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B.B.A. (Semester - I) (New) (NEP CBCS) Examination: March/April - 2025
General English (ENG-101)

Day & Date: Wednesday, 30-April-2025
 Time: 09:00 AM To 10:30 AM

Max. Marks: 30

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 A) Multiple Choice Questions. 04

- 1) _____ is the best strategy for vocabulary building.
 - a) Memorizing a list of words
 - b) Reading regularly and learning new words in context
 - c) Using a dictionary frequently
 - d) Writing down difficult words only
- 2) Which punctuation mark is used to indicate a direct quotation?
 - a) Period
 - b) Comma
 - c) Exclamation mark
 - d) Quotation marks
- 3) Choose the sentence that contains a misplaced modifier _____.
 - a) Running through the park, the rain started to fall.
 - b) The teacher explained the lesson clearly.
 - c) He saw a man with a telescope.
 - d) She passed the test with flying colors.
- 4) Which of the following is a key aspect of effective pronunciation in English?
 - a) Speaking as quickly as possible.
 - b) Stressing syllables according to their position in a word.
 - c) Avoiding pauses during speech.
 - d) Using only formal vocabulary in every situation.

B) True or False. 02

- 1) Learning vocabulary through context is less effective than memorizing words without context.
- 2) Misplaced modifiers are grammatical errors that do not affect sentence clarity.

Q.2 Short Answers Questions. 06

- a) Using a Dictionary and Thesaurus for Vocabulary Enhancement.
- b) Subject-Verb Agreement

Q.3 Short Notes. **06**
The Importance of Coherence in Writing.

Q.4 Attempt any one of the following. **06**

a) Elaborate on the importance of sentence structures and the use of phrases and clauses in constructing meaningful sentences.

OR

b) Describe the various types of writing such as describing, defining, classifying, and providing examples or evidence.

Q.5 Attempt any one of the following. **06**

a) Explain the benefits of using word roots, prefixes, and suffixes in building vocabulary.

OR

b) Discuss the significance of writing practices in improving writing skills.

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B.B.A. (Semester - I) (New) (NEP CBCS) Examination: March/April - 2025
Indian Knowledge System / General IKS (G09-IKS)

Day & Date: Friday, 02-May-2025
Time: 09:00 AM To 10:30 AM

Max. Marks: 30

Instructions: 1) All questions are compulsory.
2) Figure to right indicate full marks.

Q.1 A) Multiple Choice Questions.

04

- Multiple choice questions:**
- 1) _____ organs is primarily responsible for pumping blood throughout the body.
a) Brain b) Stomach
c) Heart d) Lungs
 - 2) _____ system is responsible for sending signals between the brain and the rest of the body.
a) Digestive system b) Endocrine system
c) Nervous system d) Respiratory system
 - 3) Which of the following is an essential component of a balanced health regimen?
a) Regular physical activity
b) Skipping meals to lose weight
c) Consuming high-fat foods regularly
d) Lack of sleep
 - 4) In yoga, what is the practice of controlling the breath called _____.
a) Asana b) Pranayama
c) Meditation d) Mantra

B) True or False.

02

- 1) Ayurveda provides knowledge of life, health, and treatment aspects, emphasizing the influence of Pancha Maha Bhuta on the internal environment of the human body.
- 2) The principles of Samanya and Vishesha are only applicable in clinical treatments and have no relevance in everyday life.

Q.2 Short Notes/ Short Answer.

06

- a)** Pancha Maha Bhuta (Five Elements)
b) Mind Body connection

Q.3 Attempt the following question. 06

The Role of Meditation and Yoga in Indian Psychology

Q.4 Attempt any ONE of the following. 06

a) Explain the concept of a health regimen and discuss its key components.

OR

b) Explain the concept of Yoga, its origins, and its various forms in details.

Q.5 Attempt any ONE of the following. 06

a) How do emotional states, mental conditions, and physical health influence each other?

