

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

B.B.A. Sem-III : SUMMER : 2026

SUBJECT: ORGANIZATIONAL BEHAVIOR

Day : Friday

Date : 15/05/2026

S-26181-2026

Time : 02:00 PM-05:00 PM

Max. Marks : 10

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) OB is studied to: (1)
 - a) Improve financial management
 - b) Understand and predict behaviour
 - c) Train machines
 - d) Manage assets
 - 2) Which OB model is based on economic resources? (1)
 - a) Custodial
 - b) Autocratic
 - c) Supportive
 - d) Collegial
 - 3) Major job attitudes include all EXCEPT: (1)
 - a) Job satisfaction
 - b) Employee engagement
 - c) Organizational commitment
 - d) Budget control
 - 4) Perceptual shortcut "Stereotyping" refers to: (1)
 - a) Judging people by group
 - b) Evaluating individually
 - c) Ignoring traits
 - d) Balanced perception
 - 5) ERG theory condenses needs into: (1)
 - a) Existence, Relatedness, Growth
 - b) Energy, Responsibility, Goals
 - c) Efficiency, Results, Growth
 - d) Effort, Rewards, Goals
 - 6) Theory Y assumes people are: (1)
 - a) Lazy
 - b) Self-motivated
 - c) Avoid responsibility
 - d) Resistant
 - 7) Ohio State leadership studies measured: (1)
 - a) Consideration and initiating structure
 - b) Need theories
 - c) Personality types
 - d) Job attitudes

- 8) Groups differ from teams because:
a) Groups don't necessarily share goals
b) Groups are more effective
c) Teams lack leadership
d) Groups perform better
- 9) Conflict is functional when it:
a) Improves performance
b) Reduces communication
c) Causes stress
d) Increases ambiguity
- 10) Cultural barriers include:
a) Language differences
b) Leadership skills
c) Job rotation
d) Motivation

(1

(1

(1)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : SUMMER : 2026
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Day : Friday
Date : 15/05/2026

S-26181-2026

Time : 02:00 PM-05:00 PM
Max. Marks : 50

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 Define Organizational Behaviour (OB). Explain the challenges and opportunities for OB/HR managers. (8)
- Q. 3 Define Motivation. Discuss Vroom's expectancy theory of motivation with suitable examples. (8)
- Q. 4 Discuss Perception as a cognitive process and identify the key factors influencing perception. (8)
- Q. 5 Attempt ANY TWO of the following: (Short Notes) (4x2)
- a) Big-Five Model of personality.
 - b) Types of values.
 - c) Importance of Communication in OB.

SECTION - III

- Q. 6 Discuss the various organizational, environmental, and individual factors that give rise to stress in employees. (10)
- Q. 7 How does Attitude influence behaviour and performance at the workplace? Explain with examples. (8)
- Q. 8 A newly formed group of interns is struggling to work together. Apply group development stages to solve the issue. (8)
- Q. 9 Who is a Leader? Elaborate on the traits of an effective leader with suitable examples. (8)

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Day : Monday

Date : 18/05/2026

S-26182-2026

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 a function of inventory?
 - a) Increase product prices
 - b) Buffer against demand fluctuation
 - c) Reduce production capacity
 - d) Eliminate warehousing
- 2) The EOQ model helps determine:
 - a) Optimal reorder point
 - b) Ideal safety stock
 - c) Best order quantity
 - d) Maximum inventory level
- 3) Which inventory control technique classifies items based on value and usage?
 - a) VED analysis
 - b) ABC analysis
 - c) SPT rule
 - d) LIFO method
- 4) Which cost is NOT directly associated with inventory?
 - a) Holding cost
 - b) Ordering cost
 - c) Transportation cost
 - d) Stock out cost
- 5) Perpetual inventory system updates records:
 - a) Monthly
 - b) Quarterly
 - c) Continuously
 - d) Annually
- 6) Which of the following is not benefit to quality circle
 - a) Improved communication
 - b) Increased absenteeism
 - c) Enhanced team work
 - d) Better problem solving
- 7) ABC analysis categorizes inventory based on:
 - a) Size
 - b) Weight
 - c) Value and usage
 - d) Supplier location
- 8) The primary goal of production planning is to:
 - a) Increase product prices
 - b) Minimize machine breakdowns
 - c) Ensure optimal resource Utilization
 - d) Maximize employee turnover

