Faculty of Business Management
BBA II-Year, CBCS-III Semester Backlog Examinations -June/July, 2022
PAPER: Information Technology for Business

Time: 3 Hours

Max Marks: 60

Section-A

I. Answer any *five* of the following

(5x2=10 Marks)

1. Memory devices
2. Management Information Systems
3. Multimedia formats
4. Search Engines
5. Audio and video conferencing
6. M-Commerce
7. Advantages of DBMS
8. Features of Bluetooth

SECTION-B

II. Answer the following

(5x10=50 Marks)

9. (a) Discuss the various input and output devices. Explain any two of each of them.

(OR)

(b) Discuss the classification of software.

10. (a) Explain the components of Expert systems and describe its advantages

(OR)

(b) Write about ethical and social issues in Information Systems

11. (a) What is Multimedia? Explain various components of Multimedia

(OR)

(b) List the characteristics and advantages of Multimedia.

12. (a) Explain Internet addressing and architecture.

(OR)

(b) Discuss various types of Online business

13. (a) Differentiate Intranet and Extranet

(OR)

(b) Explain Database applications

*****

Code: 3402/16/BL

Faculty of Business Management
BBA II-Year, CBCS-III Semester Backlog Examinations -June/July, 2022
PAPER: BASICS OF MARKETING

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any *five* of the following　　　　　　　　　(5x4=20 Marks)

    1. Micro Environment

    2. Benefit Segmentation

    3. Idea Screening

    4. Product line

    5. Public relations

    6. Market offers

    7. Mass marketing

    8. Advertising

Section-B

II. Answer the following questions　　　　　　　　　(5x12=60 Marks)

  9. (a) "Marketing takes care of needs and wants of the customers". Justify

(OR)

    (b) Discuss the marketing as a function of the business.

  10. (a) What is Target market? Explain target marketing strategies.

(OR)

    (b) Discuss the need for segmenting the consumer markets.

  11. (a) What is a new product? Explain the reasons for failure of new products.

(OR)

    (b) Describe the stages is new product development process.

  12. (a) Define price. Explain any 3 pricing approaches with suitable examples.

(OR)

    (b) What is a product? Enumerate various kinds of products.

  13. (a) Discuss the importance of promotion mix tools in business.

(OR)

    (b) Define marketing channel. Write about retailers in detail.

*****

Faculty of Business Management

BBA II-Year, CBCS-III Semester Backlog Examinations –June/July, 2022

PAPER: Human Resource Management

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any *five* of the following   (5x4=20 Marks)

1. What is HR policy?
2. Write a short note about job restructuring.
3. What do you mean by retraining?
4. What is the importance of employee health and safety?
5. Write a brief note about 360^0 appraisal
6. What is meant by selection?
7. What is standing order?
8. What do you mean by job enrichment?

Section-B

II. Answer the following   (5x12=60 Marks)

9. (a) Distinguish between personnel management and human resource management.

(OR)

(b) What are the objectives of HRM? Explain in detail.

10. (a) What do you mean by job analysis? Explain different approaches to it.

(OR)

(b) What are the steps involved in selection process? Write in detail.

11. (a) What do you mean by employee orientation? Explain its importance.

(OR)

(b) Discuss the role and importance of career planning.

12. (a) What do you mean by industrial relations? Discuss its importance.

(OR)

(b) Write in detail about collective bargaining.

13. (a) Narrate different methods of performance appraisal.

(OR)

(b) Explain the impact of quality of work life on organizational climate and culture.

*****

Faculty of Business Management

BBA II-Year, CBCS-III Semester Backlog Examinations -June/July, 2022

PAPER: Basics of Entrepreneurship Development

Time: 3 Hours   Max Marks: 80

Section-A

I. Answer any *five* of the following questions   (5x4=20 Marks)

1. Explain the difference between Business man and an Entrepreneur
2. Innovative Entrepreneurship
3. What do you understand by the Term "Industry Analysis"?
4. What are the objectives of EDP?
5. Problems faced by Entrepreneurs while assessing finance
6. What is Scalable startup?
7. What do you mean by research marketing tactics?
8. Explain two main roles in Leibenstein's Theory

Section-B

II. Answer the following questions   (5x12=60 Marks)

9. (a) Define Entrepreneurship; explain the types of Entrepreneurship with its characteristics.