OR

b) Explain the structure and functions of the human body.

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B.B.A. (Semester - I) (New) (NEP CBCS) Examination: March/April - 2025
Constitution of India/Indian Constitution and Democracy (ICD)

Day & Date: Saturday, 03-May-2025
 Time: 09:00 AM To 10:30 AM

Max. Marks: 30

Instructions: 1) All questions are compulsory.
 2) Figure to right indicate full marks.

Q.1 A) Multiple Choice Questions. 04

- 1) Chairman of the constituent assembly was _____
 a) Dr. Rajendra Prasad b) Dr. B. R. Ambedkar
 c) Mr. Savarkar d) Acharya Kruplani
- 2) Who is called The Father of Indian Constitution _____
 a) Mahatma Gandhi b) Pandit Nehru
 c) Dr. Bhimrao Ambedkar d) None of above
- 3) Article 370 of Constitution was related to which state?
 a) Tamil Nadu b) Gujrat
 c) The Jammu and Kashmir d) Maharashtra
- 4) Who is the chairman of the Rajya Sabha?
 a) The Governor
 b) The Vice-President of India
 c) The Speaker of Loksabha
 d) Prime Minister

B) State true or False. 02

- 1) The maximum life of an ordinance can be one year.
- 2) The Prime Minister of India is the Head of Council of Minister of Central Government.

Q.2 Answer the following. 06

- a) What are the Fundamental Duties.
- b) What is significance of Fundamental Duties?

Q.3 Attempt the following question. 06

Explain in detail Fundamental Rights.

Q.4 Attempt the following. (Any One) 06

- a) Write detail note on cryptocurrency.
- b) Constitution of India

Q.5 Attempt any one of the following.

06

- a)** Write a detailed note Right to Education.
- b)** Explain Indian democracy and its features.

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B.B.A. (Semester - I) (New) (NEP CBCS) Examination: March/April - 2025
Principles and Practices of Management (G09-0101)

Day & Date: Tuesday, 06-May-2025
 Time: 12:00 PM To 02:30 PM

Max. Marks: 60

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 A) Multiple choice questions.**08**

- 1) The last need in Need Hierarchy Theory is _____.
 a) Self-Actualization b) Safety
 c) Social d) Esteem
- 2) Which of the following management functions are closely related?
 a) Planning and organizing b) Staffing and control
 c) Planning and control d) Planning and staffing
- 3) _____ is deciding in advance what is to be done.
 a) Planning b) Organizing
 c) Staffing d) Performance Appraisal
- 4) Luther Gullik classifies the function of Management as _____.
 a) POSDCORA b) POSTCARD
 c) POSDCORB d) POSDORBC
- 5) What is the term used to define the number of subordinates directly controlled by a manager?
 a) Division Management b) Span of Management
 c) Departmentation d) Investment plan
- 6) _____ is the process by which managers assure that resources obtained and used effectively and in the accomplishment of an organization Objective.
 a) Motivation b) Controlling
 c) Staffing d) None of These
- 7) The element that aims at integrating group efforts to achieve group objectives is called _____.
 a) Cooperation b) Coordination
 c) Management d) Directing
- 8) Which of the following functions or activities requires recruiting and placing qualified personnel needed for the organization so that it may achieve its objective?
 a) Planning b) Staffing
 c) Organizing d) Controlling

B) True/False. 04

- 1) Henri Fayol identified five functions of managers: planning, organizing, commanding, coordinating, and controlling.
- 2) Principles of Scientific Management was written by Frederick Winslow Taylor.
- 3) Management is a science, an art and a profession.
- 4) Planning precedes controlling and controlling succeeds planning.

Q.2 Write short note. 12

- a) Level of Management
- b) Delegation of Authority
- c) Trait Theory of Leadership
- d) Types of Control

Q.3 Write short note. 12

- a) McGregor's theory x & theory y
- b) Management as a science and an art

Q.4 Answer the following (Any One) 12

- a) What is Motivation? Explain the Maslow's Hierarchy Need Theory of Motivation.

