

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : SUMMER : 2025
SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Monday
Date : 26/05/2025

S-26183-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q. 1** What are the key qualities required for a HR Manager in the today's business environment. (15)
- Q. 2** Define and differentiate between recruitment and selection with examples. (15)
- Q. 3** What is the purpose of career planning in an organization? (15)
- Q. 4** Explain any two important methods of training. (15)
- Q. 5** What are the different sources of recruitment? (15)
- Q. 6** Write short notes on **ANY THREE** of the following: (15)
- a) Importance of Job Analysis
 - b) Methods of Performance Appraisal
 - c) Factors Affecting HRP
 - d) Components of an Effective Induction Program

SECTION – II

- Q. 7** Imagine you are designing a training program for newly hired employees in a tech company. What key aspects would you include? (20)
- Q. 8** Develop a compensation structure for mid-level executives in a banking firm. (20)
- Q. 9** You as a HR Manager and IT firm design performance appraisal plan for newly recruited engineers. (20)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : SUMMER : 2025
SUBJECT: PRODUCTION & INVENTORY MANAGEMENT

Day : Friday
Date : 23/05/2025

S-26182-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SAME** answer book.

SECTION - I

- Q.1** Describe classification of production system. (15)
- Q.2** State the meaning of Production Planning and Control. Discuss coordination of Production Planning and Control with other functions. (15)
- Q.3** Explain objectives and types of Plant Layout. (15)
- Q.4** Explain basic concepts of Material Requirement Planning. (15)
- Q.5** Explain the meaning and importance of Total Quality Management (15)
- Q.6** Write short notes on any **THREE** of the following : (15)
- a) Supply Chain Management
 - b) Importance of Inventory
 - c) Enterprise Resource Planning
 - d) Quality Circle

SECTION - II

- Q.7** Discuss the factors to be considered while making decision of location of any one the following: (20)
- i) 5 Star hotel
 - ii) Chemical plant
 - iii) Readymade Garment plant
- Q.8** A manufacturing company has requirement of 1600 units a year of a component. The cost per unit is Rs. 400/-. Inventory carrying cost is estimated to be 10% and cost of placing one order is Rs. 50/-. Calculate Economic Order Quantity and number of orders to be placed in a year. (20)
- Q.9** Describe the role of coordination between Production Planning and Control and the marketing department. Provide at least three specific examples of how this coordination impacts production efficiency. (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : SUMMER : 2025
SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date : 19/05/2025

S-26180-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section - I and any **TWO** questions from Section - II.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION - I

- Q.1** Elaborate on the different pricing strategies used by the companies for determining the prices of their products / services by citing appropriate examples. (15)
- Q.2** What are the different approaches to marketing adopted by the companies for furthering their business interests? Explain. (15)
- Q.3** What is meant by Product Mix? Illustrate the following terms with suitable examples: a) product mix width, b) product mix depth and c) product mix length. (15)
- Q.4** Write an illustrative note on the promotion mix. (15)
- Q.5** Illustrate the need and importance of marketing research in the current business scenario. (15)
- Q.6** Write short notes on any **THREE** of the following. (15)
- a) Marketing planning process
 - b) Types of intermediaries
 - c) Positioning Vs Differentiation
 - d) Product Life Cycle (PLC)

SECTION - II

- Q.7** Explain how the internal and external environmental factors affect the marketing decisions of a service firm that provides corporate bus services. (20)
- Q.8** 'UDAN' scheme was launched to increase the footprints of aviation sector in tier II cities of India and thereby cover the untapped market. As an expert of Marketing Operations in this industry, how you will do the segmentation, targeting and positioning for a soon to be launched Airline Services. State your assumptions clearly, if any. (20)
- Q.9** What is meant by marketing mix? What should be the marketing mix for the following products? (20)
- a) Smart phones in rural area
 - b) Four Wheeler Electric Vehicle

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