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Set P

B.B.A. (Semester - II) (New/Old) (CBCS) Examination:
October/November – 2025
Principles of Management – II (BBA0201)

Day & Date: Thursday, 13-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 08

- 1) _____ is the highest level need under Need Hierarchy Theory of Motivation.

a) Physiological need	b) Social Need
c) Self-Esteem Needs	d) Self Actualization Needs
- 2) All decision-making power is centralized in the leader is under _____.

a) autocratic style	b) democratic style
c) free-rein style	d) creative style
- 3) Co-ordination with the customers, suppliers and government is known as _____.

a) vertical co-ordination	b) external co-ordination
c) internal co-ordination	d) horizontal co-ordination
- 4) X theory and Y theory was introduced by _____.

a) Mc Gregor	b) Mc Clelland
c) Abraham Maslow	d) Herzberg
- 5) _____ is exercised during the operation of a programme.

a) Feedforward control	b) Feedback control
c) Concurrent control	d) strategic control
- 6) _____ is a process of stimulating employees to get desired results.

a) Motivation	b) Communication
c) Controlling	d) Planning
- 7) _____ is a Non-financial incentive of motivation.

a) Incentives	b) Appreciation
c) Bonus	d) Stock-option
- 8) _____ is a force that binds all the functions of management.

a) Cooperation	b) Coordination
c) Motivation	d) Controlling

B)	Explain the following concepts.	04
	1) Motivation.	
	2) Coordination.	
Q.2	Write short answers. (Any two)	06
	a) Type of coordination.	
	b) Management Grid.	
	c) Functions of leader.	
Q.3	What is controlling? State and explain the various steps in control process?	10
Q.4	a) Explain Maslow's Need Hierarchy Theory of motivation?	12
	OR	
	b) Define Leadership? Explain in detail the various Leadership styles?	

**B.B.A. (Semester - II) (New/Old) (CBCS) Examination:
October/November - 2025
Business Communication - II (BBA0202)**

Day & Date: Saturday, 15-11-2025
Time: 12:00 PM To 02:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice question.

08

B) Explain the following concepts	04
a) Explain Interview.	
b) Explain Use of Internet for communication.	
Q.2 Write short answers. (Any Two)	06
a) Blogs.	
b) Explain Face to face conversation.	
c) Comment on Video conferencing.	
Q.3 Explain 7C's of Communication.	10
Q.4 Answer any one of the following (Long answer/ problem)	12
a) Explain in detail informal communication.	
b) Explain in detail preparation for group Discussion.	

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B.B.A. (Semester - II) (New/Old) (CBCS) Examination:
October/November - 2025
Accounting for Business – II (BBA0203)

Day & Date: Tuesday, 18-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

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

Q.1 Choose the correct alternative from the following options.

08

- 1) The primary objective of Cost Accounting is _____.
a) Ascertainment Profit b) Maintaining Accounts
c) Ascertainment Cost d) Preparation of Balance Sheet

- 2) Costs are classified as direct and indirect on the basis of _____.
a) Behaviour b) Traceability
c) Function d) Variability

- 3) _____ is Danger level of stock.
a) Below Minimum Level b) Same as Re-order Level
c) Above Maximum Level d) None of these

- 4) In FIFO method, material issues are valued at _____.
a) Last purchase price b) Average purchase price
c) First purchase price d) Standard cost

- 5) _____ is related to Halsey Plan.
a) Material Costing b) Overhead Absorption
c) Labour Remuneration d) Marginal Costing

- 6) Overheads are absorbed by using _____.
a) Cost Centre Method b) Predetermined Rate
c) Cost Unit Method d) Contribution Method

- 7) Contribution is calculated as _____.
a) Sales - Fixed Cost b) Fixed Cost - Variable Cost
c) Sales - Variable Cost d) Profit - Fixed Cost

- 8) Machine Hour Rate method is used for absorption of _____.
a) Material Cost b) Overheads
c) Labour Cost d) Administration Expenses

B) Explain the following term:

04

- 1) Cost Control and Cost Reduction.
- 2) Break-even Point.

Q.2 Short Note on: (Any Two)

06

a) Annual Requirement = 10,000 units, Ordering Cost = ₹200 per order, Carrying Cost = ₹2 per unit p.a. Calculate:
 1) Economic Order Quantity (EOQ).
 2) Number of Orders per year.
 3) Time between two orders.

b) Standard time to produce 1 unit = 30 minutes. Normal wage rate = ₹40 per hour. A worker produces 20 units in 8 hours. Calculate earnings under:
 1) Halsey Plan (50% sharing).
 2) Rowan Plan.

c) Prepare a Stores Ledger using the Weighted Average Method:

Date	Particulars	Quantity	Rate (₹)	Transaction
01/04/25	Opening Stock	200	10	-
03/04/25	Purchase	100	12	-
06/04/25	Issue	150	-	Issue
08/04/25	Purchase	200	14	-
10/04/25	Issue	100	-	Issue

Q.3 Long Problem.

10

The following information relates to XYZ Ltd.

Direct Material = ₹50,000.

Direct Labour = ₹30,000.

Direct Expenses = ₹5,000.

Factory Overheads = 50% of Direct Labour.

Administration Overheads = 10% of Works Cost.

Selling & Distribution Overheads = ₹12,000.

Profit = 20% of Cost of Sales.

Prepare a Cost Sheet showing Prime Cost, Works Cost, Cost of Production, Cost of Sales, and Profit.

Q.4 Attempt Any One of the following (Long Problem).

12

a) A company has three production departments (P1, P2, P3) and two service departments (S1, S2). The following data is given:

Particulars	P1	P2	P3	S1	S2
Direct Wages (₹)	15,000	10,000	5,000	2,000	3,000
Direct Material (₹)	12,000	8,000	6,000	2,000	2,000
Machine Hours	2,000	1,500	1,000	500	500
Floor Area (sq.ft.)	4,000	3,000	2,000	1,000	1,000

Total Overheads = ₹60,000 (to be apportioned on suitable bases).

Distribute overheads to all departments and then apportion service departments (S1 and S2) to production departments on the basis of machine hours.

OR

b) Define Cost Accounting & relationship between Financial & Cost Accounting.

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**B.B.A. (Semester - II) (New/Old) (CBCS) Examination:
October/November – 2025
Business Economics – II (BBA0204)**

Day & Date: Thursday, 20-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00

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

Q.1 A) Multiple choice questions.

08

B)	Explain the following concepts:	04
	1) Public debt.	
	2) Central Bank.	
Q.2	Write short answers. (Any two)	06
	a) Type of budget.	
	b) Macro Economics.	
	c) Indirect taxes.	
Q.3	Define inflation, explain the causes of inflation?	10
Q.4	Answer the following. (Any One)	12
	a) Define money, explain the functions of money?	
	OR	
	b) Explain the function of commercial bank?	

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**B.B.A. (Semester - II) (New/Old) (CBCS) Examination:
October/November – 2025
Business Organization & Environment – II (BBA0205)**

Day & Date: Saturday, 22-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

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

Q.1 A) Choose the right answer.

08

7) _____ is a set of knowledge, ideas, and methods and tends to be gradual process having sequences of small increments along a continuous path.

- a) Technology
- b) Sales
- c) Human behaviour
- d) Raw material

8) _____ supply the inputs like raw materials and components to the manufacturer.

- a) Marketers
- b) Suppliers
- c) Promoters
- d) Financers

B) Explain the following concepts.

04

- 1) What is meant by Technology?
- 2) Vision of organization.

Q.2 Write short answers. (Any two)

06

- a) Explain various methods of technology transfer.
- b) What is Legislature? comment on it in brief.
- c) What are the strengths and weakness of an organization?

Q.3 Explain Micro and Macro Environmental factors affecting the Business.