OR

- b) Define Planning. Explain the steps in Planning Process.

Q.5 Answer the following (Any One) 12

- a) Define Management. Explain the function of Management in detail.

OR

- b) Explain Corporate social responsibility.

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B.B.A. (Semester - I) (New) (NEP CBCS) Examination: March/April - 2025
Business Communication - I (G09-0102)

Day & Date: Thursday, 08-May-2025
Time: 12:00 PM To 01:30 PM

Max. Marks: 30

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 A) Multiple Choice Questions. 04

- 1) _____ is the primary purpose of communication in an organization.
 - a) To share personal opinions
 - b) To create and exchange information among employees
 - c) To promote products
 - d) To ensure the organization is making a profit
- 2) The "C" in the 7Cs of communication that refers to the clarity of the message is known as: _____
 - a) Conciseness
 - b) Correctness
 - c) Clarity
 - d) Completeness
- 3) _____ of the following is an example of a non-verbal communication channel.
 - a) Email
 - b) Telephone call
 - c) Facial expressions
 - d) Written report
- 4) When writing a request letter to a stakeholder, _____ of the following should be included first.
 - a) Explanation of the request
 - b) A greeting and introduction
 - c) The recipient's name and position
 - d) A call to action

B) Fill in the blanks/True or false. 02

- a) A formal business letter should always include a casual tone to make the communication feel friendly and approachable.
- b) A formal business letter should be concise and to the point, without excessive detail or unnecessary information.

Q.2 Answer the following (Short note/Short Answer) 06

- a) E-meaning
- b) Informal communication

- Q.3 Short notes** **06**
7Cs of Communication
- Q.4 Attempt any one of the following.** **06**
a) Define Communication? Explain Barriers in communication in details.
OR
b) Write a letter for job Application with Resume.
- Q.5 Attempt any one of the following** **06**
a) Discuss the role of social media in digital communication for both individuals and organizations.
OR
b) Explain the challenges and strategies for managing team communication.

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B.B.A. (Semester - I) (New) (NEP CBCS) Examination: March/April - 2025
Financial Accounting (G09-0103)

Day & Date: Saturday, 10-May-2025
Time: 12:00 PM To 02:30 PM

Max. Marks: 60

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 A) Multiple Choice questions.

08

- 1) What does the accounting equation state?
 - a) Assets = Liabilities + Capital
 - b) Revenue = Expenditure + Profit
 - c) Income = Assets + Liabilities
 - d) Liabilities = Income + Expenditure
- 2) The balance sheet provides information about _____.
 - a) Cash inflows and outflows
 - b) Financial position at a specific point in time
 - c) Profit earned during a year
 - d) The volume of sales
- 3) The book of accounts is used for recording daily transactions in chronological order is _____.
 - a) Ledger
 - b) Trial balance
 - c) Journal
 - d) Balance sheet
- 4) The main purpose of GST transactions in accounting is _____.
 - a) To calculate depreciation
 - b) To record tax payable on goods and services
 - c) To reconcile inventory
 - d) To prepare the trial balance
- 5) The _____ column of the Journal is not recorded at the time of journalising.
 - a) Date
 - b) Particulars
 - c) Ledger Folio
 - d) Amount
- 6) _____ is not a type of share capital.
 - a) Authorized capital
 - b) Issued capital
 - c) Gross capital
 - d) Paid-up capital

- 7) _____ is the format of the balance sheet as per the Companies Act, 2013.
- a) Horizontal only
 - b) Vertical only
 - c) Either horizontal or vertical
 - d) None of the above
- 8) Debit balance of Trading Account means _____.
- a) Gross Loss
 - b) Net Loss
 - c) Net Profit
 - d) Gross Profit

B) State the True OR False.

