-2024

Fundamentals Of Computer

(BBA-206)

(New Course)

Time : 3:00 Hours]

[Maximum Marks : 75

Section-A

Note : Attempt **all** questions.

- | | |
|------------------------------|----|
| 1. What is Internet? | 03 |
| 2. Explain ROM. | 03 |
| 3. What is Power Point? | 03 |
| 4. What is LAN? | 03 |
| 5. What is Utility Software. | 03 |

Section-B

Note : Attempt any **two** questions.

- | | |
|--|----|
| 6. Differentiate between Internet and Extranet. | 7½ |
| 7. Write short note on the following topic.
(a) ALU
(b) CU | 7½ |
| 8. Write down the keyboard shortcut for the following function of MS-Word.
(a) Point the documents.
(b) Bold the text.
(c) Open the new file. | 7½ |

Section-C

Note : Attempt any **three** questions.

- | | |
|---|----|
| 9. Explain the various application of MS-Excel. | 15 |
|---|----|

10. Discuss the various generations of computer. 15
11. What Is Cyber Law? Explain the Cyber crime and its types. 15
12. Give an overview of windows 10. Also discuss its features. 15
13. Write short note on the following topic: 15
- (i) Digital Piracy Management.
 - (ii) Intranet
 - (iii) Topology.

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B.B.A.-II Sem.

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18082
B.B.A. Examination, May-2024
HUMAN RESOURCES MANAGEMENT
(BBA-203)
(New Course)

Time : Three Hours] [Maximum Marks : 75

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

Section-A

(Very Short Answer Type Questions)

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

$5 \times 3 = 15$

1. What are the qualities required of a successful human resource professional?

P.T.O.

2. What is Personnel policy?
3. Discuss the term "Work force diversity".
4. Explain HR Planning Process.
5. Explain the process of recruitment.

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions, out of the following **three** questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.

$2 \times 7.5 = 15$

6. Explain in brief the various selection techniques in general.
7. Explain the term "Placement" outline their objectives.
8. Discuss the different methods of Training.

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Section-C

(Detailed Answer Type Questions)

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

9. What do you understand by executive development? Discuss the methods of executive development.

10. Describe in detail the process of "Performance Appraisal".

11. Define "Promotion". How does it differ from "Transfer"?

12. Define the various H.R. Ethical issues. Why is ethical decision making difficult? Discuss.

13. Define "Compensation". What are the components influence compensation levels?

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Roll No.

B.B.A.-II Sem.

18083

B.B.A. Examination, May-2024

MARKETING MANAGEMENT

(BBA-204)

(New Course)

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

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

Section-A

(Very Short Answer Type Questions)

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

$5 \times 3 = 15$

1. What is meant by market segmentation?
2. Explain the importance of pricing policy.

P.T.O.

3. What is the difference between marketing research and market research?
4. Explain the meaning of consumer behaviour.
5. Explain the meaning of product mix.

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions, out of the following **three** questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.

$2 \times 7.5 = 15$

6. Explain the importance of marketing as a business function.
7. What is the importance of distribution channel in marketing?
8. Explain the pricing decision process.

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Section-C

(Descriptive Answer Type Questions)

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

9. What do you understand by the modern concept of marketing management? State its significance in the Indian economy.
10. What is objective of market segmentation? Write a note on bases of market segmentation.
11. What do you mean by product development? Explain its main principles and advantages.

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P.T.O.

12. Define packaging. What are the objectives and functions of packaging?
Give characteristics of a good package
13. What is meant by consumer behaviour?
Explain the various methods of measuring consumer behaviour.

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Roll No.

BBA-II Sem.

18080

B.B.A. Examination, May-2024

QUANTITATIVE TECHNIQUES FOR

BUSINESS

(BBA-201)

(New Course)

Time : Three Hours / [Maximum Marks : 75

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

Section-A

Note : Attempt **all** the **five** questions. $5 \times 3 = 15$

1. Illustrate with suitable examples the use of statistical methods in commerce and business. 3
2. Write a short note on various parts of an ideal table. 3
3. Calculate median, if arithmetic mean is 49.58 and mode is 67. 3

P.T.O.

4. Mean of 100 items is 58 and their standard deviation is 4. Find the sum of squares of all items. 3

5. Find the range and its coefficient in the given series: 3

110, 117, 129, 300, 357, 100, 500, 630, 750

Section-B

Note : Attempt any **two** questions. $2 \times 7\frac{1}{2} = 15$

6. What is trend? What are the various methods of fitting a straight line to a time series? 7.5
 7. If the arithmetic mean of the following frequency distribution is 39.25. Find the missing term. 7.5
- | | | | | | | |
|---------------|----|----|----|----|----|----|
| Daily wages | 25 | 30 | 35 | 50 | 60 | 75 |
| No. of labour | 10 | ? | 13 | 8 | 5 | 4 |
8. Find the probability of a total of 10 when three (3) pair dice are tossed once? 7.5

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Section-C

Note : Attempt any **three** questions.

15×3=45

9. The following table relates to the tourist arrivals during 2011 to 2017 in India.15
Fit a trend line by the method of least square and estimates the number of tourists that would arrives in the year 2018. 15

Years	Tourist Arrivals (in millions)
2011	18
2012	20
2013	23
2014	25
2015	24
2016	32
2017	37

10. Explain the concept of 'Regression'. How far is it different from correlation? Why are there two lines of regression? 15

11. Calculate coefficient of variations from the following data : 15

Age	5-7	7-9	9-11	11-13	13-15	15-17
No. of Students	40	38	50	54	38	40

12. Differentiate between : 15

- (a) Questionnaire and schedule
- (b) Primary and secondary data
- (c) Table and Tabulation

13. Find the rank correlation coefficient from the following data : 15

x	10	12	15	17	19	20
y	40	41	48	60	54	45