

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

B.B.A. Sem-III : WINTER: 2025

SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Friday

Date : 14/11/2025

W-26183-2025

Time : 02:00 PM-05:00 PM

Max. Marks : 60

NB :

1. Answers to Section I, II and III should be written in same answer book.
2. Section -I (MCQ) all sub-questions of Q. No. 1 are COMPULSORY, write the sub-question no. and the chosen alternative (eg. 1b, 2c) in the answer book.
3. Section-I (MCQ) is of 10 marks and Section-II and onwards are of 50 marks.

SECTION - I

- Q. 1 MCQs (1)
- 1) The scope of HRM includes:
a) Only recruitment
b) Entire employee lifecycle
c) Product development
d) Financial planning (1)
 - 2) A good HR Manager requires:
a) Technical coding skills
b) Empathy and communication
c) Sales expertise
d) Manufacturing knowledge (1)
 - 3) HRP stands for:
a) Human Resource Planning
b) High Revenue Plan
c) Hiring Resource Process
d) Human Rights Policy (1)
 - 4) Job Analysis helps in:
a) Marketing campaigns
b) Defining job roles
c) Budget planning
d) Customer surveys (1)
 - 5) Which is a type of recruitment?
a) Employee referrals
b) Performance appraisal
c) Training programs
d) Conflict resolution (1)
 - 6) Which is a training method?
a) Job rotation
b) Financial audit (1)

- c) Market analysis
- d) Product testing

(1)

- 7) Performance appraisal aims to:
- a) Reduce costs
 - b) Provide feedback
 - c) Increase sales
 - d) Design products

(1)

- 8) Stock options are part of:
- a) Fixed salary
 - b) Variable compensation
 - c) Office expenses
 - d) Marketing budget

(1)

- 9) Fringe benefits improve:
- a) Product quality
 - b) Employee retention
 - c) Sales revenue
 - d) Supply chain

(1)

- 10) Conflict resolution involves:
- a) Arbitration
 - b) Termination
 - c) Competition
 - d) Avoidance

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NB :

1. Figures to the right indicate FULL marks.
2. Section – III - Q. No. 6 is COMPULSORY, it carries 10 marks and attempt any TWO questions from rest of the questions in Section III, each carries 08 marks.
3. Section – II - attempt any THREE questions. Each questions carries 08 marks.

SECTION - II

- Q. 2 Discuss the organization and functions of the HR Department. Explain the role of HRIS in HRM. (8)
- Q. 3 Explain the importance of Job Description and Job Specification in HRM. Provide examples. (8)
- Q. 4 Discuss the process of career planning and the importance of placement and induction. (8)
- Q. 5 Attempt ANY TWO of the following: (Short Answer) (4x2)
- a) Training Need Evaluation
 - b) Training Need Analysis
 - c) HR Planning

SECTION - III

- Q. 6 Discuss the methods of training and their benefits. Explain career development paths with examples. (8)
- Q. 7 Define Performance Appraisal. Discuss its objectives and limitations. (10)
- Q. 8 Explain the components of CTC and the role of stock options in compensation. (8)
- Q. 9 Discuss how HRM can resolve conflicts in organizations using specific techniques. Provide examples. (8)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

B.B.A. Sem-III : WINTER: 2025

SUBJECT: PRODUCTION & INVENTORY MANAGEMENT

Day : Wednesday
Date : 12/11/2025

W-26182-2025

Time : 02:00 PM-05:00 PM
Max. Marks : 60

N.B.

- 1) Section –I (MCQ) is of 10 marks and Section – II and onwards are of 50 marks.
- 2) Section – I (MCQ) all sub – questions of Q. No 1 are **COMPULSORY**, write the sub – question no, and the chosen alternative (eg. 1b, 2c) in the answer book.
- 3) Section – II – attempt any **THREE** questions. Each questions carries 08 marks.
- 4) Section – III – Q. No. 6 is **COMPULSORY**, it carries 10 marks and attempt any **TWO** questions from rest of the questions in Section – III, each carries 08 marks.
- 5) Answers to both sections should be written in **SAME** answer book.
- 6) Figures to the right indicate **FULL** marks.

SECTION – I

- Q. 1** **Multiple Choice Questions** (10×1) (10)
- 1) Which of the following is NOT a type of production system?
a) Job production b) Batch production
c) Mass production d) Retail production
 - 2) The main objective of production planning is to:
a) Maximize inventory b) Minimize labor costs
c) Ensure efficient use of resources d) Increase product variety
 - 3) Which technique is used for scheduling and controlling production activities?
a) SWOT analysis b) PERT/CPM
c) ABC analysis d) EOQ
 - 4) Lean manufacturing focuses on:
a) Increasing inventory b) Reducing waste
c) Maximizing machine usage d) Expanding product lines
 - 5) Which layout is best suited for mass production?
a) Process layout b) Product layout
c) Fixed-position layout d) Cellular layout
 - 6) Which of the following is a method of inventory valuation?
a) FIFO b) LIFO
c) Weighted Average d) All of the above
 - 7) The Economic Order Quantity (EOQ) model helps to:
a) Maximize stock levels b) Minimize total inventory cost
c) Increase production speed d) Reduce labor cos
 - 8) Safety stock is maintained to:
a) Increase profit margins b) Meet unexpected demand
c) Reduce carrying cost d) Avoid overproduction
 - 9) ABC analysis categorizes inventory based on:
a) Size b) Weight
c) Value and usage d) Supplier location

P.T.O.