04

- 1) Stakeholders do not use accounting information.
- 2) Trial balance ensures the accuracy of recorded transactions.
- 3) Accounting concepts and conventions are part of the fundamentals of accounting.
- 4) Sole trading concerns do not require balance sheets.

Q.2 Write Short Notes.

12

- Explain three golden rules of Accounts.
- Trial Balance
- Stakeholder using Accounting Information
- Accounting Standards in India

Q.3 Answer the following.

12

- a)** Show the accounting equation for the following transactions.
- i) Ajay started business with cash Rs. 50,000.
 - ii) Purchased goods from Vijay on credit Rs. 10,000.
 - iii) Sold goods to Sanjay on credit Rs. 20,000.
 - iv) Received Dividend Rs. 500.
 - v) Paid for Advertisement Rs. 500.
- b)** Classify the following accounts under Capital, Assets, Liabilities, Income and Expenditure.
- 1) Prepaid Rent
 - 2) Salary A/c
 - 3) Bank Loan A/c
 - 4) Motor Car A/c
 - 5) Rent Payable A/c
 - 6) Bad Debts A/c
 - 7) Copyright A/c
 - 8) Premises A/c
 - 9) Audit Fees A/c
 - 10) Insurance Premium A/c
 - 11) Interest Received A/c
 - 12) Dividend Received A/c

Q.4 Attempt any one of the following.**12**

- a) Journalise the following transactions in the books of Anand General Merchants.

2019, April

- 1 Mr. Anand started business with cash Rs. 60,000.
- 5 Purchased goods for cash Rs. 30,000.
- 7 Sold goods of Rs. 10,000 to Suresh.
- 9 Deposited cash into SBI of Rs. 5,000.
- 13 Purchased Furniture from Mr. Govind on credit Rs. 30,000.
- 15 Paid for Rent Rs. 3000 and paid by debit card.
- 21 Purchased goods from Urmila on credit Rs. 70,000.
- 27 Paid for Transport Rs. 1,000 to United Transport.
- 30 Received interest Rs. 750.

OR

- b) Explain the Branches of Accounting.

Q.5 Attempt any one of the following.**12**

- a) Explain the Accounting Concepts and Conventions.

OR

- b) From the following Trial Balance of Mangesh Traders you are required to prepare Trading and Profit and Loss Account for the year ended 31st March, 2022 and Balance Sheet as on that date.

Trial Balance as on 31st March, 2022

Particulars	Debit (Rs.)	Credit (Rs.)
Opening Stock	32,750	
Purchases	55,000	
Sales		89,500
Purchases Returns		2,630
Sales Returns	4,480	
Royalties	4,000	
Wages & Salaries	8,000	
Office Salaries	11,000	
Bills Receivable	19,250	
Bills Payable		12,500
Office Equipments	20,000	
Motor Van	30,400	
Plant and Machinery	25,000	
Bad Debts	2,500	
Advertisement	6,000	
Cash in Hand	5,000	
Sundry Debtors	31,250	
Reserve for Bad debts		1,000
Sundry Creditors		24,000
Capital		1,25,000
	2,54,630	2,54,630

Adjustments:

- 1) Closing Stock on 31st March, 2022 was valued at cost price Rs.19,000, Market price Rs. 20,000
- 2) Office Salaries outstanding Rs. 1,000
- 3) Prepaid Wages Rs. 1,000
- 4) Provide depreciation @ 5%, 10% and 15% on Office Equipment, Motor Van and Plant and Machinery respectively.