10

Q.4 Answer the following. (Any One)

12

a) What is political and Legal Environment? How do the business responsible to the government?

b) Define Business Environment. Explain various factors affecting Internal Environment of Business.

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**B.B.A. (Semester - III) (New) (CBCS) Examination:
October/November – 2025
Research Methodology – I (BBA0301)**

Day & Date: Thursday, 13-11-2025

Max. Marks: 40

Time: 09:00 AM To 11:00 AM

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

Q.1 A) Multiple choice questions.

08

1) _____ is the first hand information collected by researcher.

- a) Interpretation
- b) Secondary data
- c) Sampling
- d) Primary data

2) In _____ sampling, sample selection is done in more than one stage.

- a) Area
- b) Multiphase
- c) Multistage
- d) Cluster

3) _____ is the part or subset of population drawn for investigation.

- a) Reporting
- b) Census Survey
- c) Classification
- d) Sample

4) _____ is the number of units drawn from population.

- a) Population
- b) Census
- c) Sample Size
- d) Sampling

5) _____ is the process of assigning numerals or symbols to responses.

- a) Framing
- b) Tabulation
- c) Editing
- d) coding

6) _____ is the information collected by someone else for some other purpose used for research.

- a) Interpretation
- b) Secondary data
- c) Sampling
- d) Primary Data

7) In _____ sampling maps are used to select the random samples.

- a) Geographical
- b) Multiphase
- c) Quota
- d) Cluster

8) _____ procedure or method is used draw sample from population.

- a) Population
- b) Sample size
- c) Census
- d) Sampling

Q.1 B) Explain the following concepts.	04
a) Explain concept of research	
b) Importances of need of research	
Q.2 Write short Notes/Short answer/short problem. (Any two)	06
a) Explain secondary data.	
b) Explain marketing research.	
c) Explain Likert-type scale.	
Q.3 Long answer.	10
Explain in detail Designing of questionnaire, Characteristics of good questionnaire.	
Q.4 Answer any one of the following (Long answer/ Problem)	12
a) Explain in detail types of data.	
b) Explain in detail steps in report Writing.	

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B.B.A. (Semester - III) (New) (CBCS) Examination:
October/November - 2025
Foundation of Human Skills – I (BBA0302)

Day & Date: Saturday, 15-11-2025

Max. Marks: 40

Time: 09:00 AM To 11:00 AM

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below: 08

- 1) The Johari Window is used for _____.
 - a) Understanding financial investments
 - b) Self-awareness and personal development
 - c) Learning a new language
 - d) Managing stress

- 2) Emotional Intelligence can help improve _____.
 - a) Academic qualifications
 - b) Interpersonal relationships and leadership effectiveness
 - c) Programming efficiency
 - d) Financial accounting

- 3) In SMART goal 'S' stand for _____.
 - a) Simple
 - b) Specific
 - c) Strategic
 - d) Sustainable

- 4) Which of the following is not considered a soft skill?
 - a) Time Management
 - b) Communication Skills
 - c) Data Analysis
 - d) Team working

- 5) ____ Principle is also known as 80:20 rule.
 - a) Sherman
 - b) Pareto
 - c) Godman
 - d) None of these

- 6) In a SWOT analysis, which of the following is an internal factor?
 - a) Market trends
 - b) Strengths
 - c) Economic conditions
 - d) Competitor strategies

- 7) Stress can be caused by _____.
 - a) Workload
 - b) Financial issues
 - c) Personal
 - d) All of the above

- 8) Which of the following is a psychological factor that influences behavior?
 - a) Perception
 - b) Climate
 - c) Physical facilities
 - d) Income

B)	Explain the following concepts	04
	1) Time management.	
	2) Interpersonal skills.	
Q.2	Write short answers. (Any Two)	06
	a) Johari window.	
	b) Sources of emotions and moods.	
	c) Importances of SWOT analysis.	
Q.3	Long Answer.	10
	a) Define stress Management. Explain sources of stress and remedies to manage stress?	
Q.4	Long Answer (any one)	12
	a) Define soft skills. Explain the attributes of soft skill in detail?	
	OR	
	b) Define Individual Behavior. Explain the factors affecting Individual Behavior in detail?	

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**B.B.A. (Semester - III) (New) (CBCS) Examination:
October/November – 2025
International Business – I (BBA0303)**

Day & Date: Tuesday, 18-11-2025

Max. Marks: 40

Time: 09:00 AM To 11:00 AM

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

Q.1 A) Fill in the Blanks.

08

8) One of the key objectives of EXIM policy is to _____.
a) Restrict foreign investments
b) Encourage domestic-only trade
c) Promote exports and improve trade barriers
d) Ban import of luxury items

B) Explain the following concept.**04**

- 1) Free Trade Policy.
- 2) Globalization.

Q.2 Write short answers. (Any Two)**06**

- a) DGFT.
- b) Traffic Barriers.
- c) BRICS.

Q.3 Define protection trade policy & state its advantages & disadvantages.**10****Q.4 Explain Ricardo's comparative Cost Theory.****12****OR**

Explain Globalization & stages of globalization.

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**B.B.A. (Semester - III) (New) (CBCS) Examination:
October/November - 2025
Entrepreneurship Development & SME - I (BBA0304)**

Day & Date: Thursday, 20-11-2025
Time: 09:00 AM To 11:00 AM

Max. Marks: 40

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

Q.1 A) Multiple choice questions.

08

B) Explain the following concepts:

04

- 1) NSIC.
- 2) Idea Generation.

Q.2 Write short notes. (Any Two)

06

- a) Characteristics of Entrepreneur.
- b) Problems of SME.
- c) Importance of project report.

Q.3 Long Answer?

10

Define business ideas? Explain sources of business ideas?

Q.4 Answer the following question. (Any One)

12

a) Explain Project feasibility analysis?
b) Explain-
 i) DIC.
 ii) TCO.

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**B.B.A. (Semester - III) (New) (CBCS) Examination:
October/November - 2025
IT for Management – I (BBA0305)**

Day & Date: Saturday, 22-11-2025
Time: 09:00 AM To 11:00 AM

Max. Marks: 40

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

Q.1 A) Choose the correct alternatives from the options. 08

Q.1 B) Explain the following concepts.	04
1) Compiler.	
2) Purpose of Mail Merge.	
Q.2 Write short notes. (Any two)	06
a) Anatomy of computer.	
b) Printer & Its Types.	
c) Explain Basic Function of Ms-Excel.	
Q.3 Explain Various Applications of Computer.	10
Q.4 Answer the following question. (Any One)	12
a) Explain Computer Memory & Its Types.	
b) What is Operating System? Explain Its Various Functions.	

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**B.B.A. (Semester - IV) (New) (CBCS) Examination:
October/November - 2025
Research Methodology – II (BBA0401)**

Day & Date: Wednesday, 12-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 A) Multiple choice questions.

08

B) Attempt the following. 04

- 1) Define layespyre's Index number.
- 2) Define Midpoint and Frequency.

Q.2 Attempt. (Any Two) 06

- a) Calculate mean and Median for the following data.

X	2	4	6	8	10	12	14
f	3	8	6	1	9	5	6

- b) Explain the classification of data.
- c) Explain the absolute measure of dispersion and Relative measure of dispersion.

Q.3 Attempt the following. 10

Calculate S.D and C.V for the following data

X	5-15	15-25	25-35	35-45	45-55	55-65	65-75	75-85
F	8	12	19	25	13	10	4	7

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

- a) Find A.M, Median, Mode from the given below.

Weight(kg)	30-40	40-50	50-60	60-70	70-80	80-90
Frequency	18	37	45	27	15	8

B) a) Define correlation coefficient and explain the types correlation.
b) Calculate correlation coefficient for the following data.

