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Roll No:

A-401

BBA I Semester Examinations (Dec 2025)

Management Principles & Organizational Behaviour (BBA-101A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q.1 Write short notes on the following: (6x2=12 Marks)

- (a) Managerial roles
- (b) Planning
- (c) Delegation of authority
- (d) Directing
- (e) Types of group
- (f) Organizational behaviour

UNIT-I

Q.2 (a) Explain the evolution of management thoughts briefly.

Q.2. (b) Define the concept of managerial skills with examples.

OR

Q.3 (a) Discuss the concept of decision making in management? Enumerate the types of decisions.

Q.3 (b) Explain any two techniques of decision making.

UNIT-II

Q.4 (a) Explain Line and staff organizations in detail.

Q.4 (b) How guiding principles of organizing help management in organizations.

OR

Q.5 (a) Differentiate between decentralization and centralization.

Q.5 (b) How does decentralization affect decision making in an organization.

UNIT-III

Q.6 (a) Describe the nature and importance of staffing.

Q.6 (b) Enumerate the steps involved in staffing process.

OR

Q.7 (a) Explain the traditional and modern control techniques with examples.

Q.7 (b) Discuss the elements and principles of staffing.

UNIT-IV

Q.8 (a) Explain the stages of group development.

Q.8 (b) Discuss the theories of group formation.

OR

Q.9 (a) Differentiate between group and team.

Q.9 (b) How to build and manage an effective team.

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Roll No:

B-401

BBA/BBA(BA)/BBA(DM) II Semester Examinations (Dec 2025)

Business Statistics (BBA-102A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q.1

- (a) "Figures do not lie." Comment.
- (b) What is a questionnaire ?
- (c) What is Geometric Mean ?
- (d) What is Co-efficient of variation ?
- (e) What do you understand by linear regression ?
- (f) What is meant by universe and sample ?

UNIT-I

Q.2(a) Explain the importance of statistics in Trade and Commerce.

(b) "Statistics are like clay of which you can make a god or devil as you please." Comment.

OR

Q.3(a) Prepare a questionnaire for studying the expenditures of students in a college.

(b) State the various methods of collecting primary data.

UNIT-II

Q.4 What is meant by central tendency ? What are the various methods of measuring central tendency ? Discuss the relative merits and demerits of Mean and Median.

OR

Q.5(a) Find out the Mean from the following:

Mid-Value:	2.5	7.5	12.5	17.5	22.5	27.5
F :	5	9	16	25	17	10

(b) From the following data calculate Standard Deviation and its Co-efficient:

Income (in Rs) :	100-200	100-300	100-400	100-500	100-600
No. of Persons :	15	33	63	83	100

UNIT-III

Q.6(a) What is meant by correlation? What are the different methods of finding correlation?

(b) Distinguish between correlation and regression.

OR

Q.7 The following data are available:

Regression Equation of x on y: $5x = y + 22$

Regression Equation of y on x: $45y = 64x - 24$

Variance of x = 25

Find out : (i) Mean values of x and y

(ii) Coefficient of correlation between x and y

(iii) Standard deviation of y

UNIT-IV

Q.8 What is sampling and what are its objectives? Describe the various methods of selecting samples.

Q.9 Calculate Price Index Number by (i) Laspeyre's Method, (ii) Paasche's Method, (iii) Bowley's Method, (iv) Fisher's Method from the following data:

Commodity	Year 1996		Year 2001	
	Price	Quantity	Price	Quantity
A	4	20	6	10
B	3	15	5	20
C	2	25	3	15
D	6	10	4	40

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A-402

BBA I Semester Examinations (Dec 2025)

Accounting for Managers (BBA-103A)

Time- 3hrs
Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

- | | | |
|-----|--|--------------|
| Q.1 | Write short notes on the following: | Marks |
| (a) | Explain Accounting Equation. | |
| (b) | Explain any two advantages of Double entry system. | |
| (c) | Give two examples of Capital Expenditure. | |
| (d) | How is Loss by fire treated in Final Accounts? | |
| (e) | What is Human Resource Accounting? | |
| (f) | State any two objectives of Green Accounting. | |