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B.B.A. (Semester - I) (New) (NEP CBCS) Examination: March/April - 2025
Business Statistics and Logic (G09-0104)

Day & Date: Tuesday, 13-May-2025
 Time: 12:00 PM To 02:30 PM

Max. Marks: 60

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 A) Choose correct alternative: **08**

- 1) _____ is a measure of central tendency.
 - a) Range
 - b) Mean
 - c) Variance
 - d) Standard deviation
- 2) _____ is the most commonly used measure of dispersion.
 - a) Range
 - b) Standard deviation
 - c) Variance
 - d) Interquartile range
- 3) In a normal distribution, the skewness value is typically _____.
 - a) Negative
 - b) Undefined
 - c) Positive
 - d) Zero
- 4) _____ value of Karl Pearson's correlation coefficient indicates a perfect positive correlation.
 - a) 1
 - b) -1
 - c) 0
 - d) Undefined
- 5) Mode of the series 4, 7, 5, 4, 8, 3, 7, 4, 6 is _____.
 - a) 5
 - b) 3
 - c) 4
 - d) 7
- 6) What is the probability of drawing a red card from a standard deck of 52 playing cards?
 - a) $\frac{1}{2}$
 - b) $\frac{1}{4}$
 - c) $\frac{1}{13}$
 - d) $\frac{1}{26}$
- 7) In a coding-decoding puzzle, if "DOG" is coded as "EPH," how is "CAT" coded?
 - a) DBU
 - b) DBV
 - c) DCS
 - d) DBS
- 8) Which of the following is the next term in the sequence: 1, 4, 9, 16, _____?
 - a) 20
 - b) 25
 - c) 22
 - d) 30

B) State True or False:**04**

- 1) The range is a measure of central tendency.
- 2) Correlation measures the strength and direction of a linear relationship between two variables.
- 3) If two events are mutually exclusive, they cannot occur at the same time.
- 4) If P is the brother of Q, and R is the father of Q, then P is the nephew of R.

Q.2 Answer the following. (Any Three)**12**

- a) In a class, the following scores were recorded for a test: 45, 55, 60, 70, 80, and 90. Calculate the mean score for the test.
- b) The following data represents the ages of a group of students: 12, 15, 19, 22, 25, 27, 30, 34. Calculate the range of the ages.
- c) Explain the concept of scatter diagram
- d) In a family, there are six members: A, B, C, D, E, and F.

- A is the father of B.
- C is the mother of B.
- D is the brother of B.
- E is the sister of C.
- F is the daughter of A.

Answer the following questions:

- i) What is the relation of C to D?
- ii) What is the relation of E to B?
- iii) How is F related to C?

Q.3 Attempt the following. (Any One)**12**

- a) The following table shows the number of hours spent on homework by 20 students in a week:

Hours (X)	1	2	3	4	5
Frequency (f)	3	5	7	4	1

- i) Calculate the mean number of hours spent on homework.
 - ii) Find the median number of hours spent on homework.
 - ii) Determine the mode of the number of hours spent on homework.
- b) Explain Kurtosis & its Importance.

Q.4 Attempt the following questions (Any One)**12**

- a) The following table shows the weekly income of workers in a factory. The data is grouped into class intervals.

Weekly Income (in thousand)	10-20	20-30	30-40	40-50	50-60
Frequency (f)	5	8	10	6	3

Calculate Mean, Median & mode weekly income of workers.

OR

- b) Define classification and tabulation of data and discuss the different types of classification of data.

Q.5 Attempt the following questions. (Any One)

12

- a) Calculate Karl Pearson's Coefficient of Correlation between X and Y, where the data is given as:

(X)	12	14	16	18	20	22	24	26
(Y)	5	7	9	11	13	15	17	19

OR

- b) The following table gives the distribution of marks obtained by 40 students in a test. Calculate the mean, standard deviation, and coefficient of variation.