X	2	4	6	8	9	1
Y	1	2	3	4	5	6

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B.B.A. (Semester - IV) (New) (CBCS) Examination:
October/November - 2025
Foundation of Human Skills - II (BBA0402)

Day & Date: Friday, 14-11-2025
Time: 12:00 PM To 02:00 PM

Max. Marks: 40

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 08

- 1) _____ is important in having mutual understanding with colleagues.
a) Effective listening b) Speaking
c) Talking d) Writing
- 2) Perception is _____.
a) ... an accurate representation of the world
b) ... an appropriate representation of the world
c) ... an adequate representation of the world
d) ... a native representation of the world
- 3) _____ is/are the three components of attitude.
a) Affective, Cognitive, and Behavioral
b) Emotional, Physical, and Cognitive.
c) Positive, Negative, and Neutral.
d) Natural, Behavioral, Physical
- 4) The job satisfaction of an employee is depending on the _____.
a) Behavior b) attitude
c) personality d) employer
- 5) _____ is not necessarily true about groups.
a) Group members are interdependent
b) Groups have two or more members
c) Groups have externally assigned goals
d) Groups interact
- 6) _____ is not suggested as an explanation for poor group motivation.
a) Lack of individual feedback
b) Lack of clear performance standards
c) Seeing that others aren't pulling their weight
d) Latent misanthropic enjoyment of group failure

7) When you have a group project, you started to brainstorm and come up with awesome ideas. Which types of hat is related?

- a) Black hat
- b) Green hat
- c) Blue hat
- d) Yellow hat

8) _____ research emphasizes style; whereas research on _____ focuses on tactics for gaining compliance.

- a) Power; persuasion
- b) Communication; politics
- c) Leadership; power
- d) Politics; leadership

B) Explain the following concepts.

04

- 1) Politics.
- 2) Perception.

Q.2 Write Short notes (Any Two)

06

- a) Types of organization attitude.
- b) Reason to practice manner.
- c) Thinking Hats.

Q.3 Define Etiquette? Explain the classification of etiquette in detail.

10

Q.4 Define power? Discuss on various sources of power.

12

OR

Define Group Behavior? Explain the Stages of group Development.

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B.B.A. (Semester - IV) (New) (CBCS) Examination:
October/November - 2025
International Business- II (BBA0403)

Day & Date: Monday, 17-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

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

Q.1 A) Multiple choice question. 08

- 1) A balance of payments (BoP) surplus indicates _____.
 - a) The country imports more than it exports
 - b) The country exports more than it imports
 - c) A lack of foreign reserves
 - d) A devaluation of the domestic currency

- 2) Which of the following is NOT a participant in the foreign exchange market?
 - a) Commercial banks
 - b) Central banks
 - c) Retail investors
 - d) International trade unions

- 3) The Import Export Code (IEC) is a _____ Digit number.
 - a) 20
 - b) 15
 - c) 10
 - d) 5

- 4) Which of the following is a major factor influencing international marketing?
 - a) Exchange rates
 - b) Domestic taxation policies
 - c) Local weather conditions
 - d) Regional sports events

- 5) _____ is the problem of international marketing.
 - a) Language Barriers
 - b) Cultural Differences
 - c) Instability
 - d) All the above

- 6) The World Bank was established in _____.
 - a) 31 December 1945
 - b) 15 December 1946
 - c) 31 January 1945
 - d) None of these

- 7) What is the key document required to clear goods through customs for export?
 - a) Bill of Lading
 - b) Export License
 - c) Certificate of Origin
 - d) Proforma Invoice

8) The exchange rate system where a country's currency is pegged to another currency is called _____. a) Floating exchange rate b) Fixed exchange rate c) Managed float system d) Free-market exchange	
B) Explain the following concepts.	04
1) Balance of trade. 2) Foreign Exchange Rate.	
Q.2 Write Short notes (Any Two)	06
a) Features of International Marketing. b) International Monetary Fund (IMF). c) Foreign Direct Investment.	
Q.3 Long Answer.	10
Define World Trade Organization (WTO) and explain functions of WTO.	
Q.4 Answer the following. (Any One)	
Define Foreign Exchange and explain Classification of Foreign exchange.	12
OR	
Define Multinational Corporations? State it's merit and demerits.	

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**B.B.A. (Semester - IV) (New) (CBCS) Examination:
October/November – 2025**
Entrepreneurship Development & SME – II (BBA0404)

Day & Date: Wednesday, 19-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

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

Q.1 A) Multiple choice questions.

08

7) Which of the following characteristics would be there in broad based tax collection?

- a) Ease of collection
- b) Ease of compliance
- c) Flexibility
- d) All of the above

8) How long do patents usually last for?

- a) 10 years
- b) 20 years
- c) 40 years
- d) 60 years

B) Explain the Following Concepts.**04**

- 1) Entrepreneurship development programmes.
- 2) Copyrights.

Q.2 Write short notes. (Any Two)**06**

- a) Government Incentives.
- b) Trademarks.
- c) Government Schemes for Infrastructural Facilities.

Q.3 Long answer?**10**

Define entrepreneurial motivation? Explain Risk bearing theory by Prof. Frank Knight?

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

- a) Explain Type, Advantages & Disadvantages of Family Managed Business?

OR

- b) Define women entrepreneurs? Explain the Characteristics & types of women entrepreneurs?

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B.B.A. (Semester - IV) (New) (CBCS) Examination:
October/November - 2025
IT for Management – II (BBA0405)

Day & Date: Friday, 21-11-2025
Time: 12:00 PM To 02:00 PM

Max. Marks: 40

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

Q.1 A) Choose correct alternatives. 08

- 1) Which of this is not a guided media?
a) Fiber optical cable b) Coaxial cable
c) Wireless LAN d) Copper wire

- 2) _____ topology requires multipoint connection.
a) Star b) Mesh
c) Ring d) Bus

- 3) Radio communication frequencies range from?
a) 3 KHz to 300 KHz b) 3 KHz to 300 GHz
c) 300 KHz to 3 GHz d) 3 KHz to 3,000 GHz

- 4) Decision makers who are concerned with tactical (short-term) operational problems and decision making are _____
a) middle managers b) executive managers
c) Supervisors d) mobile managers

- 5) Which of the following is not a class of information system applications?
a) database management system
b) decision support system
c) expert system
d) management information system

- 6) _____ systems workers create, organize, and share important knowledge wherever and whenever it is needed.
a) Decision Support b) Management Information
c) Executive Information d) Knowledge Management

- 7) Which of the following is used in B2B to pay for purchases?
a) e-commerce
b) financial electronic data interchange
c) electronic data exchange
d) electronic checks

8) Which segment do eBay, Amazon.com belong?

- a) B2Bs
- b) B2Cs
- c) C2Bs
- d) C2Cs

B) Explain the following concepts.

04

- 1) Office Automation System.
- 2) Artificial Intelligence.

Q.2 Write short note/Short answer/Short problem (any two)

06

- a) Satellite Communication Channels.
- b) DSS & Its Types.
- c) Components of MIS.

Q.3 Explain Characteristics of MIS.

10

Q.4 Answer the following (Long answer/Problem) (Any One)

12

- a) Explain various Internet Application in Business. (Explain Any 12).
- b) Define E-Commerce. Explain its various Types.

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**B.B.A. (Semester - V) (New) (CBCS) Examination:
October/November - 2025
Marketing Management - I (BBA0501)**

Day & Date: Wednesday, 29-10-2025

Max. Marks: 40

Time: 09:00 AM To 11:00 AM

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Multiple choice questions.

08

8) _____ is a marketing strategy that establishes a brand or product's identity in the minds of consumers.

- a) Market positioning
- b) Market targeting
- c) Segmentation
- d) None of these

B) Explain the following concepts.