- 10) Which inventory system updates records continuously?
a) Periodic system b) Perpetual system
c) Manual system d) Hybrid system

SECTION - II

- Q.2 Explain the importance of Production Management. Discuss the major functions of Production Management. (08)
- Q.3 Explain the concept of Production Planning and Control (PPC). Discuss in detail its nature, and Objectives. (08)
- Q.4 Explain the meaning and objectives of plant location. Discuss the various factors affecting the selection of a plant location. (08)
- Q.5 Write short notes on any TWO of the following: (08)
- a) Plant Layout.
 - b) EOQ Model.
 - c) Just – In – Time (JIT).

SECTION - III

- Q.6 Define Plant Layout. Explain the objectives, types, and importance of plant layout in Production Management. Illustrate your answer with suitable examples of each Layout type. (10)
- Q.7 Explain the concept of Material Requirement Planning (MRP) and discuss its key components. How does MRP contribute to efficient inventory management and production planning in a manufacturing environment? (08)
- Q.8 Discuss the emerging trends in production and inventory management, including Enterprise Resource Planning (ERP), Total Quality Management (TQM), and Quality Circles in service operations. Explain their impact on modern organizations (08)
- Q.9 Explain the concept of Inventory Management. Discuss the objectives of Inventory Management and classify the different types of Inventory Systems with suitable examples. (08)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : WINTER: 2025
SUBJECT: ORGANIZATIONAL BEHAVIOR

Day : Monday
Date : 10/11/2025

W-26181-2025

Time : 02:00 PM-05:00 PM
Max. Marks : 60

NB :

1. Answers to Section I, II and III should be written in same answer book.
2. Section -I (MCQ) all sub-questions of Q. No. 1 are COMPULSORY, write the sub-question no. and the chosen alternative (eg. 1b, 2c) in the answer book.
3. Section-I (MCQ) is of 10 marks and Section-II and onwards are of 50 marks.

SECTION - I

- Q. 1 MCQs
- 1) Organizational Behaviour is mainly concerned with: (1)
 - a) Legal systems
 - b) Human behaviour in organizations
 - c) Accounting practices
 - d) Technology
 - 2) Which discipline contributed learning theories to OB? (1)
 - a) Sociology
 - b) Psychology
 - c) Anthropology
 - d) Economics
 - 3) The autocratic model of OB is based on: (1)
 - a) Power
 - b) Teamwork
 - c) Leadership
 - d) Shared goals
 - 4) Which of the following is a challenge for OB managers? (1)
 - a) Workforce diversity
 - b) Budgeting
 - c) Product pricing
 - d) Tax planning
 - 5) Job satisfaction refers to: (1)
 - a) Monetary benefits
 - b) Positive feeling about one's job
 - c) Job security only
 - d) Career growth only
 - 6) Which is NOT a component of attitude? (1)
 - a) Cognitive
 - b) Behavioural
 - c) Emotional
 - d) Economic
 - 7) Which Big Five dimension refers to emotional stability? (1)
 - a) Neuroticism
 - b) Openness
 - c) Conscientiousness
 - d) Extraversion

- 8) Perception is influenced by all except: (1)
a) Target characteristics
b) Situation
c) Perceiver's attitude
d) Financial results
- 9) Maslow's highest level of need is: (1)
a) Safety
b) Social
c) Self-actualization
d) Esteem
- 10) Stress is defined as: (1)
a) Adaptive response to demands
b) Lack of motivation
c) Communication gap
d) Leadership style

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
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SUBJECT: ORGANIZATIONAL BEHAVIOR

Day : Monday
Date : 10/11/2025

W-26181-2025

Time : 02:00 PM-05:00 PM
Max. Marks : 60

NB :

1. Figures to the right indicate FULL marks.
2. Section – III - Q. No. 6 is COMPULSORY, it carries 10 marks and attempt any TWO questions from rest of the questions in Section III, each carries 08 marks.
3. Section – II - attempt any THREE questions. Each questions carries 08 marks.

SECTION - II

- Q. 2 What is Organizational Behaviour. Why is it important to study OB in business organizations? (8)
- Q. 3 Discuss the meaning and process of Perception in organizational settings. (8)
- Q. 4 Describe the various stages of group development as proposed by Tuckman. (8)
- Q. 5 Attempt ANY TWO of the following: (Short Notes) (4x2)
- a) Personality Determinants
 - b) Contribution of psychology and sociology to OB.
 - c) Barriers to effective communication.