Class Interval	0-10	10-20	20-30	30-40	40-50
Frequency (f)	5	8	12	7	8

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B.B.A.(Semester - II) (New) (NEP CBCS) Examination: March/April - 2025
Media Literacy and Critical Thinking (G09-0205)

Day & Date: Wednesday, 14-May-2025
 Time: 09:00 AM To 10:30 AM

Max. Marks: 30

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 A) Multiple Choice Questions (1 mark each) 04

- 1) Media literacy means: _____.
 - a) Reading books only
 - b) Understanding media messages
 - c) Making videos
 - d) Watching TV
- 2) An example of digital media is: _____.
 - a) Newspaper
 - b) Radio
 - c) Mobile app
 - d) Chalkboard
- 3) Which of these is a visual media tool?
 - a) Speaker
 - b) Photo
 - c) Microphone
 - d) Song
- 4) Responsible use of media includes: _____.
 - a) Sharing without checking
 - b) Checking before forwarding
 - c) Ignoring messages
 - d) Posting anything

B) True or False 02

- 1) Media helps people learn about current events.
- 2) Social media is only used for chatting.

Q.2 Short Answer 06

- a) Define media with two examples.
- b) What are the three main types of media?

Q.3 Short Answer 06

Write any three ways people use media in daily life.

Q.4 Long Answer 06

- a) Explain the different types of media with examples.
- OR**
- b) Write a note on how media influences people's behavior.

Q.5 Long Answer

06

a) What is digital media? Write three uses of it.

OR

b) How can people use media responsibly?

Day & Date: Thursday, 15-May-2025
Time: 09:00 AM To 10:30 AM

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

1) The Environment Day is celebrated on _____.

a) 5 th Jan	b) 5 th June
c) 7 th Oct	d) 10 th Nov

2) _____ is the primary source of energy.

a) Wind	b) Gas
c) Sun energy	d) Plastic

3) Eco mark of our county is _____.

a) Sun	b) Water
c) Earthen Pitcher	d) Ashoka

4) The trees are called as, Earth's _____.

a) Lungs	b) Beli
c) Brain	d) Heart

- 1) The natural world uses resources efficiently, while humans tend to waste more.
- 2) We must conserve the water for our future.

- Write on importance of Forest.
- Write on effects of droughts on environment.

a) What do you think on plastic pollution?
OR
b) Discuss Sound Pollution.

Q.5 Attempt any one of the following (long answer).

06

a) Write in details on Biodiversity.

OR

b) How do you feel about climate change? Do you think it is natural or man-made?

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B.B.A. (Semester - II) (New) (NEP CBCS) Examination: March/April - 2025
Human Behaviour and Organization (G09-0201)

Day & Date: Friday, 16-May-2025
 Time: 12:00 PM To 02:30 PM

Max. Marks: 60

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 A) Multiple Choice Questions:

08

- 1) Cross-cultural management is necessary because of ____
 - a) Decrease in globalization
 - b) Increasing diversity in workplaces
 - c) Focus only on domestic markets
 - d) Standardization of all cultures
- 2) Which of the following is NOT a Big Five personality trait?
 - a) Openness
 - b) Neuroticism
 - c) Intelligence
 - d) Agreeableness
- 3) Which component of attitude relates to how we behave toward something or someone?
 - a) Cognitive
 - b) Affective
 - c) Behavioral
 - d) Emotional
- 4) Groupthink is likely to result in ____
 - a) Better decision-making
 - b) Innovative solutions
 - c) Poor-quality decisions
 - d) High-quality analysis
- 5) Ethical organizational culture primarily focuses on ____
 - a) Profit maximization
 - b) Short-term gains
 - c) Fairness, integrity, and social responsibility
 - d) Power concentration
- 6) Which of the following is a common source of workplace stress?
 - a) Clear communication
 - b) Excessive workload and role ambiguity
 - c) Flexible working hours
 - d) Recognition of achievements
- 7) Organisational Behaviour is the study of ____ in the organisation.
 - a) Human
 - b) Employer
 - c) Human behaviour
 - d) Employees
- 8) Reinforcement Theory of Motivation was developed by ____
 - a) Edwin Locke
 - b) B.F. Skinner
 - c) Frederick Herzberg
 - d) Victor Vroom

B) Write true or false: **04**

- a) Personality is influenced only by heredity and not environment.
- b) In India, group norms are often influenced by societal culture.
- c) Goal-setting Theory claims specific goals improve performance.
- d) All individuals perceive things in the same way.

