END SEMESTER EXAMINATION DEC-2022

Programme: BBA	**Year/Semester: 3rd Semester**
Subject: Understanding Human Behaviour	**Max Marks: 100**
Subject Code: BBA 306	**Duration: 3 hours**

Instructions to candidates

Section (A) is compulsory.

Section (B) will have eight questions and candidate will attempt any five questions. Each question carries a weightage of 8 marks.

Section (C) will have four questions and candidate will attempt any two questions. Each question carries a weightage of 15 marks

Section A

Q.1 Attempt all questions **(15 × 2) = 30**

i) Father of Administrative management is.....

ii) Define Grievances

iii) Define Learning?

iv) Point two features of perception and personality each.

v) Bureaucratic Management is given by?

vi) What do you understand by word "Amnesia" in memory.

vii) List four features of learning

viii) Define Perception?

ix) list two features of Organizational conflict.

x) Human Relation Approach is given by .....

xi) Define Memory

xii) Name the types of personality

xiii) Define word chunking.

xiv) Name the types of conflict.

xv) Define Personality?

Section B

Q.2 Attempt any five out of given eight. **(5 × 8) = 40**

i) Discuss Psycho Analytical and Trait theory of personality.

ii) Describe the sources of conflict

iii) Explain the process of conflict in detail.

iv) Discuss the features and process of Organizational Behaviour?

v) Describe the significance of Organizational Behaviour.

vi) Describe the factors influencing development of personality.

vii) Describe features and process of Perception in detail.

viii) Discuss the types and process of Grievances.

Section C

Q.3 Attempt any two out of given four. **(2 × 15) = 30**

i) Discuss Classical and Neo-classical theories of Organizational Behaviour?

ii) Explain the Maslow and X and Y theory of motivation in detail.

iii) Define Memory. Also discuss its process and types of memory.

iv) Describe Classical Conditioning, Social learning and Operant Conditioning theories of learning.

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END SEMESTER EXAMINATION DEC-2022

Programme: BBA	**Year/Semester:** 2nd/ 3rd
Subject: Basics of Marketing Management	**Max Marks:** 100
Subject Code: BBA-305	**Duration: 3** hours. Roll No.

Instructions to candidates:

Section (A) is compulsory.

Section (B) will have eight questions and candidate will attempt any five questions. Each question carries a weightage of 8 marks.

Section (C) will have four questions and candidate will attempt any two questions. Each question carries a weightage of 15 marks

Section A

(15 × 2) = 30

Q.1 Attempt all questions

i. Definition of Marketing.

ii. What is Branding?

iii. Definition of Marketing Concept.

iv. What id production concept?

v. Define Marketing Segmentation.

vi. What do you mean by Target Market?

vii. What do mean by niche market?

viii. Who is Marketer?

ix. What is Packaging?

x. What is Marketing Management?

xi. Define 4 P's.

xii. What do you mean by Promotion Mix?

xiii. Define Marketing Environment.

xiv. Define Product.

xv. Explain the meaning of Rebate.

Section B

Q.2 Attempt any five out of given eight. *(5 × 8) = 40*

a. Explain the scope of marketing?

b. Explain the important of marketing in different stages of economic development?

c. Difference between of Marketing and Selling?

d. Explain the Societal Marketing concept?

e. Explain the objectives of Marketing Management?

f. Explain the Psychographic Segmentation?

g. Explain the components of Internal Marketing Environment in detail.

h. Explain the factors affecting Pricing Decision

Section C

Q.3 Attempt any two out of given four. *(2 × 15) = 30*

a. Explain the function of Marketing in details.

b. Distinguish between Traditional and Modern Concepts of Marketing.

c. Explain the components of External Marketing Environment in detail.

d. Explain the Packaging policies and strategies.

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END SEMESTER EXAMINATION DEC-2022

Programme: BBA	**Year/Semester: 3rd Semester**
Subject: Cost Accounting	**Max Marks: 100**
Subject Code: BBA 303	**Duration: 3 hours**

Instructions to candidates

Section (A) is compulsory.

Section (B) will have eight questions and candidate will attempt any five questions. Each question carries a weightage of 8 marks.

Section (C) will have four questions and candidate will attempt any two questions. Each question carries a weightage of 15 marks

Section A

Q.1 Attempt all questions **(15 × 2) = 30**

i) Define Cost Accounting.

ii) Define Budgetary control?

iii) Difference between Material Control and Labour Control.

iv) Define Cost sheet

v) What is Manufacturing cost?

vi) Under VED Analysis "E" stands for?

vii) Give two example each of Direct Material, Direct Labour, Direct Expenses

State true/false.

viii) fixed cost do not vary with volume.

ix. Cost of 'after sale service' is part of selling overhead.

x) Royalty is an example of direct expense

xi) Salary of foreman is classified as fixed overhead.

xii) Point out the two differences between normal cost and abnormal cost.

xiii) Point out the classifications of Overheads

fill up the blank

xiv) Allotment of overhed to cost unit is known as .....

xv) Semi variable cost is also known as .....