UNIT-I

- | | | |
|-----|---|----|
| Q.2 | What is Accounting information? Explain the various stakeholders of accounting information in detail. | 12 |
|-----|---|----|

OR

- | | | |
|-----|--|----|
| Q.3 | What do you mean by Accounting Concepts and Accounting Conventions? Explain all in detail. | 12 |
|-----|--|----|

UNIT-II

- | | | |
|--------|---|---|
| Q.4(a) | Explain the differences between Journal and Ledger. | 6 |
| Q.4(b) | What is Journalizing? Explain the rules of Debit and Credit with suitable examples. | 6 |

OR

- | | | |
|-----|--|----|
| Q.5 | Explain the errors disclosed by trial balance and the errors not disclosed by trial balance in detail. | 12 |
|-----|--|----|

UNIT-III

- | | | |
|-------|---|-----|
| Q.6 | Explain the treatment of following adjustments in final Accounts. | 4x3 |
| (i) | Loss by fire | |
| (ii) | Goods distributed as free sample | |
| (iii) | Closing stock | |
| (iv) | Provision for doubtful debts | |

OR

- | | | |
|-----|--|----|
| Q.7 | The following are the balances of X Ltd as on 31 st March 2020. | 12 |
|-----|--|----|

Dr. Balances	₹	Cr. Balances	₹
Opening stock on 1st April, 2011	16,000	Capital	80,000
Purchases	75,000	Sales	2,00,000
Sales returns	5,000	Purchases returns	2,000
Carriage inwards	1,500	Discount	500
Plant and Machinery	40,000	Sundry creditors	10,000
Furniture and fixtures	5,000	Bills payable	1,500
Freehold property	45,650		
Cash in hand	5,000		
Carriage outwards	400		
Wages	30,000		
Salaries	18,000		
Lighting (factory)	800		
Sundry debtors	28,000		
Travelling expenses	1,200		
Rent and taxes	4,800		
Drawings	5,000		
Insurance	450		
General expenses	12,200		
	2,94,000		2,94,000

Taking into consideration the following adjustments, Prepare Final Accounts Adjustments:

- Stock on 31st March 2012 was valued at ₹38,000 (market value ₹ 20,000).
- Wages amounting to ₹ 2,000 and salaries amounting to ₹1,500 are outstanding.
- Prepaid insurance amounted to ₹ 150.
- Provide depreciation on plant and machinery at 5% and on furniture and fixtures at 10%.

UNIT-IV

Q.8 Explain the various areas covered under Social Responsibility Accounting. 12
Give examples of social costs and social benefits.

OR

Q.9 Describe the difference between Manual Accounting & Computerized Accounting. Explain how computerized accounting improves the efficiency of business operations. 12

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B-402

BBA/BBA (BA)/BBA (DM) II Semester Examinations (Dec 2025)

Managerial Economics (BBA-104A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q.1 Write Short Note on the following: (6x2=12 Marks)

- (a) Incremental principle
- (b) Marginal analysis
- (c) Cardinal utility
- (d) Indifference curve
- (e) Price discrimination
- (f) Selling cost

UNIT-I

Q.2 Profit maximization remains the most important objective of business firms inspite of multiplicity of alternative business objectives. Explain.

OR

Q.3 (a) Elaborate the relation between total utility and marginal utility.

Q.3 (b) Government allocates land for a public park. The next best alternatives were a shopping complex or a hospital. Discuss the opportunity costs involved and which decision might be more socially optimal.

UNIT-II

Q.4 (a) Define price elasticity of demand and list its three main types.

Q.4 (b) Explain measurement methods of elasticity of demand.

OR

Q.5 (a) Discuss the determinants of demand. What are the exceptions to the Law of demand?

Q.5 (b) Construct your own demand schedule and calculate elasticity between two chosen price points using the arc method. Explain the results you obtained.

UNIT-III

Q.6 (a) Elaborate the relationship between TR, AR, and MR curve in detail.

Q.6 (b) Explain the relationship between price elasticity and marginal revenue.

