

No. of Pages:01

Roll No:

A-401

BBA/BBA (BA)/BBA (DM) I Semester Examinations (June 2026)
Management Principles & Organizational Behavior (BBA-101A)

Time- 3hrs

Max.Marks-60

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

Q.1	Write Short Note on the following	Marks
(a)	Managerial roles	2
(b)	Components of plan	2
(c)	Guiding principles of organizing	2
(d)	Principles of directing	2
(e)	Types of groups	2
(f)	Groupthink	2

UNIT-I

Q.2(a)	Trace the evolution of management thought from classical to modern approaches. Discuss the key features of each stage.	6
Q.2(b)	Explain the different types of managerial skills required by managers	6

OR

Q.3 (a)	“Planning is a systematic process.” Explain this statement by discussing its steps.	6
Q.3(b)	Describe the techniques of decision-making in management briefly.	6

UNIT-II

Q.4(a)	Define organizing and explain its importance in management.	6
Q.4(b)	Discuss different types of organizational structures with suitable examples.	6

OR

Q.5(a)	Explain the principles of delegation of authority. Why are they important for successful management?	6
Q.5(b)	Differentiate between centralization and decentralization with suitable examples.	6

UNIT-III

Q.6(a)	“Staffing is an essential function of management.” Discuss this statement.	6
Q.6(b)	Explain the role of recruitment and selection in effective staffing.	6

OR

Q.7(a)	Define directing and explain its importance in management.	6
Q.7(b)	Differentiate between traditional and modern control techniques.	6

UNIT-IV

Q.8(a)	Explain the meaning and fundamental concepts of organizational behavior.	6
Q.8(b)	Describe the process of building and managing an effective team.	6

OR

Q.9(a)	Explain group dynamics and stages of group development.	6
Q.9(b)	Describe theories of group formation with suitable examples.	6

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Roll No:

A-402

BBA/BBA (BA)/BBA (DM) I Semester Examinations (June 2026)
Accounting for Managers (BBA-103A)

Time- 3hrs
Max.Marks-60

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

Q.1	Marks
(a) Define Accounting and explain its objectives.	2
(b) What is the Double Entry System? State its advantages.	2
(c) Distinguish between Capital Expenditure and Revenue Expenditure.	2
(d) What is a Trial Balance? Why is it prepared?	2
(e) A trader finds that sales exceed the cost of goods sold by ₹20,000, and after deducting expenses, profit remains ₹12,000. Name both types of profit and explain them.	2
(f) A company starts recording environmental costs like pollution control and waste management. Identify this concept and explain its significance.	2

UNIT-I

Q.2	A company collects data about its daily transactions, processes it into meaningful reports, and provides financial statements to managers, investors, and creditors for decision-making". Identify and explain the system being described above. How does it help different users in making decisions?	12
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OR

Q.3	Different companies often follow different methods of recording and presenting financial information, which makes comparison difficult for investors". Identify the concept that ensures uniformity in financial reporting. Why is it necessary, and how does it improve the usefulness of financial statements?	12
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UNIT-II

Q.4	A business records its daily transactions in a book where each transaction is analyzed and classified into debit and credit before being transferred to other books. Identify this process and explain how transactions are recorded at this stage with suitable examples.	12
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OR

Q.5	From the following balances extracted from the books of Mr. X, prepare a Trial Balance as on 31st March 2025:	12
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Particulars Amount (₹)

Capital	80,000
Drawings	10,000
Purchases	40,000
Sales	90,000

Wages	8,000
Rent	5,000
Salaries	12,000
Cash	15,000
Debtors	20,000
Creditors	18,000
Furniture	10,000

UNIT-III

- Q.6** Financial statements are prepared at the end of the accounting period using balances extracted from the books of accounts. Explain the process of preparing final accounts, including Trading Account, Profit & Loss Account, and Balance Sheet, from a Trial Balance. **12**

OR

- Q.7** Prepare Trading and Profit & Loss Account and Balance Sheet from the following:

Particulars	Amount (₹)
Capital	60,000
Drawings	5,000
Purchases	30,000
Sales	70,000
Wages	5,000
Rent	3,000
Debtors	12,000
Creditors	8,000
Cash	10,000
Opening Stock	8,000

Adjustments:

1. Closing Stock ₹15,000
2. Prepaid Rent ₹500

UNIT-IV

- Q.8** A company considers its employees as valuable assets and tries to measure their contribution in monetary terms for better decision-making. Explain how Human Resource accounting helps organizations in improving performance and decision-making. **12**

OR

- Q.9** A company can generate Profit & Loss Account, Balance Sheet, and other reports instantly with the help of software. Explain the concept of Computerized Accounting and how it enables such reporting, and discuss its importance for decision-making. **12**

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Roll No:

A-403

BBA/BBA (BA)/BBA (DM) 1st Semester Examinations (June 2026)
Business Organization (BBA-105A)

Time – 3 Hours
Max. Marks - 60

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

Q.1 Answer the following questions (2 marks each): **12**

- (a) Define Business Organization and state its main objectives.
- (b) Explain the concept of Non-Profit Organizations.
- (c) State any two features of a Sole Proprietorship.
- (d) What are Multinational Companies (MNCs)? Give one example.
- (e) Define Corporate Governance in brief.
- (f) State any two factors to be considered while selecting the location of a business unit.

UNIT-I

- Q.2 (a)** Explain the meaning and nature of Business Organization. Discuss its key characteristics in detail. **6**
- Q.2 (b)** Discuss the various forms/types of Business Organizations with suitable examples. **6**

OR

- Q.3 (a)** What is a Partnership Deed? Explain its contents and importance in a partnership business. **6**
- Q.3 (b)** Discuss the rights and duties of partners in a partnership firm. **6**

UNIT-II

- Q.4 (a)** What is a Multinational Company (MNC)? Explain its features and advantages. **6**
- Q.4 (b)** Describe the process of formation of a company in India. **6**

OR

- Q.5 (a)** Differentiate between a Joint Stock Company and One Person Company. **6**
- Q.5 (b)** Discuss the principles of Corporate Governance and their relevance in modern business. **6**

UNIT-III

- Q.6 (a)** Analyze the challenges faced by Indian businesses in the new millennium due to globalization and competition. **6**
- Q.6 (b)** Differentiate between Multinational Corporations (MNCs) and Transnational Corporations (TNCs) with suitable examples. **6**

