

Code: 1603

Faculty of Business Management
BBA I-Year CBCS I-Semester Regular Examinations Feb- 2023
Paper: Principles of Management

Time: 3 Hours

Max Marks: 70

SECTION-A

I. Answer any Five of the following questions.

(5×4=20 Marks)

1. Define Management
2. What is the importance of Planning?
3. What do you mean by span of management?
4. Define the selection process in detail
5. Explain about Total Quality Management
6. Mention the role of Managers
7. Explain about the organizational culture
8. Compare Management and administration

SECTION-B

II. Answer the following questions.

(5×10=50 Marks)

9. a) Write about the scope and principles of management

OR

b) What are the various functions of management?

10. a) Explain the various types of planning

OR

b) What are the problems involved in decision making

11. a) Briefly explain the common organizational structures

OR

b) Describe authority and delegation in detail

12. a) What is the meaning and importance of Controlling

OR

b) Write the difference between coordination and cooperation

13. a) What is talent and knowledge management

OR

b) Write a short note on Corporate Social Responsibility

Faculty of Business Management
BBA I-Year CBCS I-Semester Regular Examinations – Feb- 2023
Paper: Basics of Marketing

Time: 3 Hours

SECTION-A

Max Marks: 70

I. Answer any Five of the following questions.

(5×4=20 Marks)

1. What do you mean by “Marketing”?
2. What is Market Segmentation?
3. Consumer Market.
4. Product Mix
5. Selling Concept
6. Macro Environment
7. What is the Industrial Market?
8. Direct Marketing

SECTION-B

II. Answer the following questions.

(5×10=50 Marks)

09. a) Define Marketing? Also discuss its Scope and importance of marketing.

(OR)

b) Explain the major micro environmental forces in the marketing environment.?

10. a) How segmentation is required in marketing strategies? What are the patrons of Segmentation?

(OR)

b) What is buying behavior? Discuss the Buying decision process?

11. a) What are the marketing strategies required in the different stages of Product life cycle?

(OR)

b) What is importance of Product Planning?

12. a) How will you describe the Pricing? What are the pricing methods used by the marketing manager?

(OR)

b) Explain the various Methods to Measure Brand Equity.

13. a) What is Advertising? Explain the Functions and Objectives of advertising?

(OR)

b) Discuss various sales promotion tools and techniques for consumer sales promotion.

Code: 1602

Faculty of Business Management
BBA I-Year CBCS I-Semester Regular Examinations – Feb/Mar-2023
Paper: Business Economics

Time: 3 Hours

Max Marks: 70

SECTION-A

I. Answer any Five of the following questions.

(5×4=20 Marks)

1. Explain how the discounting principle is useful in investment decision.
2. Discuss about the determinants of supply.
3. Define Iso-Quant and discuss its properties.
4. What do you understand about kinked demand curve? Discuss
5. Explain the cost-output relationship in long run.
6. Discuss the factors affecting the elasticity of demand.
7. Brief about the diseconomies of scale.
8. Discuss the features of Oligopoly Market.

SECTION-B

II. Answer the following questions.

(5×10=50 Marks)

- 9 a. Discuss the importance of Equi- Marginal principle in Decision Making.
OR
b. Define Incremental cost concept. Discuss the significance and its implication in business area.
- 10 a. Define Elasticity of Demand. Discuss about the price elasticity of demand.
OR
b. Explain the significance of measuring elasticity of demand.
- 11 a. What is Iso-Quant curve? Discuss the properties and the assumption of Iso-Quants.
OR
b. Discuss the different types of returns to scale and its relevance in production management.
- 12 a. Explain the different types of cost concepts in economics.
OR
b. Discuss the similarities and differences between economies of scale and economies of scope.
- 13 a. Define market structure. Discuss various types of market structures and its features.
OR
b. How the price output is determined in monopolistic competition in the short run and in long run