OR

Q.7 (a) Discuss the stages of law of variable proportions.

Q.7 (b) Explain the cost output relationship in short run.

UNIT-IV

Q.8 (a) Explain the price and output determination under oligopoly.

Q.8 (b) Discuss the general pricing strategies.

OR

Q.9 (a) Distinguish between monopoly and monopolistic competition.

Q.9 (b) Discuss the skimmed and penetrated pricing.

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Roll No:

A-403

BBA I Semester Examinations (Dec 2025)

Business Organization (BBA-105A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q1 Write short notes on the following:

- a) What are Economic Activities?
- b) Can a minor be a partner?
- c) Explain Company limited by guarantee?
- d) What is Transnational Company?
- e) What are Trade Associations?
- f) What is Business Plan?

6*2=12 marks

UNIT -I

- Q2.** (a) Why a business have multiple objectives? Briefly explain any four objectives. 6
(b) Distinguish Business from Profession. 6

OR

- Q3.** (a) Under what circumstances can a firm be dissolved? 6
(b) Explain various Rights and Obligations of partners. 6

UNIT –II

- Q4.** (a) Difference between Private company and Public company. 6
(b) Explain One Person Company. 6

OR

- Q5.** What are the benefits of Multinational Companies (MNCs)? What are the causes for the growth of MNCs? 12

UNIT –III

- Q6.** (a) What are Non- Profit Organizations (NPOs)? 6
(b) Discuss the characteristics and role of NPOs in society. 6

OR

- Q7.** Define Globalization. Discuss the Opportunities and Challenges it has created for Indian businesses in the new millennium. 12

UNIT –IV

- Q8.** Write the process of setting up a business unit in detail. 12

OR

- Q9.** “Innovation is the backbone of Entrepreneurship.” Discuss the statement in detail with examples of successful innovative enterprises. 12

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B-403

BBA/ BBA(DM)/ BBA(BA) II Semester Examinations (Jun 2025)

Human Resource Management (BBA-106A)

Time: 3 Hours

Max Marks: 60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

1.
 - (a) What is Human Resource Planning?
 - (b) Mention two challenges in HRM.
 - (c) Define induction and its purpose
 - (d) List any two employee development methods
 - (e) What is payroll management?
 - (f) Name two applications of People Analytics.

UNIT I

2. Discuss the objectives and challenges of HRM in the contemporary business environment

Or

3. Explain the HRM process and its significance in achieving organizational goals.

UNIT-II

4. Describe the selection process and its relevance in hiring effective talent.

Or

5. Analyze the principles and methods of employee training

UNIT-III

6. Explain how performance management influences compensation strategies.

Or

7. Discuss the strategies for employee retention and well-being.

UNIT-IV

8. Explain the objectives of Digital HRM and its implementation challenges.

Or

9. Describe the impact of Intelligent HR Systems on decision-making in HR.

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A-405

BBA I Semester Examinations (Dec 2025)

Personal Finance (BBA-107A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q.1 Define following:

- (a) IRDA
- (b) Principle of Subrogation
- (c) Credit Score
- (d) TVM
- (e) RERA
- (f) Financial Investments

UNIT-I

Q.2(a) Identify the factors affecting someone's financial planning.

Q.2(b) Assess the impact of inflation on financial planning using TVM.

OR

Q.3(a) Apply the steps of personal financial planning to create a basic financial plan for an individual.

Q.3(b) Describe the difference between simple and compound interest.

UNIT-II

Q.4(a) Describe how diversification helps reduce risk.

Q.4(b) Compare the impact of fixed vs. variable expenses on budget flexibility.

OR

Q.5(a) Explain the concept of Risk and Return.

Q.5(b) Given a list of expenses, classify them into fixed, variable, and discretionary categories.

UNIT-III

Q.6(a) Analyze the different legal documents required for estate planning.

Q.6(b) Apply the knowledge of credit score factors to suggest ways to improve a low credit score.

OR

Q.7(a) Give the functions of SEBI.

Q.7(b) Analyze the importance of debt management and classify the different types of debt.