(OR)

(b) What are the Functions of Entrepreneurship? And explain the Scope of Entrepreneurship in India.

10. (a) Describe the Process of Entrepreneurship

(OR)

(b) Explain the Classical and Neo-Classical economical theories of entrepreneurship.

11. (a) What is Marketing Plan and what are the Steps to prepare a Marketing Plan?

(OR)

(b) "Market Research is the key before starting a New Business". Explain?

12. (a) What is EDP and explain its role?

(OR)

(b) What are Various Methods of Training in EDP?

13. (a) Explain various sources of Funding available for entrepreneurs.

(OR)

(b) What is the role of financial institutions in Promoting Entrepreneurship?

*****

Faculty of Business Management
BBA II-Year, CBCS-III Semester Backlog Examinations -June/July, 2022
PAPER: Business Statistics

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any *five* of the following questions   (5x4=20 Marks)
1. What is Secondary Data? Give two Examples
2. Define Harmonic Mean and How do we find it?
3. Relative measures of Skewness
4. Explain Population and sample
5. Write a note on Positive, Negative, linear and Non-linear Correlation
6. Find the Geometric Mean of 4,10,25
7. What are the types of Hypothesis errors?
8. Stratified sampling and clustered sampling

Section-B

II. Answer the following questions   (5x12=60 Marks)
9. (a)Define Statistics? Explain its Scope and importance

(OR)

(b) Explain the Classification of Data in Business Statistics in detail

10.(a) The following is the age distribution of 1000 persons working in an organization.

Age group	20-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60-65
No of Persons	30	160	210	180	145	105	70	60	40

Due to continuous losses, it is desired to bring down the manpower strength to 30 per cent of the present number according to the following scheme:
(a) Retrench the first 15 per cent from the lower age group.
(b) Absorb the next 45 per cent in other branches.
(c) Make 10 per cent from the highest age group retire permanently, if necessary.
Calculate the age limits of the persons retained and those to be transferred to other departments. Also find the average age of those retained

(OR)

(b) The weighted geometric mean of four numbers 8, 25, 17, and 30 is 15.3. If the weights of the first three numbers are 5, 3, and 4, respectively, find the weight of the fourth number.

11.(a) Find the mean absolute deviation from mean for the following frequency distribution of sales (Rs. in thousand) in a cooperative store

Sales	50-100	100-150	150-200	200-250	250-300	300-350
No of Days	11	23	44	19	8	7

(OR)

(b) (1) The sum of 50 observations is 500, its sum of squares is 6000, and median is 12. Find the coefficient of variation and coefficient of skewness.

(2) For a moderately skewed distribution, the arithmetic mean is 100, coefficient of variation is 35, and Pearson's coefficient of skewness is 0.2. Find the mode and the median.

12.(a) Use Kruskal–Wallis test to determine whether there is a significant difference in the following populations. Use α = 0.05 level of significance

Population 1	17	19	27	20	35	40	
Population 2	28	36	33	22	27		
Population 3	37	30	39	42	28	25	31

(OR)

(b) It is generally believed that as people grow older, they find it harder to go to sleep. To test if there was a difference in time in minutes before people actually went to sleep after lying in the bed, a sample of 10 young persons (ages 21 to 25) and 10 old persons (ages 65 to 70) was randomly selected and their sleeping habits were monitored. The data show the number of minutes these 20 persons were awake in bed before getting to sleep:

Young Men	158	142	168	20	15	35	26	40	147	28
Old Men	100	152	147	70	40	95	68	90	112	58

Is there evidence that young men significantly take more time to get to sleep than old men. Use α = 0.05 level of significance.

13.(a) The following data relate to age of employees and the number of days they reported sick in a month.

Employees	1	2	3	4	5	6	7	8	9	10
Age	30	32	35	40	48	50	52	55	57	61
Sick days	1	0	2	5	2	4	6	5	7	8

Calculate Karl Pearson's coefficient of correlation and interpret it.

(OR)

(b) What is Regression Analysis? What are the methods to determine regression coefficients?

*****