

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : ORGANIZATIONAL BEHAVIOUR

Day : Tuesday

Date : 24-05-2022

S-18824-2022

Time : 02:00 PM-05:00 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 sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is Organizational Behaviour? Explain the importance and scope of the study of Organizational Behaviour. [10]
- Q.2** What is Perception? What kind of different perceptual errors can occur in perceiving others? [10]
- Q.3** How are the groups formed? Explain types of groups. [10]
- Q.4** State the meaning of culture. Discuss the role of culture in an organization. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Sources of attitudes
 - b) Leadership styles
 - c) Autocratic model of Organizational Behaviour

SECTION – II

- Q.6** You have noticed that your friend is always in hurry and unable to complete the targets given to him on work. Explain to him, what are different causes and consequences of work stress. [15]
- Q.7** You are a sales team leader. Recently you have observed that there is a drop in sales revenue. What steps you would take to motivate your team to perform better? [15]
- Q.8** “Personality is sum total of physical and mental attributes”. Discuss. [15]

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : PRINCIPLES OF MARKETING

Day : Thursday
Date : 26-05-2022

S-18825-2022

Time : 02:00 PM-05:00 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.
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SECTION-I

- Q.1** Differentiate between Marketing and Selling. (12)
- Q.2** What are the different bases for segmenting consumer Market? (12)
- Q.3** Discuss different methods of data collection for marketing research. (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) Public relation
 - b) Green Marketing
 - c) Wholesalers and Retailers

SECTION-II

- Q.6** Discuss factors influencing in selection of distribution channel. (12)
- Q.7** ‘Packaging is silent Salesman’. Comment. (12)
- Q.8** ‘Marketing helps in generating employment opportunities’. Discuss various opportunities in marketing department. (12)

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : INTRODUCTION TO FINANCIAL MANAGEMENT

Day : Saturday
Date : 28-05-2022

S-18826-2022

Time : 02:00 PM-05:00 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) Both the sections should be written in **SAME** answer books.

SECTION - I

- Q.1** Describe the role of Finance Manager in globalized environment in detail. **(10)**
- Q.2** State and explain the meaning, types and merits of Debentures. **(10)**
- Q.3** Elaborate the factors to be considered while framing the Capital Structure of an Organization. **(10)**
- Q.4** Define the term 'Working Capital'. Explain in detail the various sources of financing working capital. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following : **(10)**
- a) Operating Leverage and Financial Leverage
 - b) Types of Preference Shares
 - c) Time Value of Money

SECTION - II

- Q.6** Suraj Ltd., is considering a project for an investment. Following details are available about the project. **(15)**

Year	Cash flows Rs.
0	44,00,000
1	20,75,000
2	18,50,000
3	14,80,000
4	18,30,000
5	16,30,000

Calculate :

- i) Pay Back Period
 - ii) Net Present Value @ 10% discount rate
 - iii) Profitability Index @ 10% discount rate
- 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 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 Explain the determinants of Working Capital and describe the “Operating Cycle” with a suitable diagram. **(15)**

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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : ENTREPRENEURSHIP DEVELOPMENT

Day : Tuesday
Date : 31-05-2022

S-18827-2022

Time : 02:00 PM-05:00 PM
Max. Marks : 60

N. B. :

- 1) Attempt **ANY THREE** questions from Section – I.
 - 2) Attempt **ANY TWO** questions from Section – II.
 - 3) Figures to the right indicate **FULL** marks.
 - 4) Answers to both the sections should be written in **SAME** answer book.
 - 5) Draw neat and labelled diagrams **WHEREVER** necessary.
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SECTION – I

- Q. 1** Discuss the following: (12)
- a) Growth of Entrepreneurship in India.
 - b) Role of Entrepreneurship in Economic Development.
- Q. 2** Explain the Entrepreneurial opportunities in India. Describe the identification and selection of Business opportunity. (12)
- Q. 3** What is a Business Plan? Discuss the significance and contents of a Business Plan. (12)
- Q. 4** Explain the types of Finance in Entrepreneurship. Describe venture capital. (12)
- Q. 5** Write short notes on **ANY THREE** of the following: (12)
- a) Role of EDP(Entrepreneurship Development Program) in helping an individual to become an Entrepreneur
 - b) Entrepreneurship promotion schemes by Government
 - c) Qualities of an Entrepreneur
 - d) Women Entrepreneurship in India
 - e) Elevator Pitch

SECTION – II

- Q. 6** Discuss the role of support agencies in entrepreneurship. Describe the functions of the following: District Industry Centre and National Small Industry Corporation. (12)
- Q. 7** What are various forms of ownership? Explain with suitable examples. (12)
- Q. 8** Elaborate the concept of family business along with its structure. (12)

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