SECTION - III

- Q. 6 Analyze the main causes of Stress among employees in today's organizations. (10)
- Q. 7 In a call centre, absenteeism is high. How can OB models help managers improve job satisfaction? (8)
- Q. 8 What do you mean by Leadership. Suggest leadership style for a start-up company and justify your answer. (8)
- Q. 9 How does Maslow describe the concept of Motivation? Describe his theory of need hierarchy with suitable examples. (8)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

B.B.A. Sem-III : WINTER: 2025

SUBJECT: MARKETING MANAGEMENT

Day : Friday

Date : 07/11/2025

W-26180-2025

Time : 02:00 PM-05:00 PM

Max. Marks : 60

NB :

1. Figures to the right indicate FULL marks.
2. Section – III - Q. No. 6 is COMPULSORY, it carries 10 marks and attempt any TWO questions from rest of the questions in Section III, each carries 08 marks.
3. Section – II - attempt any THREE questions. Each questions carries 08 marks.

SECTION - II

- Q. 2 What is meant by product mix? Elaborate on the different product line decisions by citing appropriate examples. (8)
- Q. 3 What are the different bases used for segmenting a consumer market? Explain with suitable examples. (8)
- Q. 4 Examine the steps involved in the Marketing Planning Process and evaluate its significance in achieving organizational marketing objectives. (8)
- Q. 5 Attempt ANY TWO of the following: (Short Notes) (4x2)
- a) Approaches to Marketing.
 - b) Positioning Strategies
 - c) Product Life Cycle

SECTION - III

- Q. 6 Suggest appropriate pricing strategies for the following agricultural technology products and justify your choices: (10)
- a) Solar-powered irrigation pumps for small farmers.
 - b) Drone-based crop monitoring systems for large farms
- Q. 7 A health and wellness company NutriGreen is planning to introduce a new line of organic plant-based protein drinks in the Indian market to promote healthy living and sustainability. As a Marketing Manager, design a comprehensive marketing plan for this product. State your assumptions clearly. (8)
- Q. 8 A leading Indian smart wearables company known for its affordable and trendy smartwatches plans to launch a new range of AI-powered smart glasses. The wearables market is highly competitive with established players like Apple and Samsung. Which pricing strategy would you adopt for this product launch, and why? (8)
- Q. 9 'FreshPour,' a Mumbai-based start-up, has developed automated coffee vending robots called CoffeeBots. These are currently operational in selected Mumbai locations 24*7. The company wants to expand into western India initially. Suggest suitable distribution channels for expanding the CoffeeBots footprints. (8)

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W-26180-2025

Time : 02:00 PM-05:00 PM

Max. Marks : 60

NB :

1. Answers to Section I, II and III should be written in same answer book.
2. Section -I (MCQ) all sub-questions of Q. No. 1 are COMPULSORY, write the sub-question no. and the chosen alternative (eg. 1b, 2c) in the answer book.
3. Section-I (MCQ) is of 10 marks and Section-II and onwards are of 50 marks.

SECTION - I

Q. 1 MCQs

- 1) Which of the following best defines the concept of 'Value' in marketing? (1)
 - A. The monetary cost of a product
 - B. The worth of a product / service
 - C. The total revenue generated by a company
 - D. The satisfaction of employees
- 2) Customer satisfaction is primarily determined by: (1)
 - A. The price of the product alone
 - B. Comparing the customer expectations with actual product's performance
 - C. The advertising strategy of the firm
 - D. The company's production capacity
- 3) Which of the following best illustrates product positioning? (1)
 - A. A soft drink brand promoting itself as "The Energy Booster" to appeal to young consumers
 - B. A manufacturer increasing the production of soft drinks
 - C. A retailer reducing the price of all beverages
 - D. A supplier expanding its distribution network
- 4) Which of the following is an example of niche marketing? (1)
 - A. Coca-Cola selling its drinks worldwide with the same product
 - B. A fast-food chain opening restaurants in all cities
 - C. A luxury watch brand producing a limited edition for high-income collectors
 - D. A local bakery offering bread to everyone in the town

- 5) Product line stretching refers to: (1)
- A. Increasing the number of product lines offered by a company
 - B. Removing old or unprofitable products
 - C. Adding new items to an existing product line, either at higher or lower price points
 - D. Offering the same product in multiple
- 6) Which of the following is considered a marketing intermediary? (1)
- A. Manufacturer only
 - B. Employees
 - C. Customers
 - D. Wholesalers, retailers, and agents
- 7) A marketing plan typically contains which of the following? (1)
- A. Executive summary, situational analysis, marketing objectives, strategy, budget, and control
 - B. Only pricing strategies
 - C. Only advertising details
 - D. Company financial statements only
- 8) Macro marketing environment includes: (1)
- A. Suppliers, competitors, and customers
 - B. Company employees and shareholders
 - C. Political, economic, social, technological, environmental, and legal factors
 - D. Retailers and wholesalers
- 9) A smartphone company offers faster processing speed and superior camera quality compared to competitors. This is an example of: (1)
- A. Service differentiation
 - B. People differentiation
 - C. Image differentiation
 - D. Product differentiation
- 10) Which of the following is NOT a typical strategy during the decline stage of PLC? (1)
- A. Harvesting the product
 - B. Product discontinuation
 - C. Aggressive market expansion
 - D. Reducing costs