

B.B.A. (Second Semester)**Examination, 2025****Paper - Fifth****[Business Mathematics]****Time : 3 Hours]****[Maximum Marks : 70**

Note : This question paper is divided into two sections A & B. Examinees are required to follow the instructions given separately in each section.

SECTION-A**(Short Answer Type Questions)**

Note : Attempt any five questions from the following eight questions. Each question carries 5 marks. (5×5=25)

1. What do you understand by a set and its elements? Discuss various types of sets.
2. Insert 5 geometric means between $32/9$ and $81/2$.

3. If $U = \{1, 2, 3, 4, 5, 6, 7, 8, 9, 10\}$, $A = \{1, 4, 7, 10\}$, $B = \{2, 5, 8\}$. Find (i) A' (ii) $A \cap B'$.
4. The 3rd term of AP is 18 and 7th term is 30. Find the sum of 17 terms.
5. Mrs. Roy spent Rs. 44620/- on Deepawali shopping, Rs. 32764/- on buying laptop and the remaining 32% of the total amount she had as cash with her. What was the total amount?
6. Find the number of permutations of the word ACCOUNTANTS.
7. Sum the following series $3+33+333 \dots$ up to 8 terms.
8. Integrate the following :

$$\int \frac{1}{\sqrt{x^2 + 4}} dx.$$

SECTION-B

(Long Answer Type Questions)

Note : Attempt all questions. Each question carries 15 marks.
(3×15=45)

9. (a) If $(2x + 3y) : (3x + 5y) = 18 : 29$, what is the value of $x : y$?
- (b) A sum at simple interest at 13.5% per annum amounts to Rs. 2502.50 after 4 years. Find the sum.

OR

Solve the following with the help of determinants:

$$2x - 3y + 4z = 29$$

$$x + y + 2z = 19$$

$$3x + 2y + z = 16$$

10. A market research group conducted a survey of 1000 consumers and reported that 720 consumers like product A and 450 consumers liked product B. What is the least number that must have liked both products?

OR

- (a) If 20% of $(P + Q) = 50\%$ of $(P - Q)$, then find $P : Q$.
- (b) Find the compound interest on Rs. 10,000 in 2 years at 4% per annum, the interest being compounded half-yearly.
11. Determine the local maximum and local minimum values of $8x^3 + 9x^2 - 6x + 10$.

OR

Find the inverse of the matrix :

$$\begin{bmatrix} 1 & -2 & 3 \\ -2 & -1 & 0 \\ 4 & -2 & 5 \end{bmatrix}$$

$A^{-1} = \frac{1}{|A|} \text{adj } A$

UPC - 5252320001

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Roll No. 2240405250024

B.B.A. (Second Semester)

Examination, 2025

Paper - First

[Organization Behaviour]

Time : 3 Hours]

[Maximum Marks : 70

SECTION-A

(Short Answer Type Questions)

Note : Attempt any five questions from this section. Each question carries 5 marks. (5×5=25)

1. Define Organizational Behaviour (OB) and explain its scope.
2. What are the challenges and opportunities for OB in modern organizations?
3. Explain the impact of global and cultural diversity on Organizational Behaviour.

4. Discuss the role of perception in individual decision-making.
5. What is Transaction Analysis? Explain its significance in communication.
6. Differentiate between Groups and Teams with suitable examples.
7. What are the common reasons for resistance to organizational change?
8. Define Quality of Work Life (QWL) and explain its importance.

SECTION-B

(Long Answer Type Questions)

Note : Attempt all questions. Each questions carry 15 marks.
(3×15=45)

9. Discuss different models of Organizational Behaviour and their relevance in the modern workplace.

OR

Explain different theories of motivation, including Maslow's hierarchy of needs and Vroom's expectancy theory.

10. Describe different leadership theories and analyse the prevailing leadership styles in Indian organizations.

OR

Discuss various group structures and their impact on group decision-making.

11. Explain the concept of organizational culture and its role in organizational effectiveness.

OR

What are the recent advances in OB? Discuss their impact on modern organizations.