UNIT-IV

Q.8(a) Apply the concept of insurance planning to suggest suitable policies for a small family.

Q.8(b) Analyze the importance of retirement planning and compare the different types of pension plans available.

OR

Q.9(a) Evaluate the importance of retirement planning in ensuring financial independence.

Q.9(b) Create a table defining the role of different insurance policies on an individual's personal financial planning.

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B-405

**BBA/BBA(BA)/BBA(DM) II Semester Examinations (Dec 2025)
Fundamentals of Banking & Insurance (BBA-108A)**

**Time- 3hrs
Max.Marks-60**

*Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory.
Each Question carries 12 marks.*

- | | | |
|-----|---|-----------------|
| Q.1 | | Marks |
| (a) | State about the Capital Adequacy Principle of Banking | 2x6 = 12 |
| (b) | What do you mean by Credit Creation function of a Bank. | |
| (c) | Distinguish between RTGS and NEFT | |
| (d) | Give any four characteristics of Life Insurance | |
| (e) | What is the Average Clause in Fire Insurance. | |
| (f) | Write any four Utility Services of a Bank | |

UNIT-I

- Q.2 Define Banking. Explain functions and importance of Banking.

OR

- Q.3 Define NBFC's. Discuss the role of NBFC's in promoting inclusive growth of India.

UNIT-II

- Q.4 What do you mean by Crossing of Cheque. Explain the difference between the General and Special Crossing of Cheques.

OR

- Q.5 Write short notes on:
(a) Bank Ombudsman (b) SWIFT

UNIT-III

- Q.6 Define Insurance. Explain the fundamental Principles of Insurance.

OR

- Q.7 Explain the role of FDI in promoting Insurance Sector in India.

UNIT-IV

- Q.8 "Fire Insurance is the contract of Indemnity and Good Faith." Explain.

OR

- Q.9 Define Health Insurance. What are the key benefits of buying Health Insurance Plans.

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C-401

BBA/BBA(BA) III Semester Examinations (Dec 2025)

Cost & Management Accounting (BBA-201A)

Time- 3hrs

Max.Marks-60

*Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory.
Each Question carries 12 marks.*

Q.1

- (a) Explain Job Costing.
- (b) Annual Requirement 2,000 units. Ordering Cost ₹ 40 per order. Carrying cost is ₹ 1 per unit. Find out EOQ and order per Year.
- (c) Explain Objectives of Management Audit.
- (d) Explain Contribution and P/V Ratio.
- (e) Functions of Management Accounting.
- (f) Explain Master Budget.

UNIT-I

- Q.2 What do you understand by cost accounting? Explain the scope and objectives of cost accounting.

OR

- Q.3 From the following information prepare cost sheet which produced and sold 1000 units. The information are given below:

Particular	Amount in ₹
Opening Stock:	
Raw Material	24,000
Finished Goods	16,000
Closing Stock:	
Raw Material	20,000
Finished Goods	15,000
Purchase of raw material	80,000
Sales	2,00,000
Direct wages	35,000
Factory wages	2,000
Carriage inward	2,000
Carriage outward	2,000
Factory Exp.	4,000
Office Salaries	15,000
Office Exp.	12,000
Factory Rent & Rates	2,500
Depreciation Machine	2,500
Bad Debts	1,500

UNIT-II

Q.4 Do you think Standard costing is different from marginal costing? Analyze.

OR

Q.5 From the following information, calculate all Material Variance:

Material	Standard Qty.	Standard Rate	Actual Qty	Actual Rate
Material A	4 kg	₹1/kg	2 kg	₹3.50/kg
Material B	2 kg	₹2/kg	1 kg	₹2/kg
Material C	2 kg	₹4/kg	3 kg	₹3/kg
Total	8 kg		6 kg	

UNIT-III

Q.6 What do you understand by Management accounting? Explain the objectives, nature and scope of management accounting.

OR

Q.7 Evaluate the role of Management Audit in strengthening the internal control system of an organization. Discuss its benefits as well as limitations.

UNIT-IV

Q.8 Evaluate the challenges in implementing budgetary control in large organizations.

