

B.B.A. (Fourth Semester)**Examination, 2025****Paper – First****[Supply Chain Management]****Time : 3 Hours]****[Maximum Marks : 70**

Note : This question paper is divided into Sections A and B. Students are required to follow the instructions given in each section.

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

Note : This section contains 8 questions, out of which 5 questions are to be attempted. Each question carries 5 marks. (5×5=25)

1. What are the common problems faced by companies in managing their supply chains?

2. Explain the concept of supply chain risk management and provide examples of common risk faced by supply chains.
3. How does inaccurate demand forecasting impact the entire supply chain, including inventory management, production and distribution?
4. What are the key challenges faced by business in supply management?
5. How does benchmarking helps companies stay competitive and improve their processes?
6. Explain the concept of reverse logistics and its significant in today's business environment.
7. How does ERP contribute to streamling processes and improving decision-making in supply chains?
8. What role does technology, such as automation and real-time data analytics, play in creating a world-class supply chain?

SECTION-B

(Long Answer Type Questions)

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

9. Explain the impact of transportation on supply chain operations and give examples of how technology improves transportation efficiency.

OR

Give a brief account of the history of logistics. Also highlight the integrating properties of the logistics function over time.

10. Describe the supply chain involved in making the bar of Rin soap that you have just picked up from your Reliance retail store.

OR

What is green supply chain management (GSCM), and why has it gained importance in recent years?

11. How do global events e.g. pandemics, natural disasters impact the stability and efficiency of supply chain?

OR

What role does last-mile delivery play in the e-commerce supply chain, and how is it evolving?

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B.B.A (Semester Fourth)**Examination, 2025****Paper - Second****[Research Methodology]****Time : 3 Hours]****[Maximum Marks : 70**

Note : The paper consists of two Sections A and B. Attempt the questions in each Section according to the instructions given therein.

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

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

1. "The problem definition stage is perhaps more critical in the research process than the problem solution stage." Discuss the statement.
2. What is research problem? Discuss the main issues which should receive the attention of the researcher in formulating the research problem.

3. What is 'Chi-square test for goodness of fit'?
4. What do you mean by "Sample Design"? Under what circumstances one should use a probability sample?
5. What are the different types of diagrams used for presentation of data/results?
6. What do you mean by the term "measurement"? Explain the characteristics and various types of measurement scales.
7. Differentiate between census and survey.
8. Write steps in sampling design.

SECTION-B

(Long Answer Type Questions)

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

9. Explain the various operations in data processing like editing, coding, classification, tabulation, presentation and also, bring out their importance in the context of research study.

OR

- (a) What do you mean by research? Explain objectives of research. Differentiate between objective and purpose of research with example.
 - (b) Describe the different steps involved in a research process.
10. (a) What is research design? Explain its significance. Also discuss different types of research designs?
- (b) What are the different types of data analysis?

OR

Discuss inventive research, exploratory research, explanatory research, diagnostic research and experimental research with examples.

11. (a) Describe the various steps involved in testing of hypothesis. What is the role of standard error in testing of hypothesis?
- (b) Explain the purpose of research report? What are various stages of report writing.

OR

- (a) What is meant by sampling? Differentiate between probability and non-probability sampling.
- (b) List and explain the different types of research reports.
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B.B.A. (Fourth Semester)
Examination, 2025
Paper - Third
[Performance Management and
Compensation Management]

Time : 3 Hours]

[Maximum Marks : 70

Note : This question paper is divided into two sections 'A' and section 'B'. Candidates are required to follow the instructions given under each section.

SECTION-A
(Short Answer Type Questions)

Note : Attempt any 05 questions. Each question carries 05 marks. (5×5=25)

1. Discuss the historical development in Performance Management.
2. Explain the OSCAR model and its role in engagement maximization.

3. What are the major challenges in implementing an effective performance management system?

4. Discuss the process of designing compensation packages for different levels in the Indian organizations.

5. How does compensation act as a motivational tool for employees?

6. What are the challenges faced in designing a compensation programme?

7. What is broadbanding, and how does it differ from traditional pay structures?

8. Explain the significance of Key Performance Indicators (KPIs) in measuring employee performance.

SECTION-B

(Long Answer Type Questions)

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

9. Compare and contrast performance appraisal and performance management. Explain their key differences, significance, and how organizations can integrate both for effective employee performance evaluation.

OR

Define performance counselling and discuss its principles, essential skills, and different approaches. How does performance counselling contribute to employee development and organization growth?

10. Discuss the factors influencing inter and intra-industry compensation differentials. How do these differentials impact employee motivation and retention?

OR

Discuss the strategic perspective of compensation in organizations and explain its significance in achieving business objectives.

11. Critically analyze the role of economic and behavioural theories in shaping reward management strategies. Discuss how these theories influence employee motivation, retention, and overall organizational performance.

