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

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA (CAM)-304 BBA-304	Subject: Digital Marketing
Time: 3 Hours	Maximum Marks: 60

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

Q1. Attempt **any five** of the following questions: (5x4 = 20)

a) What are the key advantages of digital marketing over conventional methods?

b) Define interactive advertising. Give one example.

c) What is the role of blogs in online marketing?

d) Differentiate between on-page and off-page SEO.

e) What is affiliate marketing? How does it work?

f) Write a short note on online reputation management.

g) Explain the term "conversion rate" in digital marketing.

h) List any three tools used for tracking social media performance.

Q2. What is Internet Microenvironment? Describe how various digital entities influence marketing decisions. (10)

OR

Q3. Define digital marketing communication. How does it help enhance customer engagement and brand value? (10)

Q4 Explain the role of customer experience design in digital marketing. How do businesses ensure a seamless digital journey for users? (10)

OR

Q5. Describe the importance and process of planning, designing, and testing website content in digital campaigns. (10)

Q6. What are the various types of content used in content marketing? How does each type serve a specific marketing goal? (10)

OR

Q7. Define SEM. Describe the working and structure of a pay-per-click (PPC) campaign on Google Ads. (10)

Q8. What are the major challenges faced in social media marketing? How can marketers overcome them? (10)

OR

Q9. Explain the role of mobile apps in customer acquisition and retention. How is mobile marketing performance measured? (10)

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P-1/1

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

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA(B&I)-302/ BBA-302	*Subject: Project Management*
Time: 3 Hours	*Maximum Marks: 60*

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

Q1 Attempt **any Five** of the following questions: **(5×4=20)**

(a) Mention any two roles of a project manager.
(b) Define preliminary screening in project idea generation
(c) Social Cost
(d) Types of Debts
(e) Preferential Shares
(f) Process of market analysis for a new project
(g) Capital Structure
(h) Abandonment Analysis

Q2 Discuss the various tools and techniques used in project management. How do they assist in effective project execution? **(10)**

OR

Q3 Describe the phases of a project life cycle. How does classifying projects based on their life cycle help in managing them effectively? **(10)**

Q4 Describe the use of network techniques like PERT and CPM in project management. How do these techniques help in identifying the critical path and ensuring timely project completion? **(10)**

OR

Q5 Explain the process of market analysis for a new project. How is a market survey conducted, and what are the key aspects of market characterization and planning? **(10)**

Q6 Discuss the various sources of long-term finance available for project funding. Explain the advantages and limitations of each source. **(10)**

OR

Q7 Describe the types and characteristics of debt instruments used in project financing. How do they affect the financial planning of a project? **(10)**

Q8 Explain the process of project evaluation and post-project evaluation. How does post-audit help in project improvement and learning? **(10)**

OR

Q9 Discuss the role of Information Technology in modern project management. What are the emerging trends and their implications for the future of project management? **(10)**

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P-1|1

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

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY–JUNE 2026

Paper Code: BBA-310 BBA(CAM)-314	**Subject: Investment Analysis and Portfolio Management**
Time: 3 Hours	**Maximum Marks: 60**

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

(4x5=20)

Q1 Define **any four** of the following:
(a) Systematic Risk
(b) Portfolio Diversification
(c) Standard Deviation
(d) Capital Asset Pricing Model (CAPM)
(e) Dow Theory
(f) Yield to Maturity (YTM)
(g) Net Asset Value (NAV)
(h) Technical Analysis

Q2 Investment decisions are influenced by the trade-off between risk and return. In this context, explain the investment process and discuss the various avenues of investment available to investors. Also differentiate between investment and speculation with suitable examples. (10)

OR

Q3 Define Risk in the context of investments. Explain the various elements and types of risk, with special reference to systematic and unsystematic risk. Also discuss the measurement of risk of an individual security and a portfolio. (10)

Q4 Explain the assumptions and applications of Modern Portfolio Theory. Discuss the concept of Efficient Frontier and how an investor can construct an optimum portfolio using the principles of risk and return diversification. (10)

OR

Q5 The expected return and beta values of two securities are as follows: (10)

Security	Expected Return	Beta
A	14%	1.2
B	10%	0.8

The risk-free rate is 6% and the market return is 12%. Calculate the expected return of both securities using the Capital Asset Pricing Model (CAPM).State whether each security is undervalued or overvalued.Briefly explain the significance of Security Market Line (SML) in investment decisions.

Q6 Explain the Fundamental Analysis approach to security valuation. Discuss the importance of Economy Analysis, Industry Analysis and Company Analysis in making investment decisions. (10)

OR

Q7 Discuss the Efficient Market Hypothesis. Explain the features of Weak Form, Semi-Strong Form and Strong Form market efficiency. Also examine the relevance of Behavioural Finance in challenging the assumptions of efficient markets. (10)

Q8 Explain the concept and types of Mutual Funds. Discuss the role of SEBI in regulating Mutual Funds in India. Also explain the concepts of Net Asset Value (NAV) and Assets Under Management (AUM). (10)

OR

Q9 Discuss the recent trends in investment avenues with special reference to Exchange Traded Funds (ETFs), Real Estate Investment Trusts (REITs), Green Investing and Socially Responsible Investing (SRI). How are these investment options influencing modern portfolio decisions? (10)

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P-1/1

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

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA-312	*Subject: Entrepreneurship Development*
Time: 3 Hours	*Maximum Marks: 60*

Note: Attempt any five questions. Internal Choice is indicated.

Q1 Attempt **any FOUR** of the following: (4×5=20)

a) Define entrepreneurship and explain the characteristics of a successful entrepreneur.
b) Differentiate between entrepreneur and manager.
c) Explain the various types of entrepreneurs.
d) What is entrepreneurial motivation? Explain its significance.
e) Explain the government support available for start-ups in India.
f) Discuss the role of ethics and social responsibility in entrepreneurship.
g) Differentiate between social entrepreneurship and commercial entrepreneurship.
h) Discuss the objectives and benefits of Start-up India initiative.

Q2. Discuss the qualities, competencies, and skills required for successful entrepreneurship. (10)

OR

Describe the theories of entrepreneurship with suitable examples. (10)

Q3. Describe the role of entrepreneurship development programmes (EDPs) in promoting entrepreneurship. (10)

OR

Prepare a detailed framework of a business plan for a start-up venture. (10)

Q4. Discuss the various stages involved in starting a new venture. (10)

OR

Explain the importance of market research and opportunity analysis for entrepreneurs. (10)

Q5. Explain the institutional support available for entrepreneurs in India. (10)

OR

Examine the problems faced by first-generation entrepreneurs. Discuss the strategies to overcome entrepreneurial barriers and challenges. (10)

Q6. Discuss the key success factors for managing and sustaining a small business enterprise. (10)

OR

Explain the different sources of finance available to entrepreneurs. (10)

Q7. Explain the strategies for scaling and expansion of entrepreneurial ventures. (10)

OR

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Q8. What is feasibility study. Discuss the different types of feasibility that need to be conducted by explaining the process involved in the process. (10)

OR

Discuss the role of Entrepreneur in balanced regional development and economic growth of the country with suitable examples of entrepreneurs who done work in this direction. (10)

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