OR

- Q.7 (a)** What are Non-Profit Organizations (NPOs)? Explain their objectives, characteristics, and role in society. **6**
- Q.7 (b)** Discuss the recent trends in the global business environment. How have these trends affected Indian businesses? **6**

UNIT-IV

- Q.8 (a)** Explain the process of setting up a new enterprise. Discuss the key decisions involved. **6**
- Q.8 (b)** Discuss the factors affecting business size decisions while setting up a new unit. **6**

OR

- Q.9 (a)** Explain the importance of location decisions in setting up a business. What factors should be considered? **6**
- Q.9 (b)** Discuss the role of idea generation in starting a new business. What are the various sources of business ideas? **6**

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Roll No:

A-404

BBA/BBA (BA)/BBA (DM) I Semester Examinations (June 2026)

Business Mathematics-I (ASH-MAT-135A)

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 a set with a suitable example.	1.5
(b) Distinguish between equal sets and equivalent sets.	1.5
(c) Find the nature of roots of the equation: $x^2 - 5x + 6$.	1.5
(d) Give an example of quadratic equation having real and distinct roots.	1.5
(e) Write the expansion of $(1 + x)^3$.	1.5
(f) Consider the function $f: \mathbb{R} \rightarrow \mathbb{R}$ defined by $f(x) = x^2 + 3x + 1$. Find $f(2), f(-3)$.	1.5
(g) If $\begin{vmatrix} 2 & 4 \\ 5 & 1 \end{vmatrix} = \begin{vmatrix} 2x & 4 \\ 6 & x \end{vmatrix}$; find the value of x .	1.5
(h) If $A = \begin{bmatrix} 5 & 4 & 10 \\ 3 & 2 & 1 \\ 0 & 0 & 3 \end{bmatrix}$, then find $\begin{pmatrix} 1 \\ 2 \end{pmatrix} A'$	1.5

UNIT-I

- Q.2(a) If $A = \{2, 3, 4, 5, 6\}$, $B = \{3, 6, 7, 8\}$, $C = \{2, 6, 7, 10\}$,
 $U = \{1, 2, 3, 4, 5, 6, 7, 8, 9, 10\}$, then verify that (i) $(A \cap B)' = A' \cup B'$
(ii) $A \cup (B \cap C) = (A \cup B) \cap C$ (iii) $A \cap (B \cap C) = (A \cap B) \cap C$. 6
- Q.2(b) Prove that $A \cup (B \cap C) = (A \cup B) \cap (A \cup C)$. 6
- Q.3(a) Using Venn Diagram, represent the following sets: $A = \{1, 2, 3, 4\}$,
 $B = \{3, 4, 5, 6\}$, Find (i) $A \cup B$ (ii) $A \cap B$ (iii) $A - B$, using Venn Diagram. 6
- Q.3(b) In a survey it was found that 21 people liked product A, 26 liked product B and 29 liked product C. If 14 people liked products A and B, 12 people liked product C and A, 14 people liked products B and C and 8 liked all the three products. Find how many liked product C only. 6

UNIT-II

- Q.4(a) If α and β are the roots of the equation: $ax^2 + bx + c = 0$. Form an equation whose roots are $\frac{\alpha}{\beta}$ and $\frac{\beta}{\alpha}$. 6

- Q.4(b) Form an equation whose roots are $\frac{\alpha^2}{\beta}$ and $\frac{\beta^2}{\alpha}$, if α and β are the roots of the equation: $3x^2 - 4x + 1 = 0$. 6
- Q.5(a) Solve the equation: $\frac{4x+5}{x} - \frac{3x}{4x+5} = 2$. 6
- Q.5(b) Solve for x : $\frac{4x}{x+1} + \frac{x}{x+4} = 5$. 6

UNIT-III

- Q.6(a) Find the value of n if $\frac{(2n)!}{3!(2n-3)!} : \frac{(n)!}{2!(n-2)!} = 44:3$. 6
- Q.6(b) How many words can be formed from the letter of the word "DAUGHTER"
 (i) Taking all the letters together 6
 (ii) Beginning with D
 (iii) Vowels being always together.
- Q.7(a) Expand $\left(\frac{2x}{3} - \frac{3}{2x}\right)^6$ by Binomial theorem. 6
- Q.7(b) If f is defined by rule as $f(x) = \frac{1}{1-x}$, then prove that $f[f\{f(x)\}] = x$. 6

UNIT-IV

- Q.8(a) Find X and Y , if $X + Y = \begin{bmatrix} 5 & 2 \\ 0 & 9 \end{bmatrix}$ and $X - Y = \begin{bmatrix} 3 & 6 \\ 0 & -1 \end{bmatrix}$. 6
- Q.8(b) If $A = \begin{bmatrix} 1 & 2 & 3 \\ 3 & -2 & 1 \\ 4 & 2 & 1 \end{bmatrix}$, show that $A^3 - 23A - 40I_3 = \mathbf{0}$ 6
- Q.9(a) Prove that $\begin{vmatrix} 1 & 1 & 1 \\ x & y & z \\ x^3 & y^3 & z^3 \end{vmatrix} = (y-z)(z-x)(x-y)(x+y+z)$. 6
- Q.9(b) Find the inverse of the matrix, $A = \begin{bmatrix} 1 & 1 & 3 \\ 1 & 3 & -3 \\ -2 & -4 & -4 \end{bmatrix}$. 6

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Roll No:

A-405

BBA/BBA (BA)/BBA (DM) I Semester Examinations (June 2026)
Personal Finance (BBA-107A)

Time- 3hrs
Max.Marks-60

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

		Marks
Q.1	Write Short Note on the following	
(a)	Asset Allocation	2
(b)	Compounding	2
(c)	Budgeting	2
(d)	Good Debts v/s Bad Debts	2
(e)	IRDA	2
(f)	Insurance Planning	2

UNIT-I

Q.2	Define personal finance and explain its scope and objectives.	12
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OR

Q.3	Explain how Time Value of Money helps in financial planning? Mention its relevance and various techniques.	12
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UNIT-II

Q.4	What do you understand by diversification? Discuss its significance in investment decisions.	12
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OR

Q.5	Describe the techniques used to measure risk and return. Why are these concepts significant for investors?	12
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UNIT-III