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Total Pages : 3

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BBA (Second Semester)

Examination, 2025

[Production and Operation Management]

Time : 3 Hours]

[Maximum Marks : 70

Note : The paper is of seventy (70) marks. This question paper is divided into two sections, A and B. Section A consists of short answer type questions, while Section B consists of long answer type question. Attempt both sections as directed.

SECTION-A

(Short Answer Type Questions)

Note : Section 'A' contains eight (08) short answer type questions. Attempt any *five* (05) questions. Each question carries 05 marks. (5×5=25)

1. What is production management? Discuss the objectives of production management.

2. Discuss the service process matrix given by Schinner.
3. Discuss the stages of new product development.
4. Illustratively define Economic Order Quantity (EOQ).
5. Differentiate between work measurement and method study.
6. Discuss the functions of PPC.
7. Distinguish between preventive and breakdown maintenance.
8. Briefly explain the transformation model.

SECTION-B

(Long Answer Type Questions)

Note : Attempt all questions. Each question carries 15 marks.
(3×15=45)

9. What is production system? Explain the different kinds of Intermittent and Continuous production system.

OR

Define plant layout. Also discuss the various kinds of plant layout indicating their merits and demerits.

10. What are quality circles? Discuss the various techniques available for improving the Quality in context with TQM.

OR

What is inventory management? Discuss the methods for inventory management.

11. "The guiding principle in the search for a location should be the consideration of primary and secondary factors determining site selection". Elaborate the statement.

OR

Write short notes on the following :

- (a) Kaizen.
 - (b) MRP I and MRP II.
 - (c) Aggregate Planning.
 - (d) Material Handling.
 - (e) Six Sigma.
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B.B.A. (Second Semester)
Examination, 2025
Paper – Third
[Human Resource Management]

Time : 3 Hours]

[Maximum Marks : 70

Note : This question paper is divided into *two* Sections A and B. Attempt the question from both the sections according to the instructions given in each section.

SECTION-A

(Short Answer Type Questions)

Note : Attempt any *five* questions from this section. Each question carries 5 marks and should be answered in about 200 words. (5×5=25)

1. Explain the role of Human Resource Management in a changing environment of modern organization. 5

2. Differentiate between work load analysis and work force analysis. 5
3. What are various steps of recruitment and selection process? 5
4. Differentiate between Demotion and Promotion. 5
5. Differentiate between Induction and Placement. 5
6. What are various techniques of training? Explain in brief. 5
7. What are the major difference between performance appraisal and potential evaluation? 5
8. Explain in brief about various machinery available for settlement of Industrial disputes in India. 5

SECTION-B

(Long Answer Type Questions)

Note : Attempt all *three* questions from this section. Each question carries 15 marks. (3×15=45)

9. What are various human resource functions and their socpe and significance to achieve corporate objectives? Explain. 15

OR

What are various types of quantitative and qualitative methods in human resource management? Explain. 15

10. Explain scope of training and development and needs of non-managerial personnel in Human Resource Management. 15

OR

Define various steps of compensation management and various methods of settlement of Industrial disputes in India. 15

11. What are various methods of wage determination and incentive plans for employees working in any modern organisation? 15

OR

What are the changing roles of trade unions in the globalized scenario? Explain. 15

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Total Pages : 3

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BBA SECOND SEMESTER

Examination, 2025

MARKETING THEORY AND PRACTICES

Paper - IV

Time : 3 Hours]

[Maximum Marks : 70

SECTION-A

(Short Answer Type Questions)

Note : Attempt any *five* questions. Each question carries 5 marks. (5×5=25)

1. What is the role of marketing in business scenario?
2. Is consumer sovereignty a fact or fiction? Why so? Discuss.
3. Differentiate between a Retailer and a Wholesaler.
4. Differentiate between Advertising and sales Promotion.

5. What is a Brand? What are the features of branding and what is the significance of branding?
6. Write short notes on :
 - (a) Targeting.
 - (b) Segmentation.
7. Explain the following :
 - (a) Sales concept.
 - (b) Product concept.
 - (c) Marketing concept
8. What is marketing research? Discuss its importance.

