Bachelor of Business Administration
Third Semester Main Examination, Dec-2020
Marketing Management [BBA301T]

Time: 3:00 Hrs   Max Marks 80

Note: - Attempt any five questions.
      All question carry equal marks.

Q.1   What is marketing? Give the modern definitions of marketing and explain the main features of marketing.

Q.2   Explain the scope of marketing. What is meant by P's of marketing?

Q.3   What is the importance of studying consumer behavior/ Also explain the various factors which affect consumer behavior.

Q.4   Marketing segmentation is important for target markets and target markets are important for product positioning. Elaborate with examples.

Q.5   Write short notes on:
        a) Target Marketing
        b) Positioning
        c) Segmentation

Q.6   Explain the major factors which you will take into account while pricing a product.

Q.7   What do you understand by Retailing? State types of Retailers.

Bachelor of Business Administration
Third Semester Main Examination, Dec-2020
Organizational Behaviour [BBA302T]

Time: 3:00 Hrs   Max Marks 80

Note: - Attempt any five questions.
      All question carry equal marks.

Q.1   Define Organisational Behaviour. State its importance and scope.

Q.2   What are dependable variables in an organization? Explain Organisational citizenship behaviour.

Q.3 What are the Big Five Traits of personality?

Q.4 Define motivation. Elaborate A. H. Maslow's hierarchy theory of motivation.

Q.5 What is the difference between Mechanistic and organic organization structures?

Q.6 "Nothing is constant, only change is constant". Explain the statement w.r.t. factor responsible for change.

Q.7 Explain centralizing and decentralising authority in hierarchy.

Bachelor of Business Administration
Third Semester Main Examination, Dec-2020
Business Environments [BBA303T]

Time: 3:00 Hrs   **Max Marks 80**

Note: - Attempt any five questions.
         All question carry equal marks.

Q.1 What do you mean by internal environment? Discuss the variables associated with it.

Q.2 Why Indian economy is regarded as underdeveloped economy? State its basic characteristics.

Q.3 State the salient features of 1991 industrial policy.

Q.4 "Protecting consumer interest is the primary responsibility of management". Do you agree with the statement? Elucidate.

Q.5 Explain privatisation of government companies in current scenario.

Q.6 Discuss the main reasons for the recognition of technological environment as an important dimension of business environment.

Q.7 Explain the concept of political environment, and discuss how the ideology of the political party in power and political stability influence the business in a country.

Bachelor of Business Administration
Third Semester Main Examination, Dec-2020
Business Costing [BBA304T]

<u>Time: 3:00 Hrs</u>   **Max Marks 80**

Note : Attempt any five question. All question carry equal marks.

Q.1   Explain all the important ways of classification of Cost and discuss them in detail.

Q.2   From the following information, calculate Re order level, Minimum level, Maximum level, Average stock level, Danger level.
Rate of consumption: Minimum 250 units per week, Maximum 750 units per week, Normal 400 units per week.
Reorder Period : Minimum 3 weeks, maximum 7 weeks, Normal 4 weeks. For Emergency purchase 2 weeks.
Reorder Quantity: 2000 units.

Q.3   Describe the Procedure of Purchasing material from supplier.

Q.4   From the following, calculate earnings of the workers under:
a.   i.   Halsey Plan
         ii.   Rowan Plan
b.   Standard Time ………………………. 10 hours
c.   Hourly Rate …………………………. Rs.2
d.   Time Taken …………………………. 6 hours

Q.5   Distinguish between the following:
(i)   Direct Materials and Indirect Materials
(ii)   Prime cost and Factory cost.

Q.6   What do you mean by cost? Explain various elements of cost.

Q.7   Distinguish between Job Costing and Contract Costing. State the special features of contract costing.

Bachelor of Business Administration
Third Semester Main Examination, Dec-2020
Operation Management [BBA305T]

<u>Time: 3:00 Hrs</u>   **Max Marks 80**

Note: - Attempt any five questions.
        All question carry equal marks.

Q.1   What do you understand by production and operation management? Also explain its scope.

Q.2   Write short notes on:
(a) Mass Production
(b) Batch Production; with their merits and demerits.

Q.3   What is the meaning of plant location? What factors affect the choice of the suitable place for location of a plant?

Q.4   Differentiate between process and product layout?

Q.5   "An ideally laid out plant goes a long way in reducing manufacturing costs through reduced materials handling, reduced personnel and equipment requirements and reduced in process inventory" elaborate

Q.6   What is quality assurance? Discuss the nature of inspection.

Q.7   Define the term "maintenance". Bring out its importance and scope.

Bachelor of Business Administration
Third Semester Main Examination, Dec-2020
Business Statistics [BBA306T]

<u>**Time: 3:00 Hrs**</u>   <u>**Max Marks 80**</u>

Note: - Attempt any five questions. All question carry equal marks.

Q.1   Define survey and methods of executing survey?

Q.2   Write a note on the misuse and distrust of statistics.

Q.3   Define and differentiate between classification and tabulation.

Q.4   The following are the wages in Rupees of 30 workers of a factory :
a. 104, 124, 140, 120, 126, 109, 146, 135, 129, 134, 119, 140, 125, 133, 128,
b. 107, 150, 119, 122, 127, 116, 130, 124, 127, 124, 120, 149, 130, 116, 144
Taking a class interval of 10, prepare a frequency distribution table in exclusive and inclusive forms.

Q.5   Calculate mean and median from the following data:

Central Size	5	15	25	35	45	55	65	75
Frequency	15	20	25	24	12	31	71	52

Q.6 The table given below shows the marks obtained by 10 students of B.Com. from roll numbers 1 to 10 in an examination. Calculate standard Deviation and its coefficient by short cut method.

Roll	1	2	3	4	5	6	7	8
Marks	43	48	65	57	31	60	37	48

Q.7 Calculate index number by aggregate expenditure method for 2006 taking 2005 as base from the following data:

		Qty. consumed	Price (Rs.)	Price (Rs.)
		2005	2005	2006
Wheat	Per quintal	2 quintals	250	500
Rice	Per quintal	1 quintals	400	550
Arhar	Per kg	20 kg	6	14
Sugar	Per kg	0.5 quintal	10	15
Salt	Per quintal	10 kg	100	150
Oil	Per kg	10 kg	20	40
Clothing	Per meter	20 meter	15	25
Fuel	Per quintal	4 quintal	60	75
rent	Per house	-	250	375