Q.6	Write a note on:	4+4+4
	(a) SEBI	
	(b) Bank Ombudsman	
	(c) RERA	

OR

Q.7(a)	Why Estate planning is important? List key documents required for Estate planning.	6
Q.7(b)	Write a note on Debt Management.	6

UNIT-IV

Q.8	What is meant by retirement planning? Discuss the various pension plans and retirement schemes available.	12
Q.9	Describe the role of insurance in financial planning and discuss various Insurance policies.	12

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Roll No:

A-406

BBA/BBA (BA)/BBA (DM) I Semester Examinations (June 2026)

English Language and Communication -1 (ASH-HUM-138A)

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 Syntax.	2
(b)	What is Communication?	2
(c)	State two Barriers to Effective Listening.	2
(d)	Give two examples of Conjunctions.	2
(e)	What is Non-verbal Communication?	2
(f)	Define Semantics.	2

UNIT-I

Q.2(a)	Explain the Concept and Meaning of Language.	6
Q.2(b)	Discuss the Role of Morphology in Language formation with examples.	6

OR

Q.3(a)	Explain Syntax and its Importance in Sentence construction.	6
Q.3(b)	Describe the Role of Language in Communication and Professional Development.	6

UNIT-II

Q.4(a)	Explain the Meaning and Process of Communication.	6
Q.4(b)	Differentiate between Verbal and Non-verbal Communication.	6

OR

Q.5(a)	Describe the Forms of Communication used in Professional Situations.	6
Q.5(b)	Explain the Importance of Non-verbal Communication with suitable examples.	6

UNIT-III

Q.6(a)	Discuss the Meaning and Importance of Listening Skills.	6
Q.6(b)	Explain any Four Factors affecting Listening.	6

OR

Q.7(a)	Describe the Different Types of Listening.	6
Q.7(b)	How can Effective Listening improve Communication? Explain with examples.	6

UNIT-IV

Q.8(a)	Explain Noun, Verb, and Adjective with examples.	6
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Q.8(b) Differentiate between Adverb and Preposition with examples. **6**

OR

Q.9(a) Write short notes on: **6**

- a) Pronoun
- b) Conjunction
- c) Interjection

Q.9(b) Identify any two parts of speech in the following sentences: **6**

- a) The intelligent student answered the question confidently.
- b) We are planning to go to the market.
- c) Rakshit has done his task in the given time.

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Roll No:

B-401

BBA/BBA (BA)/BBA (DM) II Semester Examinations (June 2026)
Business Statistics (BBA-102A)

Time- 3hrs

Max.Marks-60

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

Marks

Q.1

12

- (a) Discuss scope of statistics.
- (b) State the main sources of Primary data.
- (c) Explain geometric and harmonic means.
- (d) What are advantages of mean?
- (e) Differentiate between correlation and regression.
- (f) Explain uses of Index number.

UNIT-I

Q.2

“Business Statistics are like clay of which you can make a God or Devil”.
Analyze this statement.

12

OR

Q.3

From the following data draw: a) Histogram b) Frequency Polygon with
Histogram c) Frequency Curve.

12

C.I.	0-10	10-20	20-30	30-40	40-50	50-60	60-70
F	2	7	15	25	18	15	8

UNIT-II

Q.4

Find out mean, median and mode from the following data:

12

C.I.	0-9	10-19	20-29	30-39	40-49	50-59	60-69
F	8	10	15	20	15	10	8

OR

Q.5

Calculate standard deviation and its coefficient from the following data:

12

Marks	5-10	10-15	15-20	20-25	25-30	30-35	35-40
F	5	8	12	17	12	8	5

UNIT-III

- Q.6 Calculate Karl Pearson's coefficient of correlation between export and import. 12

Export	42	44	58	55	89	98	66
Import	56	49	53	58	65	76	58

OR

- Q.7 From the following data, formulate both regression equations by least square method. Also, estimate the value of Y when X=11 & the value of X when Y=15. 12

X	10	12	13	17	18
Y	5	6	7	9	13

UNIT-IV

- Q.8 What do you understand by sampling? Explain the different methods of Sampling. 12

OR

- Q.9 Analyze current year on the basis of base year by : 12
a) Laspeyre's b) Paasche's c) Drobish & Bowley d) Fisher's Method.

Comm.	Base Year		Current Year	
	Price	Quantity	Price	Quantity
A	2	4	6	5
B	4	5	8	4
C	6	2	9	3
D	8	1	6	2
E	10	1	5	2

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Roll No.:.....

B-402

BBA/ BBA(DM)/ BBA(BA) II Semester Examinations (Jun 2026)
Managerial Economics (BBA-104A)

Time- 3hrs
Max.Marks-60

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

Q.1

- | | |
|---|---|
| (a) Define Managerial Economics and explain its nature and scope. | 2 |
| (b) Differentiate between accounting cost and opportunity cost with suitable examples. | 2 |
| (c) State the law of demand and explain any two determinants of demand | 2 |
| (d) What is elasticity of demand? Mention its importance in managerial decision-making. | 2 |
| (e) Differentiate between short run and long run production functions. | 2 |
| (f) Define monopoly and monopolistic competition | 2 |

Unit-1

- | | |
|---|---|
| Q.2(a) Explain the objectives of a firm in detail. | 6 |
| Q.2(b) Discuss the marginal principle and incremental principle with suitable business examples | 6 |

OR

- | | |
|---|---|
| Q.3(a) Explain the principles of utility and opportunity cost with practical illustrations. | 6 |
| Q.3(b) Discuss the significance of time perspective in managerial decision-making. | 6 |

Unit-2

- | | |
|---|---|
| Q.4(a) Explain the law of demand with assumptions and exceptions. | 6 |
| Q.4(b) What is price elasticity of demand? Explain its various types. | 6 |

OR

- | | |
|---|---|
| Q.5(a) Explain the cardinal utility analysis and its assumptions. | 6 |
| Q.5(b) Illustrate the equilibrium of a consumer with the help of indifference curve analysis. | 6 |

Unit-3

- | | |
|--|---|
| Q.6(a) Explain the concept of production function. Discuss production with one variable input. | 6 |
| Q.6(b) Differentiate between short run cost and long run cost curves. | 6 |

OR

- | | |
|--|---|
| Q.7(a) Explain the law of variable proportions with the help of a diagram. | 6 |
| Q.7(b) What is revenue function? Explain different types of revenue with examples. | 6 |