Section B

Q.2 Attempt any five out of given eight. **(5 × 8) = 40**

i) Describe Classification of cost

ii) Describe the Similarities and differences in Financial Accounting and Cost Accounting

iii) Explain the Characteristics of cost Accounting

iv) Describe ABC Analysis of material control in detail.

v) Point out the determinants of stock level along with their formulas.

vi) Elaborate the objectives and merits and demerits in Budgetary Control.

vii) Define process costing. Also explain its features and objects and elements of process costing.

viii) Define Labour turnover and also explain the causes and measurement of labour turnover?

Section C

Q.3 Attempt any two out of given four. **(2 × 15) = 30**

i) What do you mean by Overheads. Give their classifications in detail.

ii) Explain Halsey premium plan along with merits and demerits. Also his explain formula with figures.

iii) Describe Cost sheet performa with relevant figures

iv) Describe elements of cost accounting along with flow chart in detail

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END SEMESTER EXAMINATION DEC-2022

Programme: BBA	**Year/Semester: 2nd/3rd**
Subject: Mathematics-II	**Max Marks: 100**
Subject Code:BBA-302	**Duration: 3 hours. Roll No.**

Instructions to candidates:

- **Section (A) is compulsory.**
- **Section (B) will have eight questions and candidate will attempt any five questions. Each question carries a weightage of 8 marks.**
- **Section (C) will have four questions and candidate will attempt any two questions. Each question carries a weightage of 15 marks**

Section A

Q.1 Attempt all questions *(15 × 2) = 30*

1. Define Simple interest.
2. What is EMI?
3. Define Arithmetic Progression with formula.
4. How to solve integration by parts.
5. How to find sum of nth term in A.P.
6. a) $\int cosec^2 x\, dx = \ldots\ldots\ldots$ b) $\int cosec\, x\, cot\, x\, dx = \ldots\ldots\ldots$
7. Define Simple interest.
8. What is EMI?
9. Define Arithmetic Progression with formula.
10. How to solve integration by parts.
11. How to find sum of nth term in A.P.
12. What is matrix?
13. What is the equation of straight line?
14. Write $4^5 = 1024$ in the logarithmic form.
15. Define Logarithm.

Section B

Q.2 Attempt any five out of given eight. *(5 × 8) = 40*

1 Find the sum of the series : 1 + 3 + 9 + 27 +…… + to 10 terms.

a. Find the sum of the series : 1 + 3 + 9 + 27 +……

2. Find (i) $log_2 (16\sqrt{8})$ (ii) $log_5(\frac{\sqrt[4]{25}}{625})$
3. Find the sum of the series 72 + 70 + 68 +……..+ 40.
4. Integrate (i) $e^x \sin e^x$ (ii) $\cos^3 x \sin x$.

5. Find the 20th and n^{th} term of the G.P.
6. The sum of 5th term and 7th term of an A.P. is 52 and 10th term is 46.Find the series.

7. Find the equation of straight lines which into off intercepts on the axes whose sum and product are 1 and -6 respectively.

Section -C

Q.3 Attempt any two out of given four. ***(2 × 15) = 30***

1. The1st term and 2nd term of a G.P. are 192 and -48 respectively and the last term is $-\frac{3}{256}$.Find the number of terms.

2. Without using logarithmic tables , prove that
   i. $7log_{10}\left(\frac{16}{15}\right) + 5log_{10}\left(\frac{25}{24}\right) + 3log_{10}\left(\frac{81}{80}\right) = log_{10} 2$
3. Find the point on the line joining the points (0,4) and (2,0) dividing the line segment:
   (i) internally in the ratio 2:3
   (ii) externally in the ration 3:2.
4. The value of a machinery plant depreciates by 11% annually. If its present value is Rs.38440.Find its value 3 years ago.

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END SEMESTER EXAMINATION DECEMBER – 2022

Programme: BBA	**Year/Semester: Second/Third**
Subject: Micro Business Environment	**Max Marks: 100**
Subject Code: BBA-301	**Duration: 3 hrs.**

Instruction to candidates:

Section (A) is compulsory.

Section (B) will have eight questions and candidate will attempt any five questions. Each Question carries a weightage of 8 marks.

Section (C) will have four question and candidate will attempt any two questions. Each question carries a weightage of 15 marks.

Section A

Q.1 Attempt all question **(15 * 2) = 30**

i. Business environment includes both specific (Micro) and general variables. List any four specific variables.
ii. Business environment includes both specific and general (Macro) variables. List any four general variables.
iii. Uncertainties that is specific to a country_____risk.
iv. What is risk?
v. What is mixed economic system?
vi. Laissez Faire policy is adopted in----------.
vii. What is Decentralised Planning?
viii. What is the full form of MRTP? MRTP Act was enacted in..... .
ix. What is the full form of NITI Aayog ? It was established in----------.
x. What is Rolling Plan?