04

- 1) Market
- 2) Customer

Q.2 Write short notes. (Any Two)

06

- a) Explain digital marketing.
- b) Explain concept of marketing management.
- c) Explain three difference between marketing and selling.

Q.3 Explain any three types of marketing segmentation.

10

Q.4 Answer the following questions. (Any One)

12

- a) Explain in detail product concept in marketing.
- b) Explain in detail consumer behaviour.

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B.B.A. (Semester - V) (New) (CBCS) Examination:
October/November – 2025
Financial Management – I (BBA0502)

Day & Date: Friday, 31-10-2025

Max. Marks: 40

Time: 09:00 AM To 11:00 AM

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

Q.1 A) Multiple choice questions. 08

- 1) Which of the following is not the part of Investment Decision in Financial Management?
 - a) Dividend Payout Decision
 - b) Capital Budgeting Decision
 - c) Working Capital Management
 - d) Credit Policy towards Customers

- 2) Which of the following assumes that cash flows from a project are uniform throughout the life of the project?
 - a) Internal Rate of Return
 - b) Net Present Value
 - c) Profitability Index
 - d) None of the above

- 3) Capital Budgeting Decision are based on: _____.
 - a) Incremental Profit
 - b) Incremental Cash Flows
 - c) Incremental Assets
 - d) Incremental Capital

- 4) Which is the most expensive source of fund?
 - a) New Equity Shares
 - b) New Preference Share
 - c) New Debts
 - d) Retained Earnings

- 5) Which of the following source of funds has an Implicit Cost of Capital?
 - a) Equity Share Capital
 - b) Preference Share Capital
 - c) Debentures
 - d) Retained earnings

- 6) Tax -Rate is relevant and important for calculation of specific cost of capital of: _____.
 - a) Equity Share Capital
 - b) Preference Share Capital
 - c) Debentures
 - d) (a) and (b) above

- 7) Size of business is what factor in selecting the capital structure _____.
 - a) Internal Factor
 - b) External Factor
 - c) General Factor
 - d) Not a factor at all

B) Explain the Following Concepts.

04

- 1) Rights of Equity Holder.
- 2) Difference between the Trade and cash discount.

Q.2 Write short notes. (Any Two)

06

- a)** What are different types of financial decision?
- b)** What are the external factors that affect capital structure?
- c)** The Share of BLOOM Ltd is presently traded at Rs 50 and the company is expected to pay Dividends of RS 4 Per share with a growth rate expected at 8% per Annum.

It plans to raise fresh equity share capital. The merchant banker has suggested that an underpricing of Rupee 1 is necessary in pricing the new issue beside involving a cost of 50 paise per share on miscellaneous expenses. Find out the cost of Existing equity share as well as the new equity given that the dividend rate and growth rate not to change.

Q.3 Answer the following:

10

What are types of Debentures? What are the limitations of debentures as source of capital?

Q.4 Answer the following question. (Any One)

12

a) What is the meaning of capital structure? Explain the types of equity and their advantages and limitations.

b) Name the capital budgeting techniques? Solve the following problem, A company requires an initial investment of Rs 40000. The estimated net cash flows are as follows:

Years	Net Cash flow	PVF 10%	PVF 15%
1	7000	0.909	0.87
2	7000	0.826	0.756
3	7000	0.751	0.658
4	7000	0.683	0.572
5	7000	0.621	0.497
6	8000	0.564	0.432
7	10000	0.513	0.376
8	15000	0.467	0.326
9	10000	0.424	0.284
10	4000	0.386	0.247

Using 10% as the cost of capital determine:

- 1) Payback Period.
- 2) Net Present Value.

Seat No.	
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Set P

B.B.A. (Semester - V) (New) (CBCS) Examination:
October/November - 2025
Human Resource Management - I (BBA0503)

Day & Date: Monday, 03-11-2025

Max. Marks: 40

Time: 09:00 AM To 11:00 AM

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 A) Fill in the blanks by choosing correct alternatives given below: 08

- 1) Which factor does NOT influence Human Resource Planning?
a) Organizational growth rate b) Government policies
c) Weather conditions d) Technological changes

- 2) Which of the following is NOT an approach to job design?
a) Job enlargement b) Job rotation
c) Job simplification d) Job outsourcing

- 3) _____ is the act of increasing knowledge and skills of an employee for doing a job.
a) Selection b) Training
c) Engineering d) Education

- 4) Which of the following is not an operative function of HRM?
a) Recruitment b) Planning
c) Training d) Compensation

- 5) Job Rotation, coaching, job instruction are the _____ methods of training.
a) On the job b) Off the job
c) Traditional d) External

- 6) Which of the following methods is used to gather job analysis data?
a) Interviews b) Questionnaire
c) Observation d) All of the above

- 7) The job title, location, job summary, and working conditions are all part of the _____.
a) Job enrichment process b) Job description
c) Job specification d) Job rotation strategy

- 8) Which of the following is not a step in the selection process?
a) Job analysis b) Application blank screening
c) Employment interview d) Reference checking

B)	Explain the following concepts.	04
	1) Job Analysis. 2) Selection.	
Q.2	Write short notes (Any Two):	06
	a) Methods of collecting Job data. b) Role of HR Manager. c) Factors affecting Human resource planning.	
Q.3	Define Recruitment. Explain the various sources of Recruitment?	10
Q.4	Answer the following. (Any One)	12
	a) Define Training. Explain the various methods of training in detail? b) Define HRM. Explain the functions of Human resource Management?	

Seat No.	
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B.B.A. (Semester - V) (New) (CBCS) Examination:
October/November - 2025
Production Management – I (BBA0504)

Day & Date: Thursday, 06-11-2025
 Time: 09:00 AM To 11:00 AM

Max. Marks: 40

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 A) Fill in the blanks by choosing correct alternatives given below. 08

- 1) _____ should travel the shortest distance between operations so as to avoid waste of labour and time and minimize the cost of materials handling.

a) Men and materials	b) Men
c) Materials	d) Machines
- 2) Use of websites is an example of _____ technology.

a) Labour	b) Capital
c) Information	d) Service
- 3) _____ decisions are short range decisions about what to produce and when to produce at each work center.

a) Operational	b) Control
c) Strategic	d) Corporate
- 4) _____ is a prime objective of production management.

a) Quality Control	b) Maximum Revenue
c) Forecasting	d) Maximum cost
- 5) _____ may be understood as the function of determining where the plant should be located for maximum operating economy and effectiveness.

a) Plant layout	b) Plant location
c) Plant Building	d) Plant servicing
- 6) _____ is a process by which raw materials and other inputs are converted into finished goods.

a) Inspection	b) Inventory
c) Production	d) Purchasing
- 7) The _____ is a place where raw materials, components, partly finished goods, supplies and finished goods are stored.

a) Locker	b) store room
c) strong room	d) Reception

8) _____ is the most common production system form straight production.

- a) Batch
- b) Project
- c) Job-shop
- d) Mass

B) Explain the following concepts.

04

- 1) Plant location.
- 2) Just In Time.

Q.2 Write short note/Short answer/Short problem (Any Two)

06

- a) CAD and CAM.
- b) Steps in Selection of Plant location.
- c) Mass Production system.

Q.3 What is Plant Layout? Explain various Types of Plant Layout with merits and demerits of each.

10

Q.4 Answer the following. (Any One)

12

- a)** Explain various recent developments taken place in the Production Management each in detail.
- b)** Define Product Development. Explain various stages of Product Development in detail.