Unit-4

- | | |
|--|---|
| Q.8(a) Explain price and output determination under perfect competition. | 6 |
| Q.8(b) Discuss the features and pricing policies under monopoly market | 6 |

OR

- | | |
|--|---|
| Q.9(a) Explain price discrimination under monopoly with suitable examples. | 6 |
| Q.9(b) Differentiate between monopolistic competition and oligopoly market structures. | 6 |

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Roll No:

B-403

BBA/BBA (BA)/BBA (DM) II Semester Examinations (June 2026)

Human Resource Management (BBA-106A)

Time- 3hrs

Max.Marks-60

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

Q.1		Marks
(a)	Explain the main objectives of HRM.	2
(b)	Explain the importance of Human Resource Planning (HRP).	2
(c)	Differentiate between Training and Development.	2
(d)	What is meant by Compensation Management?	2
(e)	Why Employee Health and Safety is so important in an organization.	2
(f)	What do you mean by Digital Human Resource Management.	2

UNIT-I

Q.2(a)	Explain the scope and significance of HRM in modern organizations.	6
Q.2(b)	Explain the meaning and objectives of Human Resource Planning.	6

OR

Q.3(a)	Discuss the challenges faced by Human Resource Management in present times.	6
Q.3(b)	How the human resource planning different from human resource management.	6

UNIT-II

Q.4(a)	Explain the methods and techniques of Recruitment.	6
Q.4(b)	Discuss the various sources of Recruitment.	6

OR

Q.5(a)	Explain the concept, principles and methods of Training.	6
Q.5(b)	Discuss the role of Training and Development in improving employee efficiency.	6

UNIT-III

Q.6(a)	Discuss the relationship between performance appraisal and compensation management.	6
Q.6(b)	Explain the major challenges faced in Payroll and Compensation Management.	6

OR

Q.7(a)	Explain the importance of Employee Health and Safety in industrial organizations.	6
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Q.7(b) Describe the various methods of performance evaluation and examine their effectiveness. 6

UNIT-IV

Q.8(a) Differentiate between Traditional HRM and Digital HRM with suitable examples. 6

Q.8(b) Analyze the impact of Artificial Intelligence on Human Resource Management. 6

OR

Q.9(a) Discuss the advantages and limitations of Digital Human Resource Management. 6

Q.9(b) Evaluate the role of Digital HRM in improving employee engagement and organizational efficiency. 6

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Roll No:

B-404

BBA/BBA (BA)/BBA (DM) II Semester Examinations (June 2026)
Business Mathematics-II (ASH-MAT-136A)

Time- 3hrs
Max.Marks-60

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

Q.1	Marks
(a) The average of ten numbers is 7. If each number is multiplied by 12, then what is the new average?	2
(b) An agent gets a 12% commission on the sales. What is his commission if the total sale consideration is Rs. 48000. What does the seller get?	2
(c) What do you mean by characteristic and mantissa of logarithms? Illustrate with examples.	2
(d) At what rate of simple interest will S.I. on ₹9250 be three-fifth of it in 4 years?	2
(e) For what values of x, the numbers $-\frac{2}{7}$, x, $-\frac{7}{2}$ are in G.P.	2
(f) Define basic feasible solution.	2

UNIT-I

Q.2(a)	If $x : y = 2 : 3$, find the value of $3x + 2y : 2x + 5y$.	6
Q.2(b)	Three numbers are in continued proportion. Their mean proportional is 20 and sum of the first and the third is 58. Find the numbers.	6

OR

Q.3(a)	A reduction of 25% in the price of apples would enable a purchaser to get 4 kg apples more for ₹480. Find (i) the original price per kg of apples (ii) the reduced price per kg of apples.	6
Q.3(b)	Find the present value of an ordinary annuity of 24 payments of ₹100 each made monthly and earning interest at 9% per year compounded monthly.	6

UNIT-II

Q.4(a)	Rekha bought a refrigerator for ₹9200 on credit. The rate of interest for the first year is 5% and for the second year is 15%. How much will it cost her if she pays the amount after two years.	6
Q.4(b)	Find the nominal rate of interest when compounded continuously, which is equivalent to effective rate of interest 8.3% per annum.	6

OR

Q.5(a)	Find the value of n, if $\frac{a^{n+1}+b^{n+1}}{a^n+b^n} = \frac{a+b}{2}$, $a \neq b$.	6
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- Q.5(b) Prove that $\frac{1}{\log_{xy}(xyz)} + \frac{1}{\log_{yz}(xyz)} + \frac{1}{\log_{zx}(xyz)} = 2$. 6

UNIT-III

- Q.6(a) The product of three numbers in A.P. is 224 and the largest number is 7 times the smallest. Find the numbers. 6
- Q.6(b) If pth, qth, rth term of an A.P. are a, b, c respectively, show that $(q - r)a + (r - p)b + (p - q)c = 0$. 6

OR

- Q.7(a) If p, q, r are in A.P. and x, y, z are in G.P., then prove that $x^{q-r} \cdot y^{r-p} \cdot z^{p-q} = 1$. 6
- Q.7(b) A machine depreciates in value at the rate of 10% every year on reducing balance. If the original cost be ₹10000 and the ultimate scrap value ₹6561, find the effective life of the machine. 6

UNIT-IV

- Q.8 A producer has 30 and 17 units of labour and capital respectively which he can use to produce two types of goods X and Y. To produce one unit of X, 2 units of labour and 3 units of capital are required. Similarly, 3 units of labour and 1 unit of capital are required to produce one unit of Y. If X and Y are priced at ₹100 and ₹120 per unit respectively, how should the producer use his resources to maximize the total revenue. Formulate this as a linear programming problem and solve it graphically. 12

OR

- Q.9 Explain the meaning of linear programming. Solve the following LPP using Simplex method: Maximize $Z = 5x_1 + 2x_2 - x_3$ 12
- subject to the constraints $x_1 + 2x_2 + 4x_3 \leq 6$
 $3x_1 + 2x_2 - 2x_3 \leq 5$
 $2x_1 + x_2 + 3x_3 \leq 2$
 $x_1, x_2, x_3 \geq 0$

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Roll No:

B-405

BBA/BBA (BA)/BBA (DM) II Semester Examinations (June 2026)

