(Please write your Exam Roll No.)

END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2026

Subject: Marketing Management

Paper Code: BBA-102
MBG-106

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

(4x5=20)

Q1 Attempt **any four** of the following questions:-

(a) Define need, want, demand, product and service.

(b) Enumerate the steps of Consumer Decision-Making Process.

(c) Define brand, brand image, brand ambassador, logo and trademark with example.

(d) Discuss Product Life Cycle.

(e) Explain STP.

(f) Enumerate promotional mix with example.

(g) Define consumerism and environmentalism. How they affect marketing strategies?.

(h) Define and differentiate between 'publicity' and 'public relation'.

Q2 Differentiate between consumer and customer. Discuss the core concepts of marketing and explain how they interrelate to create value for both the customer and the organization. **(10)**

OR

Q3 What is niche marketing? Discuss the key bases for segmenting consumer markets, providing examples of how these bases can be used to create effective marketing campaigns. **(10)**

Q4 What are the main tasks in product management? Explain different staged of new product development with example. **(10)**

OR

Q5 Define price. Describe various pricing strategies. Discuss how a business can increase a customer's lifetime value. **(10)**

Q6 Define Logistics and Supply Chain Management. Discuss the concept of channel management and its significance in achieving successful sales and distribution strategies. **(10)**

OR

Q7 Explain the concept of channel management and discuss the key activities involved in effectively managing and motivating channel members. Describe the various types of channel intermediaries and their roles in facilitating the flow of goods to the end user. **(10)**

Q8 Analyze the communication process in marketing, highlighting the potential barriers to effective communication and strategies to overcome them. Discuss the various types of advertising. **(10)**

OR

Q9 Discuss the impact of the digital age on push and pull strategies. How have new technologies altered the landscape of marketing, and how can businesses adapt their approaches to be more effective? **(10)**

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(Please write your Exam Roll No.)

END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA-104	Subject: Decision Techniques for Business
Time: 3 Hours	Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1 Attempt **any Four** of the following questions (Not exceeding 150 words): (5x4=20)

a) Differentiate between Bar Chart and Histogram.
b) Explain Lorenz Curve
c) What is ordinary least square method of regression?
d) What are the assumptions of Karl Pearson's Correlation?
e) What are the assumptions of linear programming?
f) What is the difference in simplex and duality LPP?
g) What are unbalanced assignment problems?
h) What are the optimality condition in transportation problem?

Q2 Obtain the mean, median and mode for the following series

Marks	10-25	25-40	40-55	55-70	70-85	85-100
Frequency	6	20	44	26	8	1

(10)

OR

Q3 For the following data, calculate (10)
a) Interquartile Range
b) Quartile Deviation
c) Deciles
d) Percentiles
e) Quartiles

Marks	5-9	10-14	15-19	20-24	25-29	30-34	35-39
No. of Students	1	3	8	5	4	2	2

Q4 Calculate Karl Pearson's coefficient of correlation for the following data:
1) Sum of deviations of x = 5
2) Sum of deviations of y = 4
3) Sum of squares of deviations of x = 40
4) Sum of squares of deviations of y = 50
5) Sum of products of deviations of x and y = 82
6) No. of pairs of observations = 10 (10)

OR

Q5 You are given below the following information about advertisement and sales

	Advertisement Expenditure (x) (in crore rupees)	Sales (y) (in crore rupees)
Mean	20	120
S.D	5	25

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Coefficient of correlation = 0.8
a) Calculate the regression equations
b) Find the likely sales when advertisement expenditure in Rs. 25 crores
c) What should be the advertisement budget if the company wants to attain sales target of Rs. 150 crores?

(10)

Q6 A retired person wants to invest up to an amount of Rs. 30,000 in fixed income securities. His broker recommends investing in two bonds: Bond A yielding 7% and Bond B yielding 10%. After some consideration, he decides to invest at most Rs. 12,000 in bond B and at least Rs. 6,000 in bond A. He also wants the amount invested in bond A to be at least equal to the amount invested in bond B. What should the broker recommend if the investor wants to maximize his return of investment? Formulate the linear programming model and then solve through simplex method. (10)

OR

Q7 Write out the dual of the following problem and then, from the dual, obtain the optimal solution using the simplex method:

Maximize: 6R1 + 6R2
Subject to: 4R1+R2<=5
3R1+2R2 <= 7
R1+R2 <=3
And R1, R2 >= 0

(10)

Q8 Solve the following transportation problem. Availability at each plant, requirements at each warehouse and the cost matrix is as shown below

Plant		Warehouse				
		W1	W2	W3	W4	Availability
	P1	200	400	600	200	80
	P2	800	400	400	500	100
	P3	400	200	500	400	190
	Requirement	60	80	80	120	

(10)

OR

Q9 A company has 4 machines to do 3 jobs. Each job can be assigned to one and only one machine. The cost of each job on each machine is given below. Determine the job assignments which will minimize the total cost.