- 9) Decentralized plant location is preferred when:
- | | |
|---------------------------------------|--|
| a) Demand is concentrated in one area | b) Transportation costs are negligible |
| c) Market is widely dispersed | d) Skilled labor is available only in one region |
- 10) Which of the following is a method of inventory valuation?
- | | |
|---------------------|---------------------|
| a) FIFO | b) LIFO |
| c) Weighted Average | d) All of the above |

SECTION - II

- Q.2** Define production system. Explain the classification of production systems, their characteristics, advantages with suitable examples. (08)
- Q.3** What do you understand by Job Sequencing and Assembly Line Balancing? Explain their importance and challenges in modern Production Systems with suitable examples (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) Factors affecting plant location |
| b) Work-in-Progress (WIP) Inventory |
| c) Supply Chain Management (SCM) |

SECTION - III

- Q.6** Explain the concept of Inventory Management. Discuss the Objectives of Inventory Management and classify the different types of inventory systems with suitable examples. (10)
- Q.7** Discuss the role of Total Quality Management (TQM) and quality circles in service operations (08)
- Q.8** A company is planning to expand its manufacturing operations and is evaluating potential sites for a new plant. Discuss the key factors that influence plant location decisions. How do economic, environmental, and strategic considerations affect the final choice? Illustrate your answer with examples from industries such as automotive, textiles, or electronics. (08)
- Q.9** Explain the concept of Economic Order Quantity (EOQ). What are the key assumptions underlying the EOQ model, and how does it help in optimizing inventory management? Discuss the limitations of the EOQ model in real-world applications. (08)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : SUMMER : 2026
SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Wednesday
Date : 20/05/2026

S-26183-2026

Time : 02:00 PM-05:00 PM
Max. Marks : 10

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) | HRM primarily focuses on:
a) Financial planning
b) Managing people
c) Product development
d) Customer service | |
| 2) | The strategic role of HRM includes:
a) Only recruitment
b) Aligning HR with business goals
c) Inventory management
d) Sales forecasting | (1) |
| 3) | Which is a method of Job Analysis?
a) Financial audit
b) Observation
c) Market survey
d) Product testing | (1) |
| 4) | Job Specification defines:
a) Job duties
b) Employee qualifications
c) Office policies
d) Marketing strategies | (1) |
| 5) | Recruitment outsourcing involves:
a) Internal promotions
b) Third-party agencies
c) Employee training
d) Performance reviews | (1) |
| 6) | Which test evaluates cognitive abilities?
a) Personality test
b) Aptitude test
c) Physical test | (1) |

d) Emotional test

- 7) Performance appraisal is used for: (1)
a) Product design
b) Employee evaluation
c) Market expansion
d) Budget planning
- 8) Fringe benefits include: (1)
a) Basic salary
b) Health insurance
c) Office supplies
d) Sales targets
- 9) Stock options are a form of: (1)
a) Fixed salary
b) Employee incentive
c) Marketing tool
d) Operational cost
- 10) Conflict resolution in HRM uses: (1)
a) Negotiation
b) Competition
c) Termination
d) Isolation

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : SUMMER : 2026
SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Wednesday
Date : 20/05/2026

S-26183-2026

Time : 02:00 PM-05:00 PM
Max. Marks : **50**

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 nature, scope, and functions of HRM. Explain the qualities of a good HR Manager. (8)
- Q. 3 What is the importance of Job Description and Job Specification in HRP? Provide examples. (8)
- Q. 4 Explain the process of career planning and the role of induction in HRM. (8)
- Q. 5 Attempt ANY TWO of the following: (Short Answer) (4x2)
- a) HR Outsourcing
 - b) Training Need Analysis
 - c) Manpower Planning

SECTION - III

- Q. 6 Discuss the methods of performance appraisal and career development paths in HRM. Provide examples. (8)
- Q. 7 Explain the components of CTC and the role of stock options in compensation management. (10)
- Q. 8 Discuss how benchmarking and equity are used in framing compensation structures. (8)
- Q. 9 Explain the role of HRM in resolving organizational conflicts with suitable techniques. (8)

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Day : Wednesday

Date : 13/05/2026

S-26180-2026

Time : 02:00 PM-05:00 PM

Max. Marks : 10

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) An example of a segmented market would be: (1)

A. Phillips marketing its product to all residents of the European Union with one marketing mix based on the concept 'Sense and Sensibility'.