Seat No.	
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Set P

B.B.A. (Semester - V) (New) (CBCS) Examination:
October/November - 2025
Taxation (BBA0505)

Day & Date: Saturday, 08-11-2025
Time: 09:00 AM To 11:00 AM

Max. Marks: 40

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

Q.1 A) Multiple Choice Questions. 08

- 1) Which of the following is NOT a deduction allowed under Section 80C of the Income Tax Act?
 - a) Life Insurance Premium
 - b) Public Provident Fund (PPF)
 - c) Tuition fees for children
 - d) Interest on housing loan
- 2) Which of the following is not a source of income under the head 'Income from House Property'?
 - a) Rental income
 - b) Income from sale of property
 - c) Income from vacant property
 - d) Income from sub-letting of property'
- 3) In the context of Income Tax, 'Previous Year' means: _____.
 - a) Calendar year
 - b) Financial year
 - c) The year in which income is received
 - d) Assessment year
- 4) Which of the following is an example of 'Income from Other Sources'?
 - a) Income from agriculture
 - b) Salary received from an employer
 - c) Interest on Fixed Deposit
 - d) Profit from business
- 5) What is the maximum amount of exemption available under Section 10(13A) for House Rent Allowance (HRA)?
 - a) 20% of salary
 - b) 50% of salary
 - c) Actual HRA received
 - d) Lower of HRA received, rent paid, or 10% of salary

6) Which of the following types of income is subject to tax under 'Income from Capital Gains'?

- Salary
- Income from interest
- Profit from sale of shares
- Rental income

7) Which of the following would be considered a 'business' under the Income Tax Act?

- A person providing freelance consulting services
- A farmer selling his agricultural produce
- A person earning rental income
- A person receiving income from an inheritance

8) Under which head is income from lotteries, crossword puzzles, and gambling taxed?

- Income from Other Sources
- Income from Salary
- Income from Capital Gains
- Income from Business or Profession

B) Explain the following concepts.**04**

- Explain the provisions related to the set off and carry forward of losses under the Income Tax Act.
- Define Goods and Services Tax (GST). How does GST differ from the previous indirect tax system?

Q.2 Short Notes.**06**

- Discuss the types of income that are exempt from tax under the Income Tax Act, 1961.
- Explain the GST Composition Scheme. Who can opt for this scheme, and what are its benefits?
- Briefly explain how taxable income under the head 'Income from Salary' is calculated, with the help of an example.

Q.3 Long Answer.**10**

Explain the process of computing the total taxable income of an individual under different heads of income, excluding Capital Gains. Use an example to demonstrate the calculation of income from Salary, House Property, and Other Sources.

Q.4 Long Question. (Any One)**12**

- Define and explain the concept of 'Residential Status' under the Income Tax Act. How does it affect the taxability of an individual's income?

b) Compute the taxable amount of Mr. Nagsen Gavali from the following details.

Basic Salary – Rs.10,000/- per month.

Dearness Allowance - Rs.5,000/- per month.

Bonus-Rs.15,000/-

Commission - Rs.10,000/-

Lunch Allowance - Rs.500/- per month.

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Set P

**B.B.A. (Semester - V) (New) (CBCS) Examination:
October/November - 2025
Retail Management – I (BBA0506)**

Day & Date: Tuesday, 11-11-2025
Time: 09:00 AM To 11:00 AM

Max. Marks: 40

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

Q.1 A) Multiple choice questions.

08

8) Indian's organized retail sector is booming, driven by rising consumerism, middle class growth, and the increasing presence of corporate and foreign players.

- a) True
- b) False
- c) Can't say
- d) None of these

B) Explain the following concepts. 04

- 1) Explain concept of Retailing.
- 2) Explain green retailing.

Q.2 Write short note. (any two) 06

- a) Explain exterior store design.
- b) Explain importance Visual Merchandising.
- c) Explain the concept of organised retail.

Q.3 Long Answer. Explain in detail steps involved in selection of store location. **10**

Q.4 Answer any one of the following (Long answer/Problem). 12

- a)** Explain concept of store layout & types of store Layout in detail.
- b)** Explain in detail various retail formats with examples.

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Set P

B.B.A. (Semester - V) (New) (CBCS) Examination:
October/November - 2025
Cost and Management Accounting – I (BBA0507)

Day & Date: Tuesday, 11-11-2025

Max. Marks: 40

Time: 09:00 AM To 11:00 AM

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

Q.1 A) Choose correct alternative. (MCQ) 08

- 1) CVP analysis requires costs to be categorized as _____.
 a) fixed or variable b) direct or indirect
 c) product or period d) standard or actual
- 2) P/V ratio is equal to _____.
 a) Profit/volume b) Contribution/sales
 c) Profit/contribution d) Profit/sales
- 3) If the Contribution margin percentage is 30% the Selling Price ₹ 5000 the contribution Per unit is _____.
 a) ₹ 1600 b) ₹ 5000
 c) ₹ 3000 d) ₹ 1500
- 4) 15000 units were introduced to a process in a period. The normal loss is 10% of the input Output in the process was 13,750 units. What was the abnormal loss / gain?
 a) Abnormal loss 250 units
 b) Abnormal gain 250 units
 c) Abnormal loss 1375 units
 d) Abnormal gain 1075 units
- 5) Under net realizable value method of apportioning joint costs to joint products, the selling & distribution cost is _____.
 a) Added to joint cost
 b) Deducted from further processing cost
 c) Ignored
 d) Deducted from sales value
- 6) Service costing is also called as _____.
 a) Operating Costing b) Non-Operating Costing
 c) Overhead Costing d) Product Costing
- 7) Number of passenger kilometer= Number of passengers X _____.
 a) Number of kms b) Number of seats
 c) Number of buses d) Number of distances

8) _____ products are produced incidentally or additionally.

- a) Joint products
- b) By products
- c) Standard
- d) None of these

B) Explain the Following Concepts.

04

- 1) By product
- 2) Abnormal Loss

Q.2 Write/Solve. (Any Two)

06

- a) Feature of Process Costing.
- b) Role of cost & Management Accounting in decision Making.
- c) If Sales 2000 units@ Rs. 40 per unit,
Variable Cost Rs.30 per unit,
Fixed Cost Rs.10,000 per annum.
You are required to calculate P.V. Ratio. Break Even Sales in rupees.

Q.3 Long answer/Problem.

10

The under given data is supplied by Balaji travel services, From the following information calculate fare for passenger Km.

Particulars	Amount (₹)
Cost of the Bus	₹4,50,000
Insurance Charges (3% per year)	₹13,500
Annual Tax	₹4,500
Garage Rent (per month)	₹500
Annual Repairs (per month)	₹500
Expected Life of the Bus	5 years
Value of Scrap at End of 5 Years	₹30,000
Route Distance (per trip)	20 km
Driver's Salary (per month)	₹550
Conductors' Salary (per month)	₹500
Commission to Driver & Conductor (Shared Equally)	10% of takings
Stationary (per month)	₹250
Manager-cum-accountant's Salary (per month)	₹1,750
Diesel & Oil (per 100 km)	₹125
Total Number of Rounds per Day	3 rounds
Number of Days Bus Operates per Month	25 days
Total Passengers per Round	40 passengers

Assume 15 % profit on takings. The bus will work on average 25 days in a month.

Q.4 Attempt the following. (Any One)

12

a) The following information is given below

Particulars	Year 2023	Year 2024
Sales Rs.	5,00,000	10,00,000
Profit Rs.	50,000	2,50,000

You are require to calculate.

- 1) P. V. Ratio.
- 2) Fixed Cost.
- 3) Break even sales.
- 4) Sales require to earn profit of Rs. 1,00,000.
- 5) Profit when sales are Rs. 15,00,000.
- 6) Margin of Safety of 2024.

b) A product "Bee" passes through three processes A, B, and C. 10,000 units are introduced in Process A at ₹10 per unit. Prepare Process Account. There was no opening or Closing stock.

The Following information is made available.