OR

Q.9 The budgeted expenses for production of 5,000 units are given below:

Particular	Amount in ₹
Material	25,000 (100% Varying)
Labor	15,000 (100% Varying)
Power	1,250 (80% Varying)
Repair	2,000 (75% Varying)
Stores	1,000 (100% Varying)
Inspection	500 (20% Varying)
Depreciation	20,000 (100% Fixed)
Administration Overhead	5,000 (25% Varying)
Selling Overhead	3,000 (50% Varying)
Total	<u>62,750</u>

Prepare Flexible Budget to find out unit cost a) 4,000 units b) 6,000 units.

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C-402

**BBA/BBA(DM)/BBA(BA) III Semester Examinations (Dec 2025)
Marketing Management (BBA-203A)**

**Time- 3hrs
Max.Marks-60**

Note: Question No. 1 is compulsory and comprises six short answer type questions of 2 marks each. Attempt any four questions in all, selecting at least one question from each Unit. Each question carries 12 marks each.

Q.1 Answer the following questions briefly.

- (a) What are the four components of the Marketing Mix?
- (b) Define Targeting as a part of the STP approach.
- (c) What is the purpose of Branding?
- (d) Briefly explain Physical Distribution Management.
- (e) Define Integrated Marketing Communication (IMC).
- (f) Differentiate between Marketing Information and Marketing Research.

UNIT – I

Q.2 (a) “Marketing is both an art and a science.” Justify this statement by explaining the meaning and importance of Marketing Management in achieving business goals.

Q.2 (b) Define Marketing Mix and explain the significance of the 4 P’s in designing a successful marketing strategy.

OR

Q.3 (a) Explain the nature and scope of Marketing Management with reference to modern business practices.

Q.3 (b) Imagine you are a marketing manager of a new electric scooter company entering the Indian market. Analyze how you would apply the STP approach to design your marketing strategy for effective market penetration.

UNIT – II

Q.4 (a) Define a Marketing Information System (MIS). Discuss the main components of a Marketing Information System (MIS).

Q.4 (b) Discuss the steps involved in the marketing research process and explain how each step contributes to solving marketing problems.

OR

Q.5 (a) “The effectiveness of marketing strategies depends on the quality of information.” Explain this statement in light of the role of Marketing Information System (MIS) in modern marketing management.

Q.5 (b) Discuss the factors influencing consumer behavior. Provide real-world examples of how companies adapt their marketing strategies according to these factors.

UNIT – III

Q.6 (a) Explain the various pricing strategies used by companies in different market conditions. Illustrate your answer with examples

Q.6 (b) Explain the stages involved in the New Product Development (NPD) process.

OR

Q.7 (a) Define Public Relations and discuss its role in building and maintaining a company's image.

Q.7 (b) A company plans to launch a low-cost airline service in India. As a marketing consultant, suggest the most suitable pricing strategy for this service and justify your choice with proper reasoning.

UNIT – IV

Q.8 (a) Discuss the major functions and roles of intermediaries in a distribution network. How do they add value to both producers and consumers?

Q.8 (b) Explain the various levels of distribution channels. Discuss how the choice of channel level affects a company's market reach and profitability, using a suitable example from the FMCG sector.

OR

Q.9 (a) Discuss the concept and scope of Online Marketing. How has digital transformation changed consumer buying behavior and business marketing strategies?

Q.9 (b) Recent trends in marketing have reshaped consumer engagement. Critically evaluate the impact of green marketing and social media marketing on consumer buying behavior. Give real-life examples.

