

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-III :SUMMER : 2023
SUBJECT : ORGANIZATIONAL BEHAVIOUR

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 2/5/2023

S-18824-2023

Max. Marks : 60

N. B. :

- 1) Attempt **ANY THREE** questions from Section – **I** and attempt **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 is Organisational Behaviour? Explain the need and importance of the study of Organisational Behaviour. **(10)**
- Q. 2** Describe Myer-Brigg's Type Indicator (MBTI) in detail. **(10)**
- Q. 3** Discuss 5 levels of human needs explained by Abraham Maslow. **(10)**
- Q. 4** Classify various types of groups and their purpose. **(10)**
- Q. 5** Define culture? Explain the function of culture in organisational effectiveness. **(10)**
- Q. 6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Group size
 - b) Job satisfaction
 - c) Communication process

SECTION – II

- Q. 7** Your team member is diagnosed with High blood pressure due to work stress. Suggest some Stress Management techniques to reduce his high blood pressure. **(15)**
- Q. 8** "Organisational conflict is a state of disagreement or misunderstanding between members". Justify. **(15)**
- Q. 9** "A leader is honest and focused towards goals". Explain your views. **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-III :SUMMER : 2023

SUBJECT : PRINCIPLES OF MARKETING

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 4/5/2023

S-18825-2023

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.
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SECTION-I

- Q.1** Describe core concept of marketing. And differentiate between marketing and selling on different bases. **(12)**
- Q.2** Define segmentation. Explain various ways of segmenting consumer markets. **(12)**
- Q.3** What is marketing research? State various methods of data collection for marketing research. **(12)**
- Q.4** Explain the product life cycle (PLC) and discuss the various strategies a marketer needs to observe at every stage. **(12)**
- Q.5** Write short note on **ANY TWO** of the following: **(12)**
- a) Publicity and Public Relations
 - b) Role of marketing manager
 - c) Digital Marketing

SECTION-II

- Q.6** Describe the factors that an organization should consider while setting price of their products. **(12)**
- Q.7** 'Customer Feedback is always scope of improvement for an organization', keeping this in mind prepare a questionnaire to collect the feedback of customers visiting five star hotel in your town. **(12)**
- Q.8** What do you mean by channel conflict? What kinds of conflict occurs in distribution channel? **(12)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-III :SUMMER : 2023
SUBJECT : INTRODUCTION TO FINANCIAL MANAGEMENT

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 8/5/2023

S-18826-2023

Max. Marks : 60

N. B. :

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

SECTION – I

- Q. 1** Define 'Finance' and explain the nature and scope of finance functions. **(10)**
- Q. 2** Elucidate 'Public Deposits' as an important source of corporate finance with its merits and demerits. **(10)**
- Q. 3** Discuss the meaning and importance of Capital Budgeting. **(10)**
- Q. 4** Explain the meaning of the term 'Capital Structure' and describe the factors to be considered while framing the capital structure of an organization. **(10)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Importance of Cost of Capital
 - b) Dividend Decision
 - c) Organisation of Finance Function

SECTION – II

- Q. 6** Find out the working capital requirement from the following information: **(15)**

Production during the year	60,000 units
Selling Price	Rs. 5 per unit
Raw Material	60 %
Wages	10 %
Overheads	20 %
Raw Material Storage	2 months
Work in Process Storage Period	3 months
Finished goods storage period	3 months
Credit allowed by Suppliers	2 months
Credit allowed to Customers	3 months
Minimum cash balance desired	Rs. 20,000
Wages and overheads payment	1 month

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 (Rs.)	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** The following figures relate to two companies: (15)

Particulars	P Ltd. (Rs. In lakhs)	Q Ltd. (Rs. In lakhs)
Sales	500	1000
Variable costs	<u>200</u>	<u>300</u>
Contribution	300	700
Fixed costs	<u>150</u>	<u>400</u>
	150	300
Interest	<u>50</u>	<u>100</u>
Profit before tax	<u>100</u>	<u>200</u>

You are required to calculate the following for both the companies:

- Financial Leverage
- Operating Leverage
- Combined Leverage

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-III :SUMMER : 2023

SUBJECT : ENTREPRENEURSHIP DEVELOPMENT

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 11/5/2023

S-18827-2023

Max. Marks : 60

N. B.

- 1) Attempt any **THREE** questions from section – I and attempt any **TWO** questions from section – II
- 2) Answer to both the sections to be written in the **SAME** answer book
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q. 1** Define the term entrepreneur and explain the qualities of an entrepreneur. **(10)**
- Q. 2** List and explain the differentiating points between an entrepreneur and a manager. **(10)**
- Q. 3** Explain the process of innovation with a suitable example. **(10)**
- Q. 4** Briefly explain various sources of entrepreneurial finance? **(10)**
- Q. 5** Write short notes on any **TWO**: **(10)**
- a) National Small Industries Corporation
 - b) Advantages and disadvantages of franchising
 - c) Challenges faced by women entrepreneurs

SECTION-II

- Q. 6** Explain the structure of a family business. Discuss the advantages of a family business **(15)**
- Q. 7** What is a business plan? Explain the structure of a business plan. **(15)**
- Q. 8** Explain the various business idea generation techniques. Briefly write about one business idea that you have identified in your city. **(15)**

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