Particulars	Process A	Process B	Process C
Sundry Materials (₹)	10,000	15,000	5,000
Wages (₹)	50,000	80,000	65,000
Direct Expenses (₹)	15,300	18,100	30,828
Normal Loss (%)	3%	5%	8%
Value per Scrap Unit (₹)	2.50	5.00	8.50
Actual Output (Units)	9,500	9,100	8,100

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Set P

**B.B.A. (Semester - VI) (New) (CBCS) Examination:
October/November - 2025
Marketing Management - II (BBA0601)**

Day & Date: Tuesday, 28-10-2025

Max. Marks: 40

Time: 03:00 PM To 05:00 PM

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Multiple choice questions.

08

B) Explain the following concepts.	04
a) Direct Marketing	
b) Essential and Peripheral Evidence	
Q.2 Write short note. (Any Two)	06
a) Development of Employees	
b) Sales Promotion	
c) Market Logistics	
Q.3 Long Answer	10
Define Product Mix. Explain New Product Development Process and Product life cycle.	
Q.4 Answer any One of the following.	12
a) Define Pricing Mix. Explain the methods of pricing and factors affecting Pricing Decision.	
b) Define Physical Evidence. Explain Physical Environment.	

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B.B.A. (Semester - VI) (New) (CBCS)
Examination: October/November – 2025
Financial Management – II (BBA0602)

Day & Date: Thursday, 30-10-2025

Max. Marks: 40

Time: 03:00 PM To 05:00 PM

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

Q.1 A) Select any one alternative: 08

- 1) The formula of EOQ is _____.
 a) $\sqrt{2AO}/C$ b) $\sqrt{2CO}/A$
 c) $\sqrt{2AC}/O$ d) \sqrt{AO}/C
- 2) According to _____ dividend policy, the company does not pay any dividend despite of huge earnings.
 a) stable b) Regular
 c) extra d) No immediate
- 3) If Current Ratio is 2.8, working capital is Rs.1,62,000, the value of current asset will be Rs. _____.
 a) 90,000 b) 2,52,000
 c) 2,50,000 d) 1,17,000
- 4) What will be change in Current ratio 3:1, if there is purchase of Additional plant.
 a) Improve b) Weak
 c) No Effect d) None
- 5) If shortage of cash is estimated, it may be required to _____.
 a) investment cash b) make expenses
 c) arrange cash d) purchase asset
- 6) _____ ratio is example of composite ratio.
 a) Operating Profit ratio b) Proprietary ratio
 c) Liquid ratio d) Return on Proprietor's Fund
- 7) Precautionary motive for holding cash is for _____.
 a) meeting day to day transaction
 b) meeting unexpected emergency
 c) investing for earning profit
 d) investing for speculation

8) _____ is the level beyond which material should not be fall in any case.

- a) Minimum level
- b) Reorder level
- c) Maximum level
- d) Danger level

B) Explain the following term:

04

- 1) Receivables management.
- 2) Dividend.

Q.2 Short Note on: (Any Two)

06

a) Forms of Dividend.

b) Opening stock is Rs.38,000
Purchases is Rs.3,04,000
Sales Rs.4,00,000
Gross Profit is 25% on sales.
Calculate Stock Turnover Ratio.

c) From the following information calculate Reorder level, Minimum Stock Level, Maximum Stock Level.

Particular	
Normal Usage per week	800
Re-order Quantity	6000
Maximum Usage per week	1000
Minimum Usage per week	400
Re-order Period	12-24 week

Q.3 Explain various factors determining dividend policy.

10

Q.4 You are required to prepare cash budget for three months ending 31st Dec based on following information:

12

- a)** Cash at bank on 1st Oct Rs.6,000
- b)** Salaries and wages estimated monthly Rs.2,000.
- c)** Interest payable Aug and Nov Rs.1,000

Particular	September	October	November	December
Cash Sales	-	28000	30400	24200
Credit Sales	20000	16000	28000	24000
Purchase	32000	34000	48000	38000
Other Expenses	-	4000	4400	4200

Credit sales are collected 50% in same month and remaining in 50% in following month Creditors are paid after 1 month.

OR

Write in detail various determinants of Working Capital.

**Seat
No.**

Set P

**B.B.A. (Semester - VI) (New) (CBCS) Examination:
October/November - 2025
Human Resource Management - II (BBA0603)**

Day & Date: Saturday, 01-11-2025
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below: 08

8) _____ type of separation of employee, is also called as 'Golden Handshake'.

- a) Retrenchment
- b) Lay-off
- c) VRS
- d) None of these

B) Explain the following concepts.

04

- 1) Fringe Benefits
- 2) Performance Appraisal

Q.2 Write Short Notes. (Any Two)

06

- a) Types of Wages
- b) Promotion
- c) Virtual organization

Q.3 Explain the Stages in Career Development in detail.

10

Q.4 Answer the following question. (Any One)

12

- a) Explain methods of Performance Appraisal.
- b) Explain the forms of Employee Separations in detail.

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Set P

B.B.A. (Semester - VI) (New) (CBCS) Examination:
October/November - 2025
Production Management – II (BBA0604)

Day & Date: Tuesday, 04-11-2025
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice questions: 08

- 1) Production planning aims to: _____.
 - a) Increase overhead cost
 - b) Utilize resources efficiently
 - c) Create demand
 - d) Reduce competition

- 2) A primary function of production planning is: _____.
 - a) Scheduling production activities
 - b) Managing advertisements
 - c) Improving packaging
 - d) Surveying markets

- 3) Which is not a function of production control?

a) Dispatching	b) Market segmentation
c) Expediting	d) Corrective action

- 4) The scope of PPC includes: _____.

a) Vendor rating	b) Routing, scheduling, loading
c) Brand awareness	d) Legal documentation

- 5) Preventive maintenance is performed: _____.
 - a) Before a breakdown occurs
 - b) After total failure
 - c) Only during warranty
 - d) Once a year

- 6) The important factors which are affecting the industrial productivity is/are _____.

a) Government policy	b) Quality of human resource
c) Availability of finance	d) All of these

7) Material management focuses on: _____.
a) External branding
b) Flow of materials in the production system
c) Social media presence
d) Trademark registration

8) The purpose of maintenance scheduling is to: _____.
a) Avoid unexpected breakdowns
b) Delay servicing
c) Cut workforce
d) Increase energy use

B) Explain the following concepts. 04

- 1) Explain the concept of production planning.
- 2) Importance of plant maintenance.

Q.2 Write a short note/Short answer/Short problem (Any Two) 06

- a) Explain the objectives of the purchasing department.
- b) Explain the functions of inventory management.
- c) Explain the concept of quality control.

Q.3 Long Answer. 10

Explain in detail the different types of maintenance with suitable examples.

Q.4 Answer the following. (Any One)

- a) Explain in detail the inventory control techniques.
- b) Explain in detail the types of material handling equipment and factors affecting their selection.

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B.B.A. (Semester - VI) (New) (CBCS) Examination:
October/November - 2025
Retail Management - II (BBA0606)

Day & Date: Friday, 07-11-2025

Max. Marks: 40

Time: 03:00 PM To 05:00 PM

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

Q.1 A) Multiple choice questions. 08

- 1) What is the primary objective of retail merchandising?
 - a) Managing employee schedules
 - b) Displaying goods attractively
 - c) Maximizing customer satisfaction and sales
 - d) Inventory control

- 2) Which strategy involves setting prices lower than competitors to attract price-sensitive customers?
 - a) Premium pricing
 - b) Economy pricing
 - c) Penetration pricing
 - d) Competitive pricing

- 3) Which of the following is NOT a component of the retail marketing mix?
 - a) Product
 - b) Promotion
 - c) Place
 - d) Packaging

- 4) Retail branding focuses on _____.
 - a) Manufacturing quality
 - b) Inventory turnover
 - c) Creating store identity and loyalty
 - d) HR management

- 5) Which technology uses lines and numbers to store product data?
 - a) RFID
 - b) Barcode
 - c) QR code
 - d) Wi-Fi

- 6) Advertisement in retailing aims to _____.
 - a) Train Staff
 - b) Attract and inform customers
 - c) Manage stock
 - d) Monitor security

- 7) STP in retail marketing stands for _____.
 - a) Sales, Tactics, Promotion
 - b) Segmentation, Targeting, Positioning
 - c) Strategy, Tactics, Pricing
 - d) Store, Time, Product

8) Private label brands are also known as _____.
a) Luxury brands b) Manufacturer brands
c) Store brands d) National brands

B) Explain the following concepts.

