

Day : Friday

Date : 29/11/2024

W-26182-2024

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** Explain types of Production Systems with suitable examples. (15)
- Q.2** What is Production Planning and control? Discuss the objectives of Production planning and control. (15)
- Q.3** Explain the importance of Total Quality Management. (15)
- Q.4** What is Inventory Management? Describe the different techniques of Inventory management. (15)
- Q.5** "Production Management is process of planning, organizing and controlling the activities of production function". Explain the same. (15)
- Q.6** Write short note on **ANY THREE** of the following : (15)
- a) Plant location
 - b) Plant Layout
 - c) Supply Chain Management
 - d) Job scheduling

SECTION – II

- Q.7** Explain the various interrelationship between the following functional areas. (20)
- i) Production and Marketing
 - ii) Production and Finance
 - iii) Production and Personnel
- Q.8** Distinguish between job order production and mass production with suitable examples. (20)
- Q.9** Explain the salient features, characteristics and when to use the following types of production system. (20)
- i) Make to order.
 - ii) Make to stock.
 - iii) Make to assemble.

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : WINTER : 2024
SUBJECT: HUMAN RESOURCE MANAGEMENT

Day : Monday
Date : 02/12/2024

W-26183-2024

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 Describe the typical organizational structure of a HR department. How does it vary in terms of size and complexity based on the organization's sale and industry? (15)
- Q.2 What role do technological advancement play in shaping HRM practices? (15)
- Q.3 How does outsourcing play a role in the recruitment process of an organization? (15)
- Q.4 Discuss the advantages and limitations of a classroom based training, on the job training and e-learning? (15)
- Q.5 State the importance of incentive plans in improving employee's productivity. (15)
- Q.6 Write short notes on **ANY TWO** of the following : (15)
- a) Interview Techniques
 - b) Job Evaluation
 - c) 360° Performance Appraisal
 - d) Components of salary

SECTION – II

- Q.7 As a HR head of an Automobile manufacturing company, design a training calendar for newly appointed trainee engineers. (20)
- Q.8 Write a detailed report on how does Job evaluation influence compensation decisions within organization. (20)
- Q.9 As a HR head of a leading pharmaceutical company which test are appropriate according to you for assessing candidate's skills and competencies? (20)

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT: ORGANIZATIONAL BEHAVIOR

Day : Wednesday

Date : 27/11/2024

W-26181-2024

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) Answers to both the section should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Discuss the meaning, importance and elements of organizational behaviour in detail. [15]
- Q.2** Elaborate on few prominent models used in the study of organizational behaviour. [15]
- Q.3** What are the factors that influence an individual's perception? Give example to support your answer. [15]
- Q.4** Define the term 'group'. Classify the types of groups in organizational context. [15]
- Q.5** Explain the concept of stress. How can organization help employees to manage work related stress to improve employee performance? [15]
- Q.6** Write short note on **ANY TWO** of the following: [15]
- a) Role of Culture in an organization
 - b) Determinants of Personality
 - c) Formation of Attitudes

SECTION – II

- Q.7** Which leadership style do you believe the most effective in different situations? Justify your answer. [20]
- Q.8** What different hygiene factors and motivators will you assume would help the middle level managers to be satisfied on the job? Why? [20]
- Q.9** Suggest conflict resolution strategies to your friend who has recently promoted as marketing team leader. [20]

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
B.B.A. Sem-III : WINTER : 2024
SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date : 25/11/2024

W-26180-2024

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** What are the elements of promotion mix? Explain by citing appropriate examples. (15)
- Q.2** What are the different types of intermediaries? Elaborate on the factors to be considered for selecting the channel members (intermediaries). (15)
- Q.3** What is meant by Product Life Cycle (PLC)? Explain how the stages of PLC influence the marketing mix decisions of an organization by citing suitable examples. (15)
- Q.4** Write an illustrative note Marketing Environment. (15)
- Q.5** a) Describe the steps involved in Marketing Planning Process. (7)
b) What are the steps involved in the preparation of a marketing plan? (8)
- Q.6** Write short notes on any **THREE** of the following. (15)
- a) Core concepts of marketing
 - b) Personal selling
 - c) Types of marketing research
 - d) Marketing Vs. Selling

SECTION - II

- Q.7** 'In the market where the products are being differentiated more and more markets are certain to become increasingly segmented.' Critically comment on this statement and list the benefits of market segmentation, targeting and positioning of vegan products. (20)
- Q.8** What is meant by marketing mix? What should be the marketing mix for the following products? (20)
a) Wireless charging pads
b) Cab services meant only for women
- Q.9** Explain how the internal and external environmental factors affect the marketing decisions of an edu-tech company that deals in learning apps for the students across different age groups in India. (20)