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) Define banking and mention any two functions of banks.	2
(b) What is a crossed cheque?	2
(c) Differentiate between NEFT and RTGS.	2
(d) State any two principles of insurance.	2
(e) What is nomination in life insurance?	2
(f) Mention any two types of general insurance.	2

UNIT-I

Q.2 (a) Explain the concept, features and importance of banking.	6
Q.2 (b) Discuss the classification of banks in India.	6

OR

Q.3 (a) Explain the evolution of banking in India.	6
Q.3 (b) Write a short note on NBFCs and their role in inclusive growth.	6

UNIT-II

Q.4 (a) Explain different types of cheques and their crossing.	6
Q.4 (b) Discuss secured and unsecured advances given by banks.	6

OR

Q.5 (a) Explain the concept and advantages of E-Banking.	6
Q.5 (b) Write short notes on: i.) IMPS ii.) Banking Ombudsman	3+3=6

UNIT-III

Q.6 (a) Explain the concept, need and principles of insurance.	6
Q.6 (b) Discuss the importance of life insurance.	6

OR

Q.7 (a) Explain the procedure of taking a life insurance policy.	6
Q.7 (b) Discuss privatization and FDI in the insurance sector in India.	6

UNIT-IV

Q.8 (a) Explain the concept and features of general insurance.	6
Q.8 (b) Discuss the importance of health insurance.	6

OR

Q.9 (a) Explain fire insurance and its features.	6
Q.9 (b) Write a short note on marine insurance.	6

No. of Pages: 02

Roll No:

B-406

BBA/BBA (BA)/BBA (DM) II Semester Examinations (June 2026)

English Language & Communication-II (ASH-HUM- 139A)

Max.Marks-60

Time- 3hrs

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 'coherence' in paragraph writing. Give one example of a cohesive device and explain how it links ideas.	2
(b) What are the two broad types of oral communication? Define each in one sentence.	2
(c) List any four components typically included in a professional CV.	2
(d) Define a 'simple sentence' and write one original example of your own.	2
(e) What is the significance of précis writing in academic and professional contexts? Explain in two to three sentences.	2
(f) Distinguish between a modal verb expressing obligation and one expressing possibility. Give one example sentence for each.	2

UNIT-I

Q.2(a)	How can a reader identify the main idea and supporting details in a passage? Explain with examples.	6
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Q.2(b)	Read the following passage carefully and answer the questions.	6
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Priya stepped off the overnight bus and looked at her new city for the first time. The morning light was thin and grey, and the street outside the station was already busy with vendors, autorickshaws, and office workers walking with a certainty she did not yet feel. She had her degree certificate, a single suitcase, and the address of a working women's hostel written on a slip of paper. For a moment, she stood very still, breathing in the diesel-scented air, and felt something that was not quite fear, not quite excitement, but perhaps both together. She had promised her mother she would call as soon as she arrived. She found her phone, saw the battery was nearly dead, and smiled quietly to herself. There would be time to call later. First, she needed to find the hostel. She picked up her suitcase and walked towards the autorickshaws, choosing the city, choosing herself.

(i) Describe the setting as Priya steps off the bus. What does the description suggest about her situation?

(ii) What conflicting emotions does Priya experience, and how are they conveyed in the passage?

(iii) What does the final phrase 'choosing the city, choosing herself' signify about Priya's character?

OR

- Q.3(a)** Explain how an advanced reading passage differs from a basic one in terms of vocabulary, sentence structure, and thematic complexity. **6**
- Q.3(b)** Analyse the importance of coherence and cohesion in effective paragraph writing. Discuss any four cohesive devices with examples. **6**

UNIT-II

- Q.4(a)** Prepare a well-structured speech (approximately 200 words) to be delivered at an inter-college debate on the topic: "Technology is transforming education for the better." Include an effective opening, at least two well-developed arguments, and a strong conclusion. **6**
- Q.4(b)** A group discussion is being held on: "Is higher education in India genuinely accessible to students from underprivileged backgrounds?" Write the opening statement you would deliver, and outline two specific points you would raise. **6**

OR

- Q.5(a)** Describe the essential qualities of an effective presenter. How can students prepare for academic presentations to overcome stage anxiety and maintain audience engagement throughout their delivery? **6**
- Q.5(b)** Explain the role of non-verbal communication in public speaking. How do posture, eye contact, and gestures collectively influence the audience's perception of the speaker's credibility and confidence? **6**

UNIT-III

- Q.6(a)** Write a formal email to the Human Resources Manager of a leading IT company, applying for a six-week summer internship as a Business Development Intern. Ensure that the email includes all essential components of a professional communication. **6**
- Q.6(b)** Your institution is organising a National Seminar on "Entrepreneurship and Start-up Culture in India." Draft a notice for the college notice board inviting final-year BBA students to register for participation. Include all essential elements of a formal notice. **6**

OR

- Q.7(a)** Distinguish between a CV and a résumé in terms of length, purpose, and content. Prepare a CV for a postgraduate student applying for the role of Research Assistant at a management institute (fictional candidate details may be of your own creation). **6**
- Q.7(b)** Write a formal report on a field visit conducted by your BBA class to a local manufacturing unit. The report should include a title, date, objective & key observations. **6**

UNIT-IV

- Q.8(a)** Explain the functions of modal auxiliaries in English grammar. **6**
- Q.8(b)** Differentiate between "will" and "would" with examples. **6**
- OR**
- Q.9(a)** Explain the difference between simple and compound sentences. **6**
- Q.9(b)** Explain the importance of sentence structure in communication. **6**

No. of Pages: 02

Roll No:

B-407

BBA/BBA (BA)/BBA (DM) II Semester Examinations (June 2026)
Advance IT Skills (BCA-116A)

Time- 3hrs
Max.Marks-60

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

Q.1	Marks
(a) What is a web browser? Give any two examples.	2
(b) Write the meaning of e-Governance and name any two e-Governance services used in India.	2
(c) Mention any two advantages of using Google Sheets.	2
(d) Define ransomware in the context of cybercrime.	2
(e) Why is encryption important in digital transactions?	2
(f) State the meaning of cloud computing in one or two lines.	2

UNIT-I

Q.2(a)	Differentiate among Wi-Fi, Ethernet, Broadband, and USB tethering as modes of Internet access.	6
Q.2(b)	Develop a set of steps for safely searching, downloading, and printing information from the web for an academic assignment.	6