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C-403

BBA III Semester Examinations (Dec 2025)
Business Ethics & Corporate Governance (BBA-205A)

Time- 3hrs
Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q.1	Marks
(a) Define Business Ethics.	2
(b) What do you mean by Values?	2
(c) Explain any two responsibilities towards suppliers.	2
(d) Elucidate the concept of Corporate Sustainability.	2
(e) Explain any two features of Ethical Decision Making.	2
(f) Mention three components of ESG	2

UNIT-I

Q.2(a) Discuss the importance of business ethics in modern business organizations.	6
Q.2(b) Critically analyze the Value System in the Society.	6

OR

Q.3 Analyze the various types of Ethical Dilemmas faced by managers in a business organization and propose solutions for these Dilemmas.	12
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UNIT-II

Q.4 Elaborate various ethical issues associated with Marketing. Suggest measures to resolve these ethical issues.	12
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OR

Q.5(a) Illustrate the ideal behavior of business towards Competitors giving suitable examples.	6
Q.5(b) Analyze the importance of ethics in financial reporting with reference to recent corporate scandals.	6

UNIT-III

Q.6 Analyze the steps in the ethical decision-making process and explain how each step guides managers.	12
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OR

Q.7(a) Evaluate the role of individual values in shaping ethical decisions in complex business situations.	7
Q.7(b) Evaluate how situational factors affect ethical decision making.	5

UNIT-IV

Q.8 Evaluate various Corporate Social Responsibility Initiatives taken by big Business Houses in India citing the real-life examples. 12

OR

Q.9(a) Evaluate various models of corporate governance and identify the one most suitable for Indian companies with reasons. 8

Q.9(b) Elaborate various ethical issues of Corporate Governance. 4

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C-404
BBA III Semester Examinations (Dec 2025)
Production Management (BBA-207A)

Time- 3hrs
Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

	Marks
Q.1	
a) What is Production Management?	2
b) Mention any two components of a Production System.	2
c) Define Facility Layout.	2
d) What is Capacity Utilization?	2
e) State any two objectives of Material Handling.	2
f) What is meant by FIFO in inventory management?	2

UNIT-I

Q.2 Describe different production types on the basis of volume and variety. **12**

OR

Q.3 Explain the essential characteristics that make a production system effective. **12**

UNIT-II

Q.4 Discuss the major functions of Production Planning & Control. **12**

OR

Q.5 Why is facility location important for a business? Explain with examples. **12**

UNIT-III

Q.6 Explain the concept of Capacity Planning and discuss its importance for production managers. **12**

OR

Q.7 Analyze the benefits and limitations of Make-or-Buy decisions. **12**

UNIT-IV

Q.8 Explain EOQ and FSN analysis. How does each help in inventory management? **12**

OR

Q.9 Discuss the role of Statistical Quality Control (SQC) in ensuring quality production. **12**

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C-405

BBA III Semester Examinations (Dec 2025)
Fundamentals of Indian Capital Markets (BBA-209A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q-1 Write short notes on: (2 marks each)

- a) What is Book Building process?
- b) Benefits of SHCIL
- c) Define Dematerialization.
- d) Difference between Primary and Secondary Market.
- e) Meaning of Debt Market.
- f) 2 benefits of Listing Agreement.

UNIT-I

Q-2 Highlight the key roles and relevance of financial markets in the Indian economy. Further, describe the various types of financial markets operating in the country. **12**

OR

Q-3 What do you mean by Capital Market instruments? Give a brief explanation of the different types of instruments used in the capital market. **12**

UNIT-II

Q-4 What do you mean by Primary Capital Market? Describe the role performed by the various intermediaries associated with the market. **12**

OR

Q-5 Write a detailed note on Role and Functions of SEBI. **12**

UNIT-III

Q-6(a) What are the consequences of Non-Listing of securities. **6**

6(b) Write a note on Global Stock Exchange. **6**

OR

Q-7 What is a stock exchange? Describe the main functions of a stock exchange. Also, briefly explain the procedure for listing. **12**

UNIT-IV

Q-8 “The introduction of the depository system would take away many of the ailments of the traditional system and would ultimately contribute to the emergence of highly efficient capital market.” Examine the statement giving advantage of the depository system. **12**

OR

Q-9(a) Explain the benefits and types of underwriters. **6**

9(b) Write a note on features of Mutual Funds. **6**

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Roll No:

C-421

BBA(DM) III Semester Examinations (Dec 2025)

Understanding Digital Marketing (BBA-211A)