Q.2 Write short answers. **12**

- 1) Components of Attitudes
- 2) e-teams
- 3) OB models
- 4) Bases of Power

Q.3 Answer the following: **12**

- 1) Explain the Big Five personality types.
- 2) Explain the Types of Teams.

Q.4 Answer the following: (Any One) **12**

- 1) Define Motivation. Explain Self Efficacy theory in detail.

OR

- 2) Explain the Stress and its management in detail.

Q.5 Answer the following: (Any One) **12**

- 1) Define Learning. Explain the Learning theories in detail.

OR

- 2) Define Group. Explain the five-stage model of group development.

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B.B.A. (Semester - II) (New) (NEP CBCS) Examination: March/April - 2025
Marketing Management (G09-0202)

Day & Date: Saturday 17-05-2025
Time: 12:00 PM To 02:30 PM

Max. Marks: 60

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 A) Choose the correct alternative.

08

- 1) Promotion Mix includes _____.
 - a) Advertising and personal selling
 - b) Price Mix
 - c) Product Improvement
 - d) None of these
- 2) _____ is the process of marketing a product or service using the Internet.
 - a) E-Marketing
 - b) Product
 - c) Social Marketing
 - d) None of these
- 3) Which of the following is NOT a recognized basis for segmenting markets.
 - a) Socio – Economic
 - b) Demographic
 - c) Psychographic
 - d) Competitive Position
- 4) Market _____ oriented firms focus on:
 - a) Retailers
 - b) Distributors
 - c) Customers
 - d) Wholesalers
- 5) Product Positioning is about _____.
 - a) Developing a product
 - b) Developing a perception of the product or service
 - c) Product quality decision
 - d) None of these
- 6) Plastic Jar are now a days quite popular for _____.
 - a) Bundling
 - b) Packaging
 - c) Collecting
 - d) Storing
- 7) Market segmentation can be resorted to by means of _____.
 - a) Segmenting by age
 - b) segmenting by income
 - c) Segmenting geographically
 - d) All of these

- 8) The most basic level of a product is called the _____.
a) Core Product b) Central Product
c) Fundamental Product d) Augmented Product**

B) True or False. (One Mark Each)

04

- 1) Marketing plays an essential role in creating customer satisfaction.
A) True B) False
- 2) Making goods or performing services is called marketing.
A) True B) False
- 3) Organizational customers have the technical expertise and both buyers and sellers establish a long-term relationship.
A) True B) False
- 4) New buy is a situation when a new buyer purchases for the first time.
A) True B) False

Q.2 Write Short Notes.

12

- a) Importance of Marketing
- b) Social Marketing
- c) Product Line Decision
- d) Consumer Behavior

Q.3 Write Short Notes.

12

- a) Define Product. Explain the Product Life Cycle strategies.
- b) Explain Digital Marketing.

Q.4 Answer any one of the following.

12

- a) Define Pricing? Explain the pricing methods**
OR
b) Define Segmentation. Explain Basis for Segmenting Consumer Markets.

Q.5 Answer any one of the following.

12

- a) Define Promotion Decisions? Explain Promotional Tools?**
OR
b) Define Marketing? Explain Marketing Environment?

Seat No.	
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B.B.A. (Semester - II) (New) (NEP CBCS) Examination: March/April - 2025
Business Economics (G09-0203)

Day & Date: Monday, 19-May-2025
 Time: 12:00 PM To 02:00 PM

Max. Marks: 60

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.
 3) Net diagrams should be drawn wherever necessary.

Q.1 A) Multiple choice questions.

