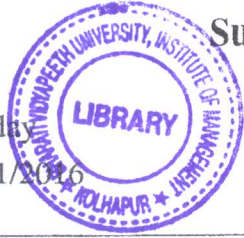


B.B.A. I/II/III

Subject : Organizational Behaviour



Day : Tuesday
Date : 08/11/2016



Time : 02.00 PM TO 05.00 PM
Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section –I. Each question carries **15** marks.
- 2) Attempt any **TWO** questions from Section –II. Each question carries **20** marks
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

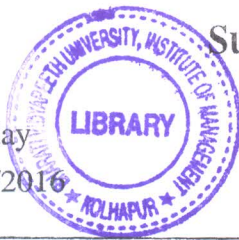
SECTION-I

- Q.1** Enumerate the challenges for organizational behaviour in the present context.
- Q.2** What is perception? What are the determinants of perception?
- Q.3** Describe in detail Maslow's need hierarchy theory.
- Q.4** Explain in detail Blake and Mouton's theory of leadership.
- Q.5** What is group decision making? Describe the advantages of group decision making.

SECTION-II

- Q.6** What organizational behaviour model would you recommend for the following:
i) A company undertaking mass production.
ii) A company into software development.
- Q.7** Identify the barriers that today's organizations have to face when bringing about a change.
- Q.8** As a manager, how will you inculcate positive attitude in your employees so that they are proactive in their performance.

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Day : Thursday

Date : 10/11/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B:

- 1) Attempt **ANY FOUR** questions from **SECTION – I** each question carries 15 marks.
- 2) Attempt **ANY TWO** questions from **SECTION – II** each question carries 20 marks.
- 3) Answer to both the sections should be written in **SEPARATE** answer books.

SECTION – I

- Q.1** What is the scope of Marketing? Write a note on the modern concept of marketing management. (15)
- Q.2** Examine critically the difference and similarities between Industrial marketing and Consumer goods marketing with examples. (15)
- Q.3** What is marketing research? Explain how marketing research can help to take better marketing decision. (15)
- Q.4** Explain the role and functions of Intermediaries and Retailers in channels of distribution. Give examples. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
 - a) Product Life Cycle Concept.
 - b) Product Mix Strategies.
 - c) SWOT analysis.
 - d) Price Mix: concept, objectives, penetration pricing.

SECTION - II

- Q.6** Formulate sales and Distribution channels for the following. (20)
 - a) Body Perfumes.
 - b) Smart Phones.

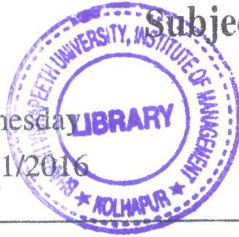
Justify your selection of distribution channels.
- Q.7** Enumerate the various factors which you will consider while composing a 'Marketing Mix'. What strategy will you adopt if you were a producer of consumer goods which are in short supply? (20)
- Q.8** You have been appointed as a Marketing Manager of a large radio manufacturing company. Your responsibility is to develop a marketing plan to introduce one of their popular products, a transistor radio in the rural markets of your state. Discuss in detail the major factors which you would consider while developing the marketing plan. (20)

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B.B.A. ~~I/II/III~~**Subject : Management Information Systems**

Day : Wednesday

Date : 16/11/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.

- 1) Answer **Any Four** Questions from **Section I** and Answer **Any Two** Questions from **Section II**.
- 2) Answers to both the sections should be written in the **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q. 1** Define Management Information System and its role in decision making in an organization. (15)
- Q. 2** Define Data, Information. Explain in detail information needs of managers at different levels. (15)
- Q. 3** Explain the system concepts in Management Information System. Illustrate with example. (15)
- Q. 4** What are Biometrics Techniques of IRIS and finger print? Explain with examples. (15)
- Q. 5** Write short note on:- (15)
- a) Information system security control
 - b) Quality of information
 - c) Types of networks

SECTION - II

- Q.6** Explain Knowledge Management System Architecture with diagram. (20)
- Q.7** What is Cyber Law? Explain the cyber crimes and their protection by IT Act 2000. (20)
- Q.8** What do you understand by Enterprise Resource Planning? Explain the benefits of ERP. (20)

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B.B.A. - I/II/III
Subject : Business Statistics-II

Day : Friday

Date : 18/11/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

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

SECTION – I

- Q.1** The following data relate to the age of 10 employees and the number of days [15]
which they responds sick in a month:

Age	20	30	32	35	40	46	52	55	58	62
Sick days	11	12	10	13	14	16	15	17	18	19

Calculate Karl Pearson's coefficient of correlation.

- Q.2** Find the rank correlation from the following data: [15]

Candidate	1	2	3	4	5	6	7
Marks awarded by Judge – I	86	59	64	74	48	70	94
Marks awarded by Judge – II	90	45	72	64	59	60	80

- Q.3** From the following data obtain the two regression equations: [15]

Sales	91	97	108	121	67	124	51	73	118	57
Purchase	71	75	69	97	70	91	39	61	80	47

- Q.4** A candidate is selected for interview of management trainees for 3 companies. [15]
For the first company there are 12 candidates, for the second there are 15
candidates and for the third there are 10 candidates. What are the chances of his
getting job at least at one of the company?

- Q.5** Assume that on an average one telephone number out of fifteen is busy. What [15]
is the probability that if six randomly selected telephone numbers are called:

- a) Not more than three will be busy.
- b) At least three of them will be busy.

- Q.6** Describe some methods which are useful for decision making under uncertainty [15]
giving suitable examples.

- Q.7** What are the properties of Normal distribution? Describe briefly the [15]
importance of Normal distribution in statistical analysis.

SECTION – II

- Q.8** On the average, one in 400 items is defective. If the items are packed in [20]
boxes of 100, what is the probability that any given box of items will
contain?

- a) No defectives
- b) Less than two defectives
- iii) One or more defectives
- iv) More than three defectives

- Q.9** a) Define independent and mutually exclusive events with example. [10]

- b) Explain the concept of conditional probability and Baye's theorem. [10]

- Q.10** a) Given $(AB) = 13$, $(A\bar{B}) = 20$, $(\alpha B) = 15$, $(\alpha\bar{B}) = 25$. [10]
Prepare 2×2 table and find coefficient of association.

- b) Define the term correlation. Explain the different types of correlation given [10]
suitable examples.

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