Time- 3hrs
Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q.1	Marks
(a) Define the term PPC in digital marketing.	2
(b) Explain the meaning of brand loyalty in digital marketing.	2
(c) Discuss the role of a distributor in marketing channels.	2
(d) Describe the primary goal of lead generation campaigns.	2
(e) Explain the term widget in the context of blogs.	2
(f) Define the type of content that engages users efficiently on social media.	2

UNIT-I

Q.2(a) Define digital marketing and explain its importance in today's business environment.	6
Q.2(b) Explain the importance of understanding the consumer journey for creating effective digital marketing strategies.	6

OR

Q.3(a) Describe the digital marketing landscape and discuss the various channels commonly used within it.	6
Q.3(b) Explain how the consumer journey differs in digital marketing compared to traditional marketing.	6

UNIT-II

Q.4(a) Define the concept of a product and classify products into different categories with examples.	6
Q.4(b) Explain different pricing strategies used in digital marketing with examples.	6

OR

Q.5(a) Describe the stages of the product life cycle and suggest key marketing strategies appropriate for each stage.	6
Q.5(b) Discuss the impact of distribution channel selection on customer experience in e-commerce.	6

UNIT-III

Q.6(a) Define digital marketing campaigns and describe their main components.	6
Q.6(b) Explain the ToFu, BoFu, and MoFu stages of the funnel and their role in audience attraction.	6

OR

- Q.7(a) Discuss the types and importance of content marketing in digital marketing. 6
Q.7(b) Examine factors influencing the type of campaign chosen by online retailers. 6

UNIT-IV

- Q.8(a) Evaluate the effectiveness of email marketing versus influencer marketing for start-ups. 6
Q.8(b) Define blogs in digital marketing and differentiate between personal blogs and corporate blogs with examples 6

OR

- Q.9(a) Analyze the importance of digital marketing skills courses for professionals and businesses. 6
Q.9(b) Discuss how tracking blog stats can improve content marketing strategies and audience engagement. 6

No. of Pages: 01

Roll No:

A 606

BCA/BCA-DS/BCA-CTIS/BCA-AIML I Semester Examinations (Dec 2025)
Digital Marketing (BBA-215A)

Time- 3hrs
Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Marks
(6*2=12)

Q.1 Attempt all questions

- (a) What is meant by digital transformation in marketing?
- (b) What are social media metrics? Give examples.
- (c) State any two steps in planning the social media campaign.
- (d) Define digital stress.
- (e) Write any two principles of digital mindfulness.
- (f) What are social media advertising tools?

Unit-1

Q.2 (a) Discuss the evolution of digital marketing. Highlight the major historical milestones and the shift from traditional to digital channels. **9**

Q.2 (b) Discuss the advantages and challenges of PPC campaigns. **3**

Q.3 What is Search Engine Optimization (SEO)? Explain the difference between on-page and off-page SEO. **12**

Unit-2

Q.4 Describe social media strategies for brand building and explain how they improve engagement and campaign performance. **12**

Q.5 (a) Write any three uses of email automation in campaigns. **3**

Q.5 (b) How can businesses create engaging social media content? Describe tools, techniques for social engagement. **9**

Unit-3

Q.6 Describe the process of planning and executing a social media advertising campaign. Include tools, budgeting, and performance evaluation. **12**

Q.7 Explain social media analytics in detail. Discuss how tools and metrics help in improving campaign performance. **12**

Unit-4

Q.8 What are digital wellbeing and how can marketers use digital mindfulness to encourage healthy digital habits? **12**

Q.9 Explain major ethical and privacy issues in digital marketing and suggest guidelines for responsible digital marketing practices. **12**

No. of Pages: 02

Roll No:

C-605

BCA, BCA-CTIS, BCA-DS III Semester Examinations (Dec 2025)

Personality Development (BBA-217A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

Q.1		Marks
(a)	Define motivation in the context of personality development.	2
(b)	List out two points of difference between formal and informal presentation of self.	2
(c)	Why self-motivation is important for achieving long-term goals?	2
(d)	State any two common HR interview questions.	2
(e)	Define the term attitude.	2
(f)	Problem-solving concepts are an important part of life. Explain.	2