SECTION-B

(Long Answer Type Questions)

Note : Answer all the questions. Each question carries 15 marks. (3×15=45)

9. Explain the Marketing Environment factors for the Mobile Phone Industry

OR

Evaluate the role, scope and importance of marketing information system.

10. Explain the importance of Pricing in the marketing mix. What are the determinants in pricing a product.

OR

Explain the concept of PLC (Product Life Cycle) with self explanatory diagram. Taking example of any consumer product, discuss how the marketing mix strategy would vary during different stages of the PLC.

11. Classify the various channel intermediaries and give their description in detail. Substantiate with examples.

OR

What is the importance of understanding consumer behaviour? Discuss different factors influencing consumer behaviour.

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Total Pages : 5

**B.B.A. Second Semester
Examination, 2025**

**Paper – Second
[Business Finance]**

Time : 3 Hours]

[Maximum Marks : 70

Note : This question paper is divided into *two* Sections i.e. "A" and "B" consists of short answer type questions, while Section-B consists of long answer type questions. Follow the instructions given in each section carefully.

SECTION-A

(Short Answer Type Questions)

Note : Attempt any *five* questions from the following eight questions. Each question carries five (5) marks.

(5×5=25)

1. Define business finance.
2. What are the main functions of Financial Management?

3. Jay Ltd. pays a dividend of ₹12/- per share initially and the growth in dividends is expected to be 5%. Compute the cost of equity shares if the current market price of an Equity share is ₹150/-.
4. What do you mean by Working Capital Analysis?
5. Differentiate between capitalization and capital structure.
6. Write a short note on Under capitalisation.
7. State the Walter's formula of Dividend .
8. Firm x and y are identical in all respected, the Firm y is levered. The following data related to them :

	Firm x ₹	Firm y ₹
Assests owened	50 lakhs	50 lakhs
Debt capital	Nil	25 lakh (9% debentures)
Equity Capital (₹100/- each)	50 lakh	25 lakh
Rate of Return before tax	20%	20%

Comment upon the policy of trading on equity followed by Firm y.

SECTION-B
(Long Answer Type Questions)

Note : All questions are compulsory. Each question carries 15 marks. (3×15=45)

9. What should be the basic objective of Financial Management in this modern era of companies? Explain and giving reasons.

OR

The capital structure and after tax cost of capital of the specific sources of a firm is as follows :

Sources	Book value (₹)	Market value (₹)	Specific cost (%)
Debt	30 lakhs	27.50 lakh	6%
Preference capital	20 lakh	22.50 lakh	8%
Equity Capital	40 lakh	75 lakh	14%
Retained Earnings	10 lakh	—	13%

Compute weighted average cost of capital using (a) Book value weights (b) Market value weights.

10. A choice is to be made between two proposals which require an equal investments of ₹50 lakh each and are expected to generate net cash flows as under :

Years	Project (x)	Project (y)
1	25 lakh	10 lakh
2	15 lakh	12 lakh
3	10 lakh	18 lakh
4	Nil	25 lakh
5	12 lakh	08 lakh
6	06 lakh	04 lakh

The cost of capital of the company is 10%, which project should be chosen under :

- (a) Payback Period.
- (b) NPV Method (Discount factors at 10% are) :
0.909, 0.826, 0.751, 0.683, 0.621, 0.564, for 1 to 6 years.

OR

Define working capital. What are the main components of working capital?

11. Find out the cost of capital in the following cases :

- (a) A company has issued 7% Debentures of ₹100/- each at a premium of 6% for a period of 12 years.

- (b) A company is willing to issue 1,000, 7% debentures (irredeemable) of ₹100/- each and for which the company will have to cash incur the following expenses underwriting commission 1.5%, Brokerage 0.5%, Printing and other expenses ₹5/-.

OR

Write short notes on the following :

- (a) Gordon's model of Dividend.
(b) Approaches to the financing of current assets.
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