OR

Q.3(a)	Explain the concepts of blogs, e-commerce, and online safety practices with relevant examples.	6
Q.3(b)	Design a simple strategy for using mobile-based e-Governance services to improve access to public services.	6

UNIT-II

Q.4(a)	Describe how a Google Account enables access to Google Docs, Google Sheets, and Google Forms.	6
Q.4(b)	Apply Google Docs collaboration features to prepare a group report, including sharing, editing, commenting, and formatting.	6

OR

Q.5(a)	Explain the steps for creating and customizing a Google Form for a survey.	6
Q.5(b)	Analyze how collected form responses can be organized and interpreted through Google Sheets for managerial decision-making.	6

UNIT-III

- Q.6(a)** Explain cyberspace and classify common cybercrimes with examples. **6**
Q.6(b) Analyze the difference between phishing and social engineering attacks and suggest user-level precautions. **6**

OR

- Q.7(a)** Evaluate the effectiveness of cyber security tools and practices such as antivirus, firewall, password policy, multi-factor authentication, and backup. **6**
Q.7(b) Assess the risks of digital financial services and explain how fraud prevention mechanisms can reduce financial losses. **6**

UNIT-IV

- Q.8(a)** Explain Internet of Things, Artificial Intelligence, and Blockchain Technology with one practical business application of each. **6**
Q.8(b) Analyze how Big Data Analytics and Cloud Computing support business productivity and decision-making. **6**

OR

- Q.9(a)** Evaluate the impact of Virtual Reality, 3D Printing, and Robotics Process Automation on future workplaces. **6**
Q.9(b) Compare social technologies and mobile technologies as enablers of digital business communication. **6**

No. of Pages: 02

Roll No:

C-401

BBA/BBA (BA) III Semester Examinations (June 2026)

Cost and Management Accounting (BBA-201A)

Time- 3hrs

Max.Marks-60

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

Q.1		Marks
(a)	Explain the scope of cost accounting in modern business.	2
(b)	Distinguish between cost accounting and financial accounting.	2
(c)	What is a contribution? Why is it important in decision-making?	2
(d)	Explain the role of a management accountant in an organization.	2
(e)	What do you understand by zero-based budgeting?	2
(f)	Explain the concept of margin of safety.	2

UNIT-I

- Q.2 A manufacturing firm records all its production-related costs and prepares a statement showing material, labour, and overhead costs for a specific period. Identify the statement and explain how it helps in cost control and decision-making. 12

OR

- Q.3 Different industries adopt different costing techniques depending on the nature of their production. Explain various costing methods and justify their suitability in different business situations.

UNIT-II

- Q.4 From the following data, calculate:
(i) Contribution
(ii) P/V Ratio
(iii) Break-even Point (in units)
(iv) Margin of Safety 12

Sales = ₹2, 00,000

Variable Cost = ₹1, 20,000

Fixed Cost = ₹50,000

Also comment on the profitability position of the firm.

OR

- Q.5 A manufacturing firm establishes predetermined costs for materials, labour, and overheads before the start of a production period. During operations, the

actual costs incurred are compared with these pre-set benchmarks, and any differences are carefully analysed to evaluate performance and control costs. Discuss how it helps in cost control and performance evaluation. Also, analyse the various types of differences that may arise between standard and actual costs, and illustrate them with suitable examples.

UNIT-III

- Q.6** An organisation goes beyond merely maintaining financial records and starts using accounting information as a tool to forecast future activities, support managerial decisions, and monitor the performance of different departments. The information generated is analysed and presented in a way that assists management in achieving organisational goals. 12

Explain its key objectives and scope. Also, highlight its limitations in practical application.

OR

- Q.7** Management audit is gaining importance in modern organizations. Explain its meaning, objectives, and different types, and discuss how it differs from financial audit.

UNIT-IV

- Q.8** Prepare a **Fixed Budget** for the production of 10,000 units from the following data:

Material Cost per unit = ₹5

Labour Cost per unit = ₹3

Variable Overhead per unit = ₹2

Fixed Overheads = ₹50,000

Calculate total cost and cost per unit. 12

OR

- Q.9** A company operates in a highly competitive environment where management sets financial targets in advance and continuously compares actual performance with those targets. Whenever deviations are observed, corrective actions are taken to ensure organisational goals are achieved efficiently.

Identify and explain the system being followed by the company and discuss how this system helps in planning and controlling business activities.

No. of Pages: 01

Roll No:

C-402

BBA/BBA (DM)/BBA (BA) III Semester Examinations (June 2026)
Marketing Management (BBA-203A)

Time- 3hrs

Max.Marks-60

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

- Q.1 **Answer the following questions (2 marks each):** **12**
- (a) Define marketing mix.
- (b) What is a Marketing Information System (MIS)?
- (c) Define product and its levels.
- (d) What is promotion mix?
- (e) What are the 7 P's of service marketing?
- (f) What is green marketing?

UNIT-I

- Q.2(a) Define marketing management and explain its nature and scope. **6**
- Q.2(b) Explain the concept of marketing mix and its elements. **6**

OR

- Q.3(a) Discuss the STP approach in detail. **6**
- Q.3(b) Describe the components of the marketing environment. **6**

UNIT-II

- Q.4(a) Discuss the role of MIS in decision-making. **6**
- Q.4(b) Discuss the role of psychological factors in consumer behavior. **6**

OR

- Q.5(a) Analyze how Netflix uses marketing research to understand consumer preferences. **6**
- Q.5(b) Explain the importance of studying consumer behavior for marketers. **6**

UNIT-III

- Q.6(a) Describe the Product Life Cycle and its stages. **6**
- Q.6(b) Explain the factors affecting pricing decisions. **6**

OR

- Q.7(a) Evaluate the advertising strategy of Nike and its impact on brand image. **6**
- Q.7(b) Describe the promotion mix and its components. **6**

UNIT-IV

- Q.8(a) Define distribution channels and explain their importance. **6**
- Q.8(b) Describe marketing organization and control. **6**

OR

- Q.9(a) Evaluate how Zomato uses social media marketing to attract customers. **6**
- Q.9(b) Describe integrated marketing communication (IMC). **6**

No. of Pages: 02

Roll No:

C-403

BBA III Semester Examinations (June 2026)
Business Ethics & Corporate Governance (BBA-205A)