	Machines			
Jobs	A	B	C	D
1	18	24	28	32
2	8	13	17	18
3	10	15	19	22

(10)

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(Please write your Exam Roll No.) Exam Roll No. ....

END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA-106	**Subject: Human Resource Management**

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1. Attempt **any Four** of the following questions. **(4x5= 20)**

a) Explain the concept of e-HRM How does it improve efficiency in employee data management, and what are its benefits for remote work setups? Provide an example.

b) Describe VRS and its importance in managing workforce reduction and maintaining organizational morale during downsizing? Give an example.

c) How do induction and orientation benefit new employees in terms of cultural adaptation and job readiness? What are the key differences between the two processes, and how do they impact employee retention? Provide an example.

d) Outline the recruitment process and its key steps in an organization. What are the challenges faced during recruitment, and how can technology improve the process? Include an example of a successful recruitment strategy.

e) Discuss the purpose of management games in training. How do they simulate real-world scenarios, and what is their impact on employee engagement? Provide an example.

f) How does cultural shock impact employees in a global organization, and what strategies can reduce its effects? What role does cross-cultural training play, and how can mentorship help in this context? Give an example.

g) Explore the concept of HR Audit, its significance in ensuring compliance, and two contemporary challenges faced during the process. How can technology assist in overcoming these challenges, and what are the benefits of a successful HR Audit?

h) Write a brief note on the Employee Stock Option Plan (ESOP) and its role in employee motivation. How does it align employee interests with organizational goals, and what are its potential drawbacks? Include an example.

Q2. Discuss the concept and scope of Human Resource Management, highlighting the key functions of an HR manager with examples. How do HRM policies support organizational goals in terms of employee welfare and productivity? What challenges do HR managers face in policy implementation, and how can they address them? Illustrate with examples. **(10)**

OR

Q3. Explain the quantitative and qualitative dimensions of Human Resource Planning, with examples of each. Describe the concept of job analysis and differentiate between job description and job specification with practical scenarios. How does job analysis contribute to effective workforce planning, and what challenges might arise during this process. **(10)**

Q4. Examine the role of HRIS in enhancing HRM functions like payroll and performance tracking. Discuss emerging challenges like workforce diversity, welfare, health, safety, and social security in HRM, using real-world examples. How can HRIS address these challenges, and what are the limitations of relying on such systems? Provide a case study to support your answer. **(10)**

OR

Q5. Identify the main sources of recruitment, such as internal and external sources, and differentiate between recruitment and selection processes with examples. Discuss the selection process in detail, including the techniques and tools used. How can organizations ensure fairness in selection, and what are the common pitfalls to avoid? Include examples. **(10)**

P.T.O.

Q6. Describe the concept and importance of training employees in an organization, focusing on its impact on productivity and employee morale. Highlight the relevance of competency-based and role-specific training with examples, and differentiate between training and development in terms of objectives and outcomes. How can organizations measure the effectiveness of training programs? **(10)**

OR

Q7. Explain the concept of Compensation Management and the types of compensation plans, such as base pay, incentives, and benefits. Discuss their importance in retaining talent and highlight some contemporary issues in HRM, like pay equity and transparency, with relevant examples. How can organizations design a fair compensation system, and what role does employee feedback play in this process? **(10)**

Q8. Define Performance Appraisal and discuss its nature, objectives, and methods used to evaluate employee performance, such as 360-degree feedback and rating scales. Explain the performance appraisal process with a real-world example, and discuss how it influences employee motivation and career growth. What are the common challenges in performance appraisals, and how can they be mitigated? **(10)**

OR

Q9. Explore various training and development techniques such as apprenticeship, understudy, and job rotation, explaining their purposes with examples. Discuss the concept of Training Process Outsourcing (TPO), its advantages, limitations, and real-world applications. How does TPO impact training quality, and what factors should organizations consider before outsourcing? Provide examples. **(10)**

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END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA-108/BBA(B&I)-108 ***BBA(CAM)-108/ BBA-110***	***Subject: Business Communication***

Time: 3 Hours ***Maximum Marks: 60***

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt any **four** of the following questions: **(4x5=20)**

(a) What are the key components of effective listening? How can an individual develop their skills as an effective listener? Explain.

(b) Write a short note on the nature and purpose of persuasive letter. How is it different from request letters? Explain.

(c) Differentiate between notices and circulars highlighting their key characteristics, purposes, and formats, with relevant examples.

(d) How can a presentation be made both effective and engaging? Explain in detail.

(e) "The importance of maintaining ethical standards in business should not be compromised." What ethical and legal factors influence business communication? Explain.

(f) Explain and distinguish between Minutes of the meeting and Office memorandum.

(g) Elaborate on the fundamental principles that underpin effective writing, discussing their significance and application in various contexts.

(h) "The importance of cross-cultural communication is increasingly significant in today's globalized world." Explain.