04

- 1) Explain importance e -retailing.
- 2) Explain importance of retail targeting.

Q.2 Write a short note (Any Two)

06

- a) Explain Pricing Strategies.
- b) Explain use of technology in retail.
- c) Explain concept of factors contributing to the growth of international retailing.

Q.3 Answer the following.

10

Explain retail segmentation & position concept in detail.

Q.4 Answer the following. (Any One)

12

- a) Explain in detail role of merchandiser.
- b) Explain in detail retail communication mix.

**Seat
No.**

Set P

**B.B.A. (Semester - VI) (New/Old) (CBCS) Examination:
October/November - 2025
Marketing Management - II (19401601)**

Day & Date: Tuesday, 28-10-2025

Max. Marks: 40

Time: 03:00 PM To 05:00 PM

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Multiple choice questions.

08

B) Explain the following concepts.	04
a) Direct Marketing	
b) Essential and Peripheral Evidence	
Q.2 Write short note. (Any Two)	06
a) Development of Employees	
b) Sales Promotion	
c) Market Logistics	
Q.3 Long Answer	10
Define Product Mix. Explain New Product Development Process and Product life cycle.	
Q.4 Answer any One of the following.	12
a) Define Pricing Mix. Explain the methods of pricing and factors affecting Pricing Decision.	
b) Define Physical Evidence. Explain Physical Environment.	

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B.B.A. (Semester - VI) (New/Old) (CBCS)
Examination: October/November – 2025
Financial Management – II (19401602)

Day & Date: Thursday, 30-10-2025

Max. Marks: 40

Time: 03:00 PM To 05:00 PM

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

Q.1 A) Select any one alternative: 08

- 1) The formula of EOQ is _____.
 a) $\sqrt{2AO}/C$ b) $\sqrt{2CO}/A$
 c) $\sqrt{2AC}/O$ d) \sqrt{AO}/C
- 2) According to _____ dividend policy, the company does not pay any dividend despite of huge earnings.
 a) stable b) Regular
 c) extra d) No immediate
- 3) If Current Ratio is 2.8, working capital is Rs.1,62,000, the value of current asset will be Rs. _____.
 a) 90,000 b) 2,52,000
 c) 2,50,000 d) 1,17,000
- 4) What will be change in Current ratio 3:1, if there is purchase of Additional plant.
 a) Improve b) Weak
 c) No Effect d) None
- 5) If shortage of cash is estimated, it may be required to _____.
 a) investment cash b) make expenses
 c) arrange cash d) purchase asset
- 6) _____ ratio is example of composite ratio.
 a) Operating Profit ratio b) Proprietary ratio
 c) Liquid ratio d) Return on Proprietor's Fund
- 7) Precautionary motive for holding cash is for _____.
 a) meeting day to day transaction
 b) meeting unexpected emergency
 c) investing for earning profit
 d) investing for speculation

8) _____ is the level beyond which material should not be fall in any case.

- a) Minimum level
- b) Reorder level
- c) Maximum level
- d) Danger level

B) Explain the following term:

04

- 1) Receivables management.
- 2) Dividend.

Q.2 Short Note on: (Any Two)

06

a) Forms of Dividend.

b) Opening stock is Rs.38,000
Purchases is Rs.3,04,000
Sales Rs.4,00,000
Gross Profit is 25% on sales.
Calculate Stock Turnover Ratio.

c) From the following information calculate Reorder level, Minimum Stock Level, Maximum Stock Level.

Particular	
Normal Usage per week	800
Re-order Quantity	6000
Maximum Usage per week	1000
Minimum Usage per week	400
Re-order Period	12-24 week

Q.3 Explain various factors determining dividend policy.

10

Q.4 You are required to prepare cash budget for three months ending 31st Dec based on following information:

12

- a)** Cash at bank on 1st Oct Rs.6,000
- b)** Salaries and wages estimated monthly Rs.2,000.
- c)** Interest payable Aug and Nov Rs.1,000

Particular	September	October	November	December
Cash Sales	-	28000	30400	24200
Credit Sales	20000	16000	28000	24000
Purchase	32000	34000	48000	38000
Other Expenses	-	4000	4400	4200

Credit sales are collected 50% in same month and remaining in 50% in following month Creditors are paid after 1 month.

OR

Write in detail various determinants of Working Capital.

**Seat
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Set P

**B.B.A. (Semester - VI) (New/Old) (CBCS) Examination:
October/November - 2025
Human Resource Management - II (19401603)**

Day & Date: Saturday, 01-11-2025
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Fill in the blanks by choosing correct alternatives given below: 08

8) _____ type of separation of employee, is also called as 'Golden Handshake'.

- a) Retrenchment
- b) Lay-off
- c) VRS
- d) None of these

B) Explain the following concepts.

04

- 1) Fringe Benefits
- 2) Performance Appraisal

Q.2 Write Short Notes. (Any Two)

06

- a) Types of Wages
- b) Promotion
- c) Virtual organization

Q.3 Explain the Stages in Career Development in detail.

10

Q.4 Answer the following question. (Any One)

12

- a) Explain methods of Performance Appraisal.
- b) Explain the forms of Employee Separations in detail.

Seat No.	
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Set	P
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B.B.A. (Semester - VI) (New/Old) (CBCS) Examination:
October/November - 2025
Production Management – II (19401604)

Day & Date: Tuesday, 04-11-2025
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

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

Q.1 A) Multiple choice questions: 08

- 1) Production planning aims to: _____.
 - a) Increase overhead cost
 - b) Utilize resources efficiently
 - c) Create demand
 - d) Reduce competition

- 2) A primary function of production planning is: _____.
 - a) Scheduling production activities
 - b) Managing advertisements
 - c) Improving packaging
 - d) Surveying markets

- 3) Which is not a function of production control?

a) Dispatching	b) Market segmentation
c) Expediting	d) Corrective action

- 4) The scope of PPC includes: _____.

a) Vendor rating	b) Routing, scheduling, loading
c) Brand awareness	d) Legal documentation

- 5) Preventive maintenance is performed: _____.
 - a) Before a breakdown occurs
 - b) After total failure
 - c) Only during warranty
 - d) Once a year

- 6) The important factors which are affecting the industrial productivity is/are _____.

a) Government policy	b) Quality of human resource
c) Availability of finance	d) All of these

7) Material management focuses on: _____.
a) External branding
b) Flow of materials in the production system
c) Social media presence
d) Trademark registration

8) The purpose of maintenance scheduling is to: _____.
a) Avoid unexpected breakdowns
b) Delay servicing
c) Cut workforce
d) Increase energy use

B) Explain the following concepts. 04

1) Explain the concept of production planning.
2) Importance of plant maintenance.

Q.2 Write a short note/Short answer/Short problem (Any Two) 06

a) Explain the objectives of the purchasing department.
b) Explain the functions of inventory management.
c) Explain the concept of quality control.

Q.3 Long Answer. 10

Explain in detail the different types of maintenance with suitable examples.

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

a) Explain in detail the inventory control techniques.
b) Explain in detail the types of material handling equipment and factors affecting their selection.

