

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-III : WINTER : 2024

SUBJECT: ORGANIZATIONAL BEHAVIOUR

Day : Monday
Date : 23/12/2024

W-18824-2024

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.

- 1) Solve **ANY THREE** questions from section – I and **ANY TWO** questions from section II.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Both the sections should be written in **SAME** answer book.

SECTION - I

- Q.1** What is Organizational Behavior (OB)? Discuss challenges and opportunities for HR/OB managers. (10)
- Q.2** Describe the concept of perception and elaborate on factors influencing perception. (10)
- Q.3** Explain the two-factor theory of motivation using examples. (10)
- Q.4** Discuss the meaning of conflict. Describe the conflict management strategies adopted by managers for resolving conflicts. (10)
- Q.5** Write short notes (**ANY TWO**): (10)
- a) Traits of a good leader
 - b) Job Satisfaction
 - c) Causes of stress

SECTION – II

- Q.6** Provide examples and case studies that demonstrate positive outcome of any leadership style that you propose to use in organization. (15)
- Q.7** Imagine that you are a HR manager. Design few strategies to motivate your employees. (15)
- Q.8** How would you utilize MBTI personality assessment to understand strengths of an employee? (15)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-III : WINTER : 2024
SUBJECT: PRINCIPLES OF MARKETING

Day : Tuesday
Date : 24/12/2024

W-18825-2024

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.

1. Attempt **ANY THREE** 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** Define Marketing. State the role of marketing management in the current business scenario. (12)
- Q.2** What is market segmentation? Discuss its benefits to business organization. (12)
- Q.3** Explain in detail steps in marketing research process. (12)
- Q.4** What do you mean by product life cycle? Discuss stages in product life cycle along with marketing strategies of each stage. (12)
- Q.5** Write short note on **ANY TWO** of the following : (12)
- a) Market Targeting
 - b) Green Marketing
 - c) Sales Promotion
 - d) Digital Marketing
 - e) Channel conflict

SECTION – II

- Q.6** 'Marketing begins before production and ends after production'. Discuss. (12)
- Q.7** You are appointed as marketing manager for food products manufacturing firm. How would you structure your marketing efforts to attract teenagers? Give supportive reason to your plan. (12)
- Q.8** Design a questionnaire for collecting the feedback of customers of any Restaurant, which would be helpful for changing standard of services they provide. (12)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-III : WINTER : 2024
SUBJECT: INTRODUCTION TO FINANCIAL MANAGEMENT

Day : Thursday
Date : 26/12/2024

W-18826-2024

Time : 10:00 AM-01:00 PM
Max. Marks : 60

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the section should be written in **SAME** answer book.
- 3) Use of non-programmable **CALCULATOR** is allowed.
- 4) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define Financial Management. Explain the nature and scope of Financial Management. [10]
- Q.2** What is meant by 'Public Deposits'? State and explain the merits and demerits of Public Deposits. [10]
- Q.3** Describe the factors to be considered while framing the Capital Structure of an organization. [10]
- Q.4** What is meant by 'Dividend Policy'? Explain the factors affecting Dividend Decision of a Company. [10]
- Q.5** Write Short Notes on **ANY TWO** of the following: [10]
- a) Time Value of Money
 - b) Operating Cycle
 - c) Types of Preference Shares

SECTION – II

- Q.6** Modern Electronics Co. Ltd., is considering the purchase of a machine. Two machines A and B are available each costing ₹ 50,000/-. In comparing the profitability of these machines a discount rate of 10% is to be used. Net cash flows are expected to be as follows: [15]

Year	Machine A (₹)	Machine B (₹)
1	15,000	5,000
2	20,000	15,000
3	25,000	20,000
4	15,000	30,000
5	10,000	20,000

Evaluate the machines using:

- a) Pay Back Period
- b) Net Present Value
- c) Profitability Index

P.T.O.

Q.7

A firm has the following capital structure and after tax costs for the different sources of funds used: [15]

Source of Funds	Amount (₹)	Proportion %	After-tax cost %
Debt	15,00,000	25	5
Preference Shares	12,00,000	20	10
Equity Shares	18,00,000	30	12
Retained Earnings	15,00,000	25	11
Total	60,00,000	100	

You are required to compute the Weighted Average Cost of Capital.

Q.8

Prepare an estimate of working capital requirement from the following information of a Trading Concern: [15]

- | | |
|--|----------------|
| a) Projected annual sales | 1,00,000 units |
| b) Selling price | ₹ 8 per unit |
| c) Percentage of net profit on sales | 25% |
| d) Average credit period allowed to customers | 8 weeks |
| e) Average credit period allowed by suppliers | 4 weeks |
| f) Average stock holding in terms of sales requirement | 12 weeks |
| g) Allow 10% for contingencies | |

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-III : WINTER : 2024

SUBJECT: ENTREPRENEURSHIP DEVELOPMENT

Day : Friday

Date : 27/12/2024

W-18827-2024

Time : 10:00 AM-01:00 PM

Max. Marks : 60

N.B.

- 1) Solve **ANY THREE** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicates **FULL** marks.
- 3) Both the Sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Explain the concept of entrepreneurship. List any five qualities of an entrepreneur. (12)
- Q.2** What are the various idea generation techniques? (12)
- Q.3** Elaborate the concept of feasibility study. State its importance in Entrepreneurship Development. (12)
- Q.4** State the various resources of entrepreneurial finance. (12)
- Q.5** Write short notes on (ANY TWO) of the following: (12)
- a) Challenges faced by entrepreneurs
 - b) All India Financial Institutions
 - c) Types of franchise state arrangements
 - d) Family Business

SECTION-II

- Q.6** State and explain the various forms of ownership. (12)
- Q.7** Write a business plan to set up a Book Cafe in your city. (12)
- Q.8** Explain the sources of innovation in business. (12)