08

- 1) Business economics is _____ economics in nature.
 - a) Micro
 - b) Macro
 - c) Micro & macro
 - d) None of these
- 2) Which cost increases continuously with the increase in production?
 - a) Average cost
 - b) Marginal cost
 - c) Fixed cost
 - d) Variable cost
- 3) A competition among _____ firms is known as oligopoly market.
 - a) Few
 - b) Large
 - c) Infinite
 - d) Unlimited
- 4) Giffen goods is an exception to the _____.
 - a) Law of demand
 - b) Law of supply
 - c) Law of production
 - d) Law of utility
- 5) The ratio between income and demand is called _____.
 - a) Price elasticity
 - b) Cross elasticity
 - c) Advertisement elasticity
 - d) Income elasticity
- 6) _____ is the king of free market economy.
 - a) Producer
 - b) Consumer
 - c) Seller
 - d) None of these
- 7) Micro and Macro Economics these two terms were first presented by _____.
 - a) Prof. Ragnet Frisch
 - b) Prof. J. M. Keynes
 - c) Prof. Adam Smith
 - d) Prof. Alfred Marshall
- 8) Price income line is also known as _____ line.
 - a) Market
 - b) Product
 - c) Budget
 - d) None of these

- B) State whether the following statement are True or False. 04**
- 1) Opportunity cost is opportunity lost.
 - 2) Law of variable proportion is related in short-run period.
 - 3) In monopoly, there is one firm.
 - 4) Kinked demand in oligopoly market presented by prof. J.M. Keynes.

- Q.2 Answer the following short note. 12**
- a) Law of supply.
 - b) Oligopoly market.
 - c) Law of returns to scale.
 - d) Law of demand.

- Q.3 Answer the following short answer. 12**
- a) Explain the fixed cost & variable cost.
 - b) Explain the features of monopolistic competition.

- Q.4 Long Answer. (Any One) 12**
- a) Explain the law of diminishing marginal utility.
- OR**
- b) Define micro & Macro Economic, explain the importance and problems of Micro economics.

- Q.5 Long Answer. (Any One) 12**
- a) Define elasticity of demand, explain the types of price elasticity of demand?
- OR**
- b) Define national income, explain the concept and methods of National Income?

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B.B.A (Semester - II) (New) (NEP CBCS) Examination: March/April – 2025
Business Communication-II (G09-0206)

Day & Date: Tuesday, 20-May-2025
 Time: 12:00 PM To 01:30 PM

Max. Marks: 30

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 A) Choose the correct alternatives from the options. 04

- 1) _____ is not a component of a formal report.

a) Introduction	b) Body
c) Appendix	d) Hashtags
- 2) What is the full form of BATNA in negotiation?

a) Best Agreement To Negotiate Again
b) Best Alternative To a Negotiated Agreement
c) Better Authority Than Negotiation Agreement
d) Business Agreement Through Negotiation Approach
- 3) _____ is a digital communication tool used in professional settings.

a) Poster	b) Whiteboard
c) Podcast	d) Handwritten note
- 4) In cross-cultural communication, Geert Hofstede is known for his work on _____.

a) Social media trends	b) Negotiation skills
c) Cultural dimensions theory	d) Podcast scripting

B) True or False: 02

- 1) E-mail is a formal medium and should follow professional etiquettes.
- 2) Office memoranda are used for external communication with clients.

Q.2 Answer the following. 06

- a) What are the different types of business reports?
- b) Define oral communication and explain any two media used for it.

Q.3 Attempt the following. 06

Draft a notice for your department regarding an upcoming industrial visit scheduled for students next week.

Q.4 Attempt the following: (Long Answer/Problem) (Any One) 06

a) Explain the concept and structure of a formal business report.

OR

b) What is corporate communication? Explain its types and target segments.

Q.5 Attempt the following: (Long Answer/Problem) (Any One) 06

a) What is cross-cultural communication? Discuss the major challenges and how they can be overcome.

OR

b) What are the do's and don'ts of professional email writing? Discuss email etiquettes in brief.