Time- 3hrs
Max.Marks-60

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

Q.1		Marks
(a)	Define Ethics.	2
(b)	What do you mean by Ethical Dilemmas?	2
(c)	Who is a competitor?	2
(d)	Explain Ethical Decision Making.	2
(e)	What is Corporate Sustainability	2
(f)	Explain ESG.	2
UNIT-I		
Q.2	Analyze the various types of Ethical Dilemmas faced by managers in a business organization and propose solutions for these Dilemmas.	12
OR		
Q.3(a)	Critically analyze various factors affecting Business Ethics.	6
Q.3(b)	Elaborate different types of Values.	6
UNIT-II		
Q.4	Discuss the importance of Ethics in Human Resource Management. Elaborate various Ethical Issues faced by HR managers.	12
OR		
Q.5(a)	Illustrate the ideal behavior of business towards Suppliers giving suitable examples.	6
Q.5(b)	Analyze the importance of ethics in financial reporting.	6
UNIT-III		
Q.6(a)	Discuss the role of individual influences in shaping ethical decisions in complex business situations.	6
Q.6(b)	Evaluate how situational factors affect ethical decision making.	6
OR		
Q.7	Elaborate the Nature and Process of Ethical Decision Making, citing suitable examples.	12
UNIT-IV		
Q.8(a)	Elaborate the concept and Evolution of ESG.	6

Q.8(b) Discuss various Amendments to Corporate Governance. **6**

OR

Q.9 Analyse various ethical issues of Corporate Governance and elaborate Models of Corporate Governance. **12**

19/6

No. of Pages: 01

Roll No:

C-404

BBA/BBA (DM)/BBA (BA) III Semester Examinations (June 2026)
Production Management (BBA-207A)

Time- 3hrs

Max.Marks-60

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

Q.1	Marks
(a) What is Intermittent Production system?	2
(b) State any two objectives of Production Management.	2
(c) What is Location Analysis?	2
(d) What is Production Planning and Control?	2
(e) What is Capacity Planning?	2
(f) Explain Six sigma	2
UNIT-I	
Q.2(a) Discuss the significance of Production function in modern business.	6
Q.2(b) Explain the role and responsibilities of a production manager.	6
OR	
Q.3 Describe the Organizational Structure of Production Function in detail.	12
UNIT-II	
Q.4 What do you mean by Plant Layout? Explain different types of Plant Layout in detail.	12
OR	
Q.5(a) Explain the various objectives of Production Planning and Control (PPC) techniques	6
Q.5(b) Explain the term Material Requirement Planning (MRP).	6
UNIT-III	
Q.6(a) What is Make or Buy decision? Explain its importance.	6
Q.6(b) Discuss the various factors affecting Capacity Planning in an organization.	6
OR	
Q.7(a) Discuss the role of Purchasing & Warehousing in production management.	6
Q.7(b) Discuss the relationship between Capacity Planning and Production efficiency	6
UNIT-IV	
Q.8 Explain the various Inventory Management Techniques in detail.	12
OR	
Q.9(a) What is ISO Certification?	6
Q.9(b) Discuss the features and benefits of Total Quality Management.	6

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Roll No:

C-405

BBA/BBA (BA)/BBA (DM) III Semester Examinations (June 2026)

Fundamentals of Indian Capital Markets (BBA-209A)

Time- 3hrs

Max.Marks-60

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

Q.1	Marks
(a) State any two functions of SEBI.	2
(b) What is the meaning of Stock Market Index?	2
(c) Define the concept of Mutual Funds.	2
(d) What is Primary Market?	2
(e) Define the term 'Financial Market'	2
(f) State the full form of NSDL and explain its meaning.	2

UNIT-I

Q.2(a)	Explain the role and major functions of Financial Markets in an economy.	6
Q.2(b)	Discuss the concept of the Capital Market and describe the main instruments traded in it.	6

OR

Q.3 (a)	Define the Capital Market and explain its various types.	6
Q.3(b)	Explain the meaning of the Debt Market and outline its key features.	6

UNIT-II

Q.4(a)	Elaborate on the role and functions of SEBI in regulating the Indian Capital Market.	6
Q.4(b)	Discuss the different methods of raising funds in the Secondary Market.	6

OR

Q.5(a)	What is the Primary Market. Describe the major intermediaries involved in Primary Market Operations?	6
Q.5(b)	Distinguish in detail between the Primary Market and the Secondary Market.	6

UNIT-III

Q.6(a)	Classify the functions and types of Indian Stock Exchange.	6
Q.6(b)	Examine the importance of Stock Market indices for investors and the market as a whole.	6

OR

Q.7(a)	Explain in detail any three Global Stock Exchanges.	6
Q.7(b)	Point out the meaning of Insider trading and discuss its disadvantages for the Securities Market.	6

UNIT-IV

- | | | |
|---------------|---|----------|
| Q.8(a) | Evaluate the significance of Mutual Funds as an investment avenue and explain their major merits and demerits | 6 |
| Q.8(b) | Outline the concept of NSDL and SHCIL and explain their role in the Depository System. | 6 |

OR

- | | | |
|---------------|--|----------|
| Q.9(a) | Evaluate the significance of the Indian Depository System in the Capital Market. | 6 |
| Q.9(b) | Explain the concept of Underwriting and discuss its types and benefits | 6 |

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Roll No:

C-406

BBA/BBA (BA)/BBA (DM) III Semester Examinations (June 2026)

English Language & Communication Skills-III (ASH-HUM-238A)

Time- 3hrs

Max.Marks-60

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

Q.1	Write Short Note on the following	Marks
(a)	What is clarity in communication?	1.5
(b)	Who proposed Barrett's Taxonomy?	1.5
(c)	What is business vocabulary?	1.5
(d)	What is a semantic barrier?	1.5
(e)	What is meant by word power?	1.5
(f)	What is meant by reading as an integrative process?	1.5
(g)	Define conversation.	1.5
(h)	What is persuasion in communication?	1.5

UNIT-I

Q.2(a)	Discuss the essentials of effective communication.	5
Q.2(b)	Explain the Seven Cs of effective communication with examples.	7

OR

Q.3 (a)	How can communication barriers be overcome? Explain.	7
Q.3(b)	Describe how body language affects communication.	5

UNIT-II

Q.4(a)	Differentiate between intensive and extensive reading.	6
Q.4(b)	Explain skimming and scanning techniques.	6