Seat No.	
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Set	P
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B.B.A. (Semester - VI) (New/Old) (CBCS) Examination:
October/November - 2025
Retail Management - II (19401606)

Day & Date: Friday, 07-11-2025

Max. Marks: 40

Time: 03:00 PM To 05:00 PM

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

Q.1 A) Multiple choice questions. 08

- 1) What is the primary objective of retail merchandising?
 - a) Managing employee schedules
 - b) Displaying goods attractively
 - c) Maximizing customer satisfaction and sales
 - d) Inventory control

- 2) Which strategy involves setting prices lower than competitors to attract price-sensitive customers?
 - a) Premium pricing
 - b) Economy pricing
 - c) Penetration pricing
 - d) Competitive pricing

- 3) Which of the following is NOT a component of the retail marketing mix?
 - a) Product
 - b) Promotion
 - c) Place
 - d) Packaging

- 4) Retail branding focuses on _____.
 - a) Manufacturing quality
 - b) Inventory turnover
 - c) Creating store identity and loyalty
 - d) HR management

- 5) Which technology uses lines and numbers to store product data?
 - a) RFID
 - b) Barcode
 - c) QR code
 - d) Wi-Fi

- 6) Advertisement in retailing aims to _____.
 - a) Train Staff
 - b) Attract and inform customers
 - c) Manage stock
 - d) Monitor security

- 7) STP in retail marketing stands for _____.
 - a) Sales, Tactics, Promotion
 - b) Segmentation, Targeting, Positioning
 - c) Strategy, Tactics, Pricing
 - d) Store, Time, Product

8) Private label brands are also known as _____.
a) Luxury brands b) Manufacturer brands
c) Store brands d) National brands

B) Explain the following concepts.

04

- 1) Explain importance e -retailing.
- 2) Explain importance of retail targeting.

Q.2 Write a short note (Any Two)

06

- a) Explain Pricing Strategies.
- b) Explain use of technology in retail.
- c) Explain concept of factors contributing to the growth of international retailing.

Q.3 Answer the following.

10

Explain retail segmentation & position concept in detail.

Q.4 Answer the following. (Any One)

12

- a) Explain in detail role of merchandiser.
- b) Explain in detail retail communication mix.

**Seat
No.**

Set P

**B.B.A. (Semester - I) (Old) (CBCS) Examination:
October/November – 2025
Accounting for Business-I (BBA0103)**

Day & Date: Monday, 24-11-2025
Time: 03:00 PM To 05:00 PM

Max. Marks: 40

Instructions: 1) All questions are compulsory.

2) Draw neat diagrams and give equations wherever necessary.
3) Figures to the right indicate full marks.

Q.1 A) Multiple choice questions.

08

B) Explain the Following Concepts. 04
 1) Business Entity Concept.
 2) Accrual Concept.

Q.2 Write short note/ Short answer/ Short problem. (Any Two) 06

a) Classify the following accounts into real, nominal, and personal:
 1. Rent A/c, Axis Bank A/c, Furniture A/c, Interest Received A/c, Amit's A/c, Computer A/c, Telephone Expenses A/c, Salary Outstanding A/c, Cash A/c

b) Prepare a Simple Cash Book from the following:

Date	Particulars	Amount (Rs.)
1-April	Opening Balance	3,000
3-April	Purchased goods for cash	1,500
5-April	Cash sales	2,000
10-April	Paid wages	600
15-April	Received from Anjali	1,800
20-April	Paid for stationery	400

c) Prepare a Trial Balance from the following:

Particulars	Amount (Rs.)
Capital	1,20,000
Drawings	4,000
Sales	2,50,000
Purchases	1,60,000
Salaries	12,000
Debtors	75,000
Creditors	65,000
Machinery	90,000
Wages	18,000
Rent	6,000
Cash in hand	8,000
Bills Receivable	3,500
Sales Returns	5,000
Purchase Returns	3,000

Q.3 Long Answer/Problem: 10
 Journalize the following transactions in the books of M/s Anaya Traders:

Date	Transaction
1-Jan	Started business with cash Rs. 1,00,000 and stock Rs. 50,000.
3-Jan	Bought goods from Ramesh Rs. 40,000.
6-Jan	Sold goods to Priya Rs. 30,000 (Rs. 10,000 received in cash).
9-Jan	Deposited Rs. 20,000 into Axis Bank.
12-Jan	Paid rent Rs. 2,000 and salary Rs. 5,000.
15-Jan	Purchased office equipment Rs. 15,000.
20-Jan	Cash sales Rs. 18,000.
22-Jan	Paid electricity charges Rs. 1,200.
25-Jan	Received Rs. 15,000 from Priya.
30-Jan	Paid advertising expense Rs. 2,500 by cheque.

Q.4 Answer the following question. (Any One)

12

a) From the following Trial Balance, prepare Trading and Profit & Loss Account and Balance Sheet for the year ending 31 st March 2022:

Dr. Balances	Rs.	Cr. Balances	Rs.
Cash in Hand	5,000	Capital	80,000
Debtors	30,000	Sales	1,20,000
Machinery	50,000	Creditors	25,000
Purchases	70,000	Purchase Returns	2,000
Salaries	10,000	Discount Received	1,500
Rent	6,000		
Wages	5,000		
Advertising	3,500		
Furniture	15,000		
Drawings	8,000		
Insurance	1,000		
Sales Returns	1,500		

Adjustments:

1. Closing Stock Rs. 20,000.
2. Outstanding Rent Rs. 1,000.
3. Prepaid Insurance Rs. 200.
4. Depreciation on Machinery @10% and Furniture @5%.

b) On 1st April 2020, Mr. Arjun purchased machinery for Rs. 80,000. On 1st Oct 2021, he purchased additional machinery for Rs. 40,000. On 1st July 2022, machinery worth Rs. 20,000 was sold for Rs. 18,000. Depreciation is charged at 10% p.a. on original cost method. Prepare Machinery Account and Depreciation Account for three years ending 31 st March 2023.

Seat No.	
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Set P

**B.B.A. (Semester - I) (Old) (CBCS) Examination:
October/November – 2025
Business Economics-I (BBA0104)**

Day & Date: Monday, 24-11-2025

Max. Marks: 40

Time: 12:00 PM To 02:00 PM

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

Q.1 A) Multiple choice questions.

08

- 1) A science of decision making and planning is known as _____.
a) Business Environment b) Business Economics
c) Business Statistics d) All of these

- 2) A 10 units are produced at the fixed cost of Rs.200 and variable cost Rs. 100. What is total cost?
a) Rs. 200 b) Rs. 50
c) Rs. 300 d) Rs. 600

- 3) _____ explain the relation between price & supply.
a) Law of supply b) Law of DMU
c) Law of demand d) None of these

- 4) Oligopoly market is well-known for _____ demand curve.
a) Horizontal b) Kinked
c) Both 'a' & 'b' d) None of these

- 5) _____ introduced the concept of Monopolistic competition.
a) J. B. Say b) J. M. Keynes
c) J. S. Mills d) E. H. Chamberlin

- 6) Micro & Macro these two terms were first presented by _____.
a) Prof. Benham b) Prof. Keynes
c) Prof. Ragnar Frisch d) All of these

- 7) _____ is the revenue earned per unit of output.
a) Total Revenue b) Marginal Revenue
c) Capital Revenue d) Average Revenue

- 8) A raw material is _____ cost.
a) fixed b) Variable
c) opportunity d) Real

B) Explain the Following Concepts.	04
1) Monopoly Market.	
2) Law of Supply.	
Q.2 Write short notes. (Any Two)	06
a) Fixed cost & variable cost.	
b) Law of Demand.	
c) Perfect competition.	
Q.3 Explain the features of oligopoly market and it's kinked demand curve?	10
Q.4 Answer the following question. (Any One)	12
a) Define elasticity of demand. Explain the types of price elasticity of demand.	
OR	
b) Define micro economics. Explain the importance and limitations of micro economics.	