Q2 What do you understand by effective communication? How is it relevant in today's corporate world? Also explain in detail the process model of communication along with an appropriate diagram. **(10)**

OR

Q3 "Advancements in technology have significantly reshaped communication, offering greater convenience while also introducing new complexities." In light of this statement, explain in detail the positive and negative impact of technology in communication. Also explain the role of digital communication tools in contemporary business communication. **(10)**

Q4 Compose a resignation letter. Using this letter as a reference, identify and explain the key components of a formal letter. What are the most common challenges when writing a formal letter? **(10)**

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OR

Q5 Discuss in detail the 7 Cs of effective communication. Also explain how these elements contribute to successful communication in both personal and professional settings. In cross-cultural communication, which of the 7 Cs becomes most challenging, and how can it be addressed? Explain. **(10)**

Q6 What do you understand by oral communication? Explain the role and significance of professional voice quality in oral communication. Also, what guidelines should be followed by a leader and a participant in a professional meeting? Explain. **(10)**

OR

Q7 "Organizational barriers often hinder effective communication." Explain some common organizational barriers in light of this statement. Also explain how these barriers can be addressed to improve communication in any organization with suitable examples. **(10)**

Q8 Explain in detail the Etic and Emic approaches to perceiving culture, highlighting their similarities and differences. Also explain how can these perspectives be effectively applied to enhance cross-cultural communication. **(10)**

OR

Q9 "There is a long-standing debate about the differences between spoken and written language." Explain the differences between spoken and written English. Also explain how how to improve command over spoken English and written English with relevant examples. **(10)**

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END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY–JUNE 2026

Subject: *Indian Knowledge Systems*

Paper Code: BBA-118
BBA(B&I)-118
BBA(CAM)-118
MBG-108

Time: 3 Hours | Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any four** of the following questions: (4x5=20)

a Explain how the Upanishadic philosophy redefines the concept of knowledge compared to the Vedic tradition.

b Evaluate Indian classical music or dance as a knowledge system rather than merely an art form.

c Explain the relevance of Kautilya's economic ideas in modern business practices.

d Assess how traditional Indian economic thought differs from modern capitalist frameworks.

e Explain the difference between spirituality and religion in practical life.

f Evaluate whether the concept of Karma can be operationalized into measurable managerial performance.

g Explain the contributions of ancient Indian mathematics to scientific development.

h Explain the importance of metallurgy in ancient Indian technological advancement.

Q2 Discuss the philosophical foundations of the Vedic tradition. Analyze how the Upanishads build upon or challenge these ideas. (10)

OR

Q3 Analyze Indian music and dance as cultural expressions.Explain their role in preserving knowledge systems. (10)

Q4 Explain key principles of Kautilya's Arthashastra. Analyze their application in modern governance or business strategy. (10)

OR

Q5 Discuss how Indian knowledge systems can be integrated into commerce. Suggest practical applications in modern business. (10)

Q6 a Explain the concept of Maya using Advaita Vedanta. (5)

b Apply it to decision-making under uncertainty in organizations. (5)

OR

Q7 Discuss spirituality and religion as distinct concepts. Analyze their influence on leadership and organizational behavior. (10)

Q8 Explain ancient Indian advancements in engineering and technology. Analyze their sustainability aspects. (10)

OR

Q9 Discuss the role of metals and metalworking in ancient India. Evaluate their technological sophistication. (10)

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END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA-112/BBA(B&I)-112 MBG-112	Subject: E-Commerce
(Batch-2024 Onwards)	

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any four** of the following questions: **(4x5=20)**
(a) E-Commerce Models
(b) EFT and its role in E-Commerce
(c) E-Transition Challenges
(d) EPS and its types
(e) Encryption and Decryption in E-Commerce
(f) E-Money and its role in E-Commerce
(g) M-Commerce and its security benefits
(h) Economic and Social considerations of M-Commerce

Q2 Discuss the emerging trends in E-Commerce with suitable examples? Also, highlight the Indian market readiness towards it? **(10)**

OR

Q3 Discuss the various emerging challenges of E-Commerce environment in modern times with suitable examples specifically in context to India? **(10)**

Q4 Discuss the role of EPS in E-Commerce? Also, highlight related risks and barriers with suitable examples from business domain? **(10)**

OR

Q5 Discuss Infrastructural requirements of EPS with suitable examples? Also, highlight some of its technological issues and risks? **(10)**

Q6 Discuss the concept of E-Commerce security environment with suitable examples? Also, why the emerging technologies adoption is considered to be risky? **(10)**

OR

Q7 Discuss the current threats of E-Commerce security environment with suitable examples? Also, highlight its possible remedies, if any? **(10)**

Q8 Discuss the emerging technology roles in E-Commerce and M-Commerce with examples? Also, highlight some its applications? **(10)**

OR

Q9 Discuss the managerial issues in emerging technologies driven E-Commerce? Also, highlight the ethical and regulatory considerations with examples? **(10)**

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