

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-III : WINTER- 2022
SUBJECT : ORGANIZATIONAL BEHAVIOUR

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 28-11-2022

W-18824-2022

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

SECTION – I

- Q.1** Describe the concept of organizational behaviour. Explain improving ethical behaviour and improving quality as the challenges for HR managers. **[10]**
- Q.2** What is job satisfaction? Explain the factors influencing job satisfaction. **[10]**
- Q.3** Discuss the types of needs and process motivation in detail. **[10]**
- Q.4** State the importance of group decision making over the individual decision making with examples. **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Perception process
 - b) Types of values
 - c) Determinants of personality

SECTION – II

- Q.6** “Leadership is the ability get the things done by others”- Do you agree? Why? Why not? **[15]**
- Q.7** Assume yourself as a project leader. Recently you have observed that there is a gap in positive attitude. What steps you would take to create positive attitude towards the job in your team members. **[15]**
- Q.8** “Organization culture holds the company together as a unit for achieving the organizational goals”. Describe the steps you would take to make people understand and follow the organizational culture. **[15]**

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-III : WINTER- 2022

SUBJECT : PRINCIPLES OF MARKETING

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 30-11-2022

W-18825-2022

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. Describe the evolution of marketing. (12)
- Q.2** What do you mean by Market Segmentation? Discuss benefits of Market segmentation in detail. (12)
- Q.3** Discuss in detail marketing research process. (12)
- Q.4** What are the various stages involved in the Product Life Cycle. (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) Digital Marketing
 - b) Green Marketing
 - c) Use of IT in marketing practices

SECTION-II

- Q.6** Discuss various internal and external factors influencing the marketing environment. (12)
- Q.7** What are the different pricing strategies? Give suitable examples. (12)
- Q.8** Keeping recent changes and trends in market, what are the citizen and public actions initiated to regulate marketing? How successful they are? (12)

* * * *

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-III : WINTER- 2022

SUBJECT : INTRODUCTION TO FINANCIAL MANAGEMENT

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 2/12/2022

W-18826-2022

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) Both the sections should be written in **SAME** answer books.

SECTION - I

- Q.1** Explain the meaning, nature and scope of Finance Functions. (10)
- Q.2** Write a detailed note on Profit Maximization objective of Financial Management. (10)
- Q.3** State and Explain the Meaning, Types and Merits of Preference Shares. (10)
- Q.4** Define the term 'Working Capital'. Explain the determinants of working capital. (10)
- Q.5** Write short notes on **ANY TWO** of the following : (10)
- a) Operating Cycle
 - b) Wealth Maximization Objective
 - c) Public Deposits

SECTION - II

- Q.6** Neeraj Ltd., has currently under consideration a project costing Rs. 1,20,000, which is expected to yield the following cash inflows over the life of the project. (15)

Year	Cash Inflows Rs.
1	30,000
2	40,000
3	60,000
4	40,000

You are required to calculate:

- i) Net Present Value @ 10% discount rate
- ii) Profitability Index @10% discount rate
- iii) Internal Rate of Return for the project

Note : Discount Factor @ 10 % discount rate:

Year	1	2	3	4
Discount Factor	0.909	0.826	0.751	0.683

P.T.O.

- Q.7 Following information is taken from the records of a hypothetical company: (15)

Installed capacity	1,000 Units
Operating capacity	800 Units
Selling price per unit	Rs. 10
Variable cost per unit	Rs. 7

Calculate the Operating Leverage under the following situations:

Fixed cost:	Rs.
Situation : A	800
Situation : B	1,200
Situation : C	1,500

- Q.8 What is the meaning of 'Dividend Policy'? Explain the factors affecting Dividend Decision. (15)

* * * * *

021222-e-ion-kolhapur

.....
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-III : WINTER- 2022
SUBJECT : ENTREPRENEURSHIP DEVELOPMENT

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 5/12/2022

W-18827-2022

Max. Marks : 60

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 the concept of Entrepreneurship and state the role of Entrepreneurs in nation building. **(10)**
- Q.2** Discuss the process of innovation along with the help of suitable examples. **(10)**
- Q.3** State and discuss the idea generation techniques. **(10)**
- Q.4** What is the meaning of feasibility study? Why it is important to carry out the feasibility study? **(10)**
- Q.5** Explain the concept of franchising. State the its advantages and disadvantages. **(10)**
- Q.6** Write short notes on any **TWO** of the following: **(10)**
- a) Women entrepreneurs
 - b) Factors influencing entrepreneurship
 - c) Support of government for start- ups

SECTION-II

- Q.7** What are the types of entrepreneurs? **(10)**
- Q.8** Prepare a Business Plan for 'Product/ Service' of your choice. **(10)**
- Q.9** Explain the various forms of Ownership. **(10)**

* * * *