Section B

Q.2 Attempt any five out of given eight **(5 * 8) = 40**

i. Define any four characteristics of business environment.

ii. Management of every enterprise can be benefited from being aware of different dimensions of business environment. Define any four such dimensions.

iii. What is business environment risk? Define any two types of risk.

iv. Describe the achievements of Five-Year Plans in India.

v. 'Mixed economy is the basic framework of planning in India'. Justify the given statement.

vi. Distinguish between MRTP Act and Competition Act.

vii. Describe the differences between country risk and political risk.

viii. Explain the meaning and Features of Micro Business Environment

Section C

Q.3 Attempt any two out of given four. **(15 * 2) = 30**

i. Explain the concept, nature and significance of micro business environment.

ii. Explain the Social responsibility of business: concept, rationale, dimensions and its disclosure by Indian business.

iii. Explain the economic systems: capitalism, socialism & mixed economy.

iv. Explain objectives, strategy and problems of the economic planning in India.

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END SEMESTER EXAMINATION DECEMBER – 2022

Programme: BBA	Year/Semester: Second/Third
Subject: Business Regulatory Framework	Max Marks: 100
Subject Code: BBA-304	Duration: 3 hrs.

Instruction to candidates:

Section (A) is compulsory.

Section (B) will have eight questions and candidate will attempt any five questions. Each Question carries a weightage of 8 marks.

Section (C) will have four question and candidate will attempt any two questions. Each question carries a weightage of 15 marks

Section A

Q.1 Attempt all question (15 * 2) = 30

1. The Indian Contract Act came into force on:
   (a) 15th September, 1872
   (b) 1st September, 1872
   (c) 1st October, 1872
   (d) 15th October, 1872
2. An agreement consists of reciprocal promises between at least
   (a) four parties.
   (b) six parties.
   (c) three parties.
   (d) two parties.
3. Valid contracts
   (a) are made by free consent.
   (b) are made by competent parties.
   (c) have lawful consideration and lawful object.
   (d) all of the above.
4. In agreements of a purely domestic nature, the intention of the parties to create legal relationship is
   (a) to be proved to the satisfaction of the court.
   (b) presumed to exist.
   (c) required to the extent of consideration.
   (d) not relevant at all
5. . ..... is made by words written.
   (a) Express contract
   (b) Implied contract
   (c) Tacit contract
   (d) Unlawful contract
6. . ..... is a one-sided contract in which only one party has to perform his promise or obligation.
   (a) Void contract

(b) Illegal agreement
(c) Unilateral contract
(d) Bilateral contract

7. All Contract is a/an .....
   (a) Offer
   (b) Agreement
   (c) Acceptance
   (d) Transaction
8. To form a valid contract, there should be at least .....
   (a) Two parties
   (b) Three parties
   (c) Four parties
   (d) Five parties.
9. Which of the following benefits is covered under social security schemes?
   A. Medical facilities
   B. Retirement benefits
   C. Compensation facilities
   D. All of the above.
10. A contract creates
    (a) rights and obligations of the parties to it.
    (b) obligations of the parties to it.
    (c) mutual understanding between the parties to it.
    (d) mutual lawful rights and obligations of the parties to it.
11. A continuing guarantee may at any time be revoked by the surety as to future transactions by giving a _____ to the creditor.

    a) By notice b) By Oral
    c) By death of surety d) none of these
12. _____ is a guarantee given for the good conduct or honesty of a person employed in a particular office.
    a) Fidelity guarantee
    b) Continuing Guarantee
    c) Retrospective guarantee
    d) specific guarantee
13. When a guarantee given for an existing debt or obligation it is known as
    a) Specific guarantee
    b) fidelity guarantee
    c) Retrospective guarantee
    d) continuing guarantee
14. A _____ is a contract to person the promise or to discharge a liability of a third person in case of his default.
    a) Contract of indemnity
    b) contract of guarantee
    c) Implied contract
    d) express contract
15. The person who gives the guarantee is called
    a) A surety
    b) Guarantee
    c) Competent
    d) creditor

Section B

Q.2 Attempt any five out of given eight **(5 * 8) = 40**

1. Difference between expressed contract and implied contract.
2. Define quasi contract? What are the features and limitation of quasi contract.
3. What do you mean by contact. Explain valid contact and void contract.
4. Write various type of the contract.
5. Define guarantee? Also distinguish between warranty and guarantee.
6. 'All contracts are agreements but all agreements are not contracts. Discuss.
7. Distinguish between fraud and misrepresentation.
8. Who can perform the contract

Section C

Q.3 Attempt any two out of given four. **(15 * 2) = 30**

1. What do you mean by proposal? Define legal rules for making a valid offer or proposal.
2. Explain 'breach of contract' as a mode of discharge of contract in detail.
3. What is capacity to contract.? Who are the persons not competent to enter the contract.
4. Write detail note on Indian Sales of Goods Act, 1930.