

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**

**B.B.A. Sem-III : WINTER : 2023**

**SUBJECT : MARKETING MANAGEMENT**

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 29-11-2023

**W-26180-2023**

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 the **SAME** answer book.

**SECTION-I**

- Q.1** Distinguish between Marketing and Selling. (15)
- Q.2** Which are the different product line decision used by marketers for furthering the company's business interests? Illustrate with suitable examples. (15)
- Q.3** Illustrate the need and importance of marketing research in the light of current business scenario and list the steps involved in its process. (15)
- Q.4** What are the different bases used for segmenting a consumer market? Explain with suitable examples. (15)
- Q.5** How would you explain the product life cycle (PLC) stages and its influence on the marketing mix decisions? (15)
- Q.6** Write short note on **ANY THREE** of the following: (15)
- a) Core concepts of marketing
  - b) Factors to be considered for the selection of channel members
  - c) Objectives of pricing
  - d) 5 Ms of advertising

**SECTION-II**

- Q.7** A renowned electronic brand has recently added a wireless charging pads in its product line and approached you for its positioning. The product is targeted at young population aged between 18 to 30 years and it is priced at Rs. 1,200. The company enjoys a market leadership position in its other product lines. Which positioning strategies would you suggest for this product? Explain. (20)
- Q.8** A multinational FMCG company known for its confectionery products, is planning to launch a new brand of 'Chewing gum' in Indian markets. Chewing gum will be available nationwide in orange, mint and strawberry flavour. How would you promote this product in the Indian market? State your assumptions clearly, if any. (20)
- Q.9** What could be the sales promotion objectives for the following products/ services? Justify. (20)
- i) A newly introduced holiday resort situated in the state of Meghalaya.
  - ii) A retail store facing fierce competition in the market.

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-III : WINTER : 2023**  
**SUBJECT : ORGANIZATIONAL BEHAVIOR**

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 23-11-2023

**W-26181-2023**

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** Define Organisational Behaviour (OB). Explain how the concept of OB has evolved over time. [15]
- Q.2** Elaborate the process of perception. Provide examples. [15]
- Q.3** Explain the concept of Job Satisfaction. What different factors influence the employee job satisfaction? [15]
- Q.4** What is meant by 'group'? Explain key stages that groups go through during their development. [15]
- Q.5** Describe the term 'stress'. What are the common causes of stress? [15]
- Q.6** Write short note on **ANY TWO** of the following: [15]
- a) BIG-FIVE personality traits
  - b) Components of Attitudes
  - c) Autocratic model of OB

**SECTION – II**

- Q.7** Elaborate on how you will use the findings of Ohio state studies in terms of initiating structure and consideration to approach the leadership styles. [20]
- Q.8** How will you use the foundations of Maslow's need hierarchy for motivating middle level managers? [20]
- Q.9** "Conflict is inevitable" - If it is so, explain various strategies one should employ for conflict resolution. [20]

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-III : WINTER : 2023**  
**SUBJECT : PRODUCTION & INVENTORY MANAGEMENT**

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 25-11-2023

**W-26182-2023**

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 sections should be written in **SAME** answer book.

**SECTION - I**

- Q.1** What are Production Management? Explain production functions. **(15)**
- Q.2** What is Inventory Management? Describe different techniques of inventory control. **(15)**
- Q.3** Explain classification of Production Systems. **(15)**
- Q.4** Describe objectives of Production Planning and Control. **(15)**
- Q.5** Discuss features of Total Quality Management. **(15)**
- Q.6** Write short notes on any **THREE** of the following : **(15)**
- a) Job sequencing
  - b) Plant layout
  - c) Supply chain management
  - d) JIT ( Just – in - Time)

**SECTION - II**

- Q.7** Monthly consumption of an item 300 units. The price per unit is Rs. 10/- Inventory carrying cost is 18% and ordering cost is Rs. 36 per order. Determine i) Economic Order Quantity ii) No of orders per year iii) Frequency of orders **(20)**
- Q.8** Explain factors affecting plant location decision (**ANY TWO**) **(20)**
- i) Sugar factory
  - ii) Chemical industry
  - iii) Hospital
- Q.9** Discuss the difference between Production and Service Operations. **(20)**

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**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**B.B.A. Sem-III : WINTER : 2023**  
**SUBJECT : HUMAN RESOURCE MANAGEMENT**

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 27-11-2023

**W-26183-2023**

Max. Marks : 100

**N.B.**

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

**SECTION – I**

- Q.1** What is the role of human resource management in the organization? **(10)**
- Q.2** What steps are involved in the manpower planning process? **(10)**
- Q.3** How can an organization ensure a fair and unbiased selection process? **(10)**
- Q.4** What are the key components of a compensation package? **(10)**
- Q.5** What are the different methods and approaches to employee training and development? **(10)**
- Q.6** Write note on **ANY TWO** of the following: **(10)**
- a) Career Planning
  - b) Cost to company( CTC)
  - c) Outsourcing

**SECTION – II**

- Q.7** Write a detailed note on qualities of good human resource manager. **(20)**
- Q.8** Prepare a report on advantages and disadvantages of outsourcing of recruitment and selection activities of your organization. **(20)**
- Q.9** As a HR Executives of a newly started chemical company, design an induction and safety training program for newly recruited production department employees. **(20)**

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