B. High-income and low-income consumers being treated the same at Marks and Spencer (M&S).

C. A garden nursery seeing residents of urban areas and rural areas as one market needing trees.

D. Honda separating its potential customers into economy car buyers and luxury car buyers. (1)

2) Coca-Cola has an easily identified logo (its name written in a flowing script) and is usually packaged in a red can or its famously curvy bottle. What do these elements combine to form?

A. Brand image

B. Brand personality

C. Brand values

D. Brand identity

3) Meena owns a growing chain of handbag stores across India. She plans to open a new outlet in Kanpur—a market with strong competition and low brand awareness for her handbags. To attract customers quickly and build market presence, Meena decides to set her prices lower than competitors, at least until her brand gains visibility and acceptance. (1)

A. Market skimming

B. Loss leader

C. Market penetration

D. Psychological (odd) pricing

4) When a company identifies unfulfilled needs in the market and develops products to satisfy them, it is focusing on which core concept of marketing? (1)

A. Want

B. Need

C. Demand

D. Value

- 5) A company produces a high-quality product but struggles to sell because it ignores customer preferences. Which marketing approach should it adopt to solve this problem? (1)
A. Product approach
B. Marketing approach
C. Selling approach
D. Societal marketing approach
- 6) A sudden ban on single-use plastics affects a bottled-water brand's packaging strategy. As a marketing manager, how should you respond? (1)
A. Reduce production until the ban is lifted
B. Lobby against the ban
C. Shift to recyclable packaging and market it as "eco-friendly"
D. Ignore the regulation temporarily
- 7) A company finds that its smartphone sales have stagnated, and competitors are entering the market aggressively. What strategic step should it take based on the PLC concept? (1)
A. Innovate and launch new features
B. Increase advertising spending
C. Cut prices to clear stock
D. Stop production immediately
- 8) A company with a small budget wants to promote its product launch effectively. Which strategy is most cost-efficient and engaging? (1)
A. Influencer collaborations and social media contests
B. Paid TV advertisements
C. Sponsorship of a large-scale event
D. Hiring a celebrity brand ambassador
- 9) A premium chocolate brand finds its products being sold at discount stores, reducing its perceived exclusivity. What should the company do? (1)
A. Increase distribution to all stores
B. Reduce prices to match competitors
C. Restrict distribution to selected outlets
D. Stop advertising altogether
- 10) The first step in the Marketing Research Process is: (1)
A. Data analysis
B. Defining the research problem and objectives
C. Data collection
D. Preparing the research report

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : SUMMER : 2026
SUBJECT: MARKETING MANAGEMENT

Day : Wednesday
Date : 13/05/2026

S-26180-2026

Time : 02:00 PM-05:00 PM
Max. Marks : 50

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 Personal Selling? Explain how a marketing professional can identify potential and qualified prospects for a product or service. (8)
- Q. 3 What are the different bases used for segmenting an industrial market? Explain each with suitable examples. (8)
- Q. 4 Elaborate on the steps involved in marketing planning process. (8)
- Q. 5 Attempt ANY TWO of the following: (Short Notes) (4x2)
- a) Marketing Environment and its components.
 - b) Positioning Strategies with suitable examples.
 - c) Seven Ps of the Marketing Mix.

SECTION - III

- Q. 6 A multinational FMCG company known for its beverages portfolio plans to launch a new herbal energy drink in the Indian market. The drink is made from natural ingredients such as green tea extract, tulsi, and ashwagandha, and will be available in lemon, berry, and classic herbal flavors. As the Marketing Manager, explain how you would promote this product in the Indian market. State your assumptions if any. (10)
- Q. 7 A new EdTech startup plans to launch an AI-based learning app designed to help college students and working professionals prepare for competitive exams. Before launching, the company wants to understand students' expectations, willingness to pay, and preferred learning features. Design a questionnaire to conduct a survey on customer needs and preferences for this EdTech app. (8)
- Q. 8 Suggest appropriate pricing strategies for the following agricultural technology products and justify your choices: (8)
- a) Solar-powered irrigation pumps for small farmers.
 - b) Drone-based crop monitoring systems for large farms.
- Q. 9 A consumer electronics company has launched a smart home security system that includes AI-enabled cameras and motion sensors, controllable via smartphone. The company wants to make this system widely available across India, reaching both urban apartment residents and rural homeowners. Design a suitable hybrid distribution channel (online + offline) to ensure the product is accessible nationwide. (8)