OR

Critically evaluate different performance management models and their effectiveness in achieving organizational goals. Compare at least two models and discuss their advantages and limitations with relevant examples.

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Total Pages : 3

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BBA (Fourth Semester)
Examination, 2025
Entrepreneurship Development
Paper - Fourth

Time : 3 Hours]

[Maximum Marks : 70

Note : This question paper is divided into two section- A and B. All sections are compulsory. Examinees are required to follow the instruction given in each section carefully.

SECTION-A
(Short Answer Type Questions)

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

1. Explain the role of entrepreneurial skills and competencies in entrepreneurship development.
2. What are the internal as well as external factors that provide motivation to an entrepreneur?

3. What is a project report? How is it prepared?
4. Analyze the impact of digital transformation on modern entrepreneurship.
5. What are the factors to be considered in selecting a location for a business?
6. Explain the role of an entrepreneur in bringing about economic growth and balanced regional development of the country.
7. Describe various legal issues required to be completed for the establishment of an enterprise.
8. What are the key considerations for establishing a successful cross-border e-commerce operation, particularly regarding logistics and payment processing?

SECTION-B
(Long Answer Type Questions)

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

9. Describe the entrepreneurial initiatives in India? Evaluate the role of government policies in promoting entrepreneurship in the country.

OR

What are different types of entrepreneurial risks? How Can these risks be mitigated by an entrepreneur?

~~10.~~ What is meant by financing the enterprise? Describe the different sources of finance? Also explain the role of financial institutions in business development.

OR

What are the financial and non-financial measures of entrepreneurial performance? How can a start-up reward its founders and employees and make them participate in the profits of the venture?

~~11.~~ Describe the importance of a business plan for a new venture. What are the various steps involved in starting a new venture.

OR

"Discovering innovative business ideas and identifying business opportunities is the first step in the process of entrepreneurship". Explain and outline the various sources of business ideas and process of opportunity identification.

B.B.A. (Fourth Semester)
Examination, 2025
[Investment Analysis and Portfolio Management]

Time : 3 Hours]

[Maximum Marks : 70

SECTION-A
(Short Answer Type Questions)

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

1. Define systematic and unsystematic risk. How do they differ in investment analysis?
2. Explain the concept of risk and return in investments. Why is it important to measure them?
3. What are the key differences between fixed and variable securities? Provide examples.

4. Discuss the role of mutual funds as an investment alternative. What are their benefits for investors?
5. What is the role of economic analysis in fundamental analysis? Provide an example of its application.
6. Explain the concept of the Efficient Market Hypothesis and describe its three forms.
7. What is portfolio management, and why is it important for investors?
8. Explain the process of risk measurement in portfolio analysis and its significance.

SECTION-B

(Long Answer Type Questions)

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

9. Discuss the different investment alternatives available in the capital and money markets. Compare the features, risks, and benefits of these investment instruments.

OR

Explain the role of non-security forms of investment like real estate and gold. How do these alternatives contribute to portfolio diversification?

10. Explain the key steps involved in fundamental analysis, covering economic, industry, and company analysis. How can these steps help in evaluating investment opportunities?

OR

Compare and contrast technical analysis with fundamental analysis. Which analysis method is more suitable for short-term versus long-term investors?

11. Define portfolio management and explain its importance in achieving an investor's financial goals. Discuss the objectives and strategies involved in portfolio management.

OR

Calculate the expected return and standard deviation of a portfolio consisting of two assets. Given the following data:

- Asset A: Expected return = 10%, Standard deviation = 15%
- Asset B: Expected return = 8%, Standard deviation = 10%
- Correlation between Asset A and Asset B = 0.3

Show the calculations and explain their significance in portfolio analysis.

B.B.A. Fourth Semester
Examination, 2025
Paper – Sixth
[Retail Management]

Time : 3 Hours]

[Maximum Marks : 70

Note : This question paper is divided into *two* sections i.e. 'A' and 'B'. Section 'A' consists of short answer type questions, while Section 'B' consists of long answer type questions. The weightage of Section A and B will be 25 to 45 respectively. 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 carried 5 marks. (5×5=25)

1. Explain briefly the buying decision process.

2. Explain the HRM issues in retail firms.
3. Describe the components of visual merchandising.
4. What are the customer retention strategies/techniques used by retail players?
5. What are the factors affecting the retail location planning?
6. Explain the concept of financial strength analysis.
7. What is meant by retail format?
8. Why is location a most important factor in retailing?

SECTION-B

(Long Answer Type Questions)

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

9. "Supply chain management is considered as a life in retailing". Explain.

OR

Discuss retail inventory management and present practices at Indian retail firms for inventory management.

~~10.~~ Explain the application of "Information Technology" in retail management.

OR

Define and differentiate between brand equity and brand image.

~~11.~~ Why present day retailing has become important concept for marketers? Comment on the statement.

OR

Explain the issues and challenges faced in the global retail market.