UNIT-I

Q.2(a)	Apply the concept of motivation to suggest ways that a student can stay focused during exam preparation.	6
Q.2(b)	Analyze the role of teamwork and collaboration in achieving organizational goals.	6
Q.3(a)	Explain the difference between formal and informal presentation of self.	6
Q.3(b)	Demonstrate how maintaining a positive attitude can improve teamwork in a group project.	6

UNIT-II

Q.4(a)	Explain the significance of attitude in shaping personal and professional behavior.	6
Q.4(b)	Evaluate the advantages of maintaining a positive attitude compared to the disadvantages of a negative one.	6
Q.5(a)	Evaluate the impact of factors leading to de-motivation on academic or workplace performance.	6
Q.5(b)	Elaborate on the importance of self-motivation compared to external rewards in long-term success.	6

UNIT-III

Q.6(a)	Explain in detail why clarity of thought is essential in group discussions.	6
Q.6(b)	Apply clarity of thought principle to describe how you would contribute meaningfully to a GD on "Technology and Youth."	6
Q.7(a)	Analyze how psychometric tests assess personality traits and decision-making skills.	6

Q.7(b) Apply the concept of mock interviews to explain how they prepare candidates for real interviews. 6

UNIT-IV

Q.8(a) Elucidate the concept of time management. 6

Q.8(b) Analyze the impact of poor decision-making on organizational performance with examples. 6

Q.9(a) Ethics and values play a vital role. In view of this, describe work ethics. 6

Q.9(b) Define the term character. Explain how character building can be done effectively. 6

No. of Pages: 02

Roll No:

C-441
BBA(BA) III Semester Examinations (Dec 2025)
Basics of Business Analytics (BBA-221A)

Time- 3hrs
Max.Marks-60

Attempt 5 questions in all, selecting one question from each unit and Question 1 is compulsory. Each Question carries 12 marks.

	Marks
Q.1 Answer the following questions.	
(a) Who is web analytics?	2
(b) What is a cross-tabulation?	2
(c) What is time series forecasting?	2
(d) Name any two key performance indicator in social media analytics.	2
(e) Define prescriptive analytics with an example.	2
(f) Mention four tools for data visualization.	2

UNIT-I

- Q.2(a) Discuss who can become business analyst and the key roles responsibilities/functions of a business analyst in business decision-making? 6
- Q.2(b) Elaborate on the applications of business analytics in healthcare analytics. Provide real world examples. 6

OR

- Q.3(a) Explain the role of business analysts in developing business analytics models. Discuss the key factors for the success of analytics projects? 6
- Q.3(b) Evaluate how business analytics be helpful in enhancing the relationship with customer. Discuss with the help of suitable examples. 6

UNIT-II

- Q.4(a) What is a dashboard? Explain its components and applications in business decision-making with examples from industries. 6
- Q.4(b) Elaborate the importance of preprocessing of data. Explain the steps involved preprocessing of data for descriptive analytics. 6

OR

- Q.5(a) Explain the charts used in data visualization. Furthermore, discuss various tools used for data visualization. 6
- Q.5(b) Evaluate the effectiveness of various measures of variability in accurately representing the dispersion of data in real-world datasets. 6

UNIT-III

- Q.6(a) Describe major techniques of predictive analysis and explain how each contributes to business decision-making. 6
- Q.6(b) Discuss the steps involved in conducting factor analysis. 6

OR

- Q.7(a) Explain the assumptions of linear regression and their importance in building an accurate predictive model. 6
- Q.7(b) What is cluster analysis? Explain the key steps involved in performing cluster analysis. 6

UNIT-IV

- Q.8(a) Describe the importance of prescriptive analytics in modern organizations. How does it support optimal decision-making? 6
- Q.8(b) Describe different types of business risks and explain how analytics can be used to evaluate and manage them. 6

OR

- Q.9(a) Evaluate the effectiveness of different text analytics techniques in solving real-world business problems. 6
- Q.9(b) What is web analytics? Explain the metrics commonly used to analyze website performance. 6