OR

Q.5(a)	Explain various types of reading with suitable examples.	6
Q.5(b)	Discuss Barrett's Taxonomy of reading comprehension in detail.	6

UNIT-III

Q.6(a)	Differentiate between normal and advanced vocabulary.	6
Q.6(b)	Explain the role of media and journalism in vocabulary development.	6

OR

Q.7(a)	Discuss the importance of dictionaries and thesauruses in vocabulary learning.	5
Q.7(b)	A student regularly reads English newspapers and notes down unfamiliar words with meanings. Which source of vocabulary enhancement is being used? How does it help in language development?	7

UNIT-IV

Q.8(a)	Explain the meaning and features of expository speech.	6
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Q.8(b) Discuss the importance of body language in public speaking. **6**

OR

Q.9 Explain the various aspects of conversation and their significance in interpersonal communication **12**

No. of Pages: 02

Roll No:

C-407

BBA/BBA (BA)/BBA (DM) III Semester Examinations (June 2026)
Database Management System (BCA-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	Marks
(a) Write the major applications of DBMS?	
(b) Explain any two DDL commands.	
(c) What is virtual table?	
(d) Define foreign key with example.	
(e) Explain functional dependency.	
(f) What is collection in NOSQL?	6*2=12

UNIT-I

Q.2(a)	Discuss the advantages of DBMS compared to the file system approach.	6
Q.2(b)	Who is DBA? Explain the major responsibilities of DBA.	6

OR

Q.3(a)	Explain different data models used in DBMS.	6
Q.3(b)	Discuss the different levels of the Three-Schema Architecture in DBMS.	6

UNIT-II

Q.4(a)	What is attribute in ER Model? Explain various types of attributes.	6
Q.4(b)	Explain the following SQL commands with example: i) DELETE ii) ALTER iii) MODIFY	6

OR

Q.5(a)	Draw an ER model of an ABC University.	6
Q.5(b)	Explain Union, Intersection, and Cartesian product with example.	6

UNIT-III

Q.6(a)	Explain primary, foreign, candidate, super, and alternate key with example.	6
Q.6(b)	What is purpose of normalization? Explain 1 st to 3 rd normal form with examples.	6

OR

Q.7(a)	Explain BCNF. Differentiate between 3NF and BCNF.	6
Q.7(b)	What is Join dependency? Explain 5 th Normal form with example.	6

UNIT-IV

- Q.8(a)** Explain temporal and spatial databases with the examples. 6
- Q.8(b)** Describe how the architecture of a distributed database system works with a suitable diagram. 6

OR

- Q.9(a)** Explain Geographical databases and Web databases with the help of example. 6
- Q.9(b)** How NOSQL databases are different than traditional databases. 6

No. of Pages: 02

Roll No:

D 401

BBA IV Semester Examinations (June 2026)

Family Business Management (BBA-202A)

Time- 3hrs

Max.Marks-60

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

Q.1		Marks
(a)	Five characteristics of family-controlled businesses	2
(b)	Entrepreneurial spirit	2
(c)	Family councils	2
(d)	Succession challenges and planning	2
(e)	Family business taxation	2
(f)	Wealth transfer	2

UNIT-I

Q.2	Explain the key characteristics that distinguish family-controlled businesses from non-family businesses. In your answer, discuss the role of entrepreneurial spirit and how it contributes to the sustained growth of family enterprises in the Indian economy.	12
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OR

Q.3	You are a management consultant advising a second-generation family business in India that is struggling with declining market share and internal conflicts. Apply the success factors of family businesses to recommend a structured plan that can help the business regain its competitive edge while preserving family harmony.	12
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UNIT-II

Q.4	A family business with joint ownership among three brothers is facing constant conflicts over business decisions and leadership roles. Apply any five governance tools — such as a family council, board of directors, or family constitution — to resolve their conflicts and bring stability to the business.	12
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OR

Q.5	Analyze the challenges a family business faces when transitioning leadership from the first generation to the second generation. How does grooming through formal processes differ from informal processes, and which approach is more effective for long-term business success?	12
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UNIT-III

Q.6	A traditional family-owned saree business wants to grow but is resistant to change. Apply any five strategies to help the business balance its traditional values with modern innovation while professionalizing its operations.	12
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OR

- Q.7** Analyze how the Tata Group transformed from a family business into a global conglomerate. In your analysis, examine the role of values and legacy, hiring non-family professionals, and strategic planning in driving this transformation. **12**

UNIT-IV

- Q.8** Describe the role of any three institutional bodies such as FICCI, AIMA, and CII in supporting family businesses in India. How do they help these businesses grow and overcome challenges? **12**

OR

- Q.9** A family business is earning good profits but has no proper financial plan in place. Suggest five steps the family should take to create an effective financial plan to manage cash flow, investments, and future business growth. **12**

No. of Pages: 02

Roll No:

D-402

BBA /BBA (BA) IV Semester Examinations (June 2026)

Business Research Methodology (BBA-204A)

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)	What is business research?	1.5
(b)	Define variables in research.	1.5
(c)	What is a research problem?	1.5
(d)	Define experimental design.	1.5
(e)	What is sampling error?	1.5
(f)	Define primary data.	1.5
(g)	What is Likert scale?	1.5
(h)	Define hypothesis testing.	1.5

UNIT-I

Q.2	Discuss the significance of research in modern business. Explain components of theory such as concepts, constructs, and variables with examples.	12
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OR

Q.3	Explain the steps involved in defining a research problem. Develop a suitable research problem and hypothesis for a real-life business situation.	
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UNIT-II

Q.4	Describe the different types of research designs and explain their applications in business research.	12
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OR

Q.5	Analyze the features of a good research design and critically examine various experimental designs used in research.	12
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UNIT-III

Q.6	Explain the concept of sample survey. Compare different sampling techniques and justify their suitability in different situations.	12
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OR

Q.7	Discuss sources of data collection. Design a structured questionnaire for collecting primary data in a consumer behavior study.	12
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UNIT-IV

Q.8 Explain the process of data analysis. Differentiate between univariate and bivariate techniques with suitable examples. **12**

OR

Q.9 Discuss the importance of report writing in research. Develop a detailed framework of a research report including layout and referencing style. **12**

No. of Pages: 02

Roll No:

D-403

BBA IV Semester Examinations (June 2026)
Indian Business Environment (BBA-206A)

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 any two features of Indian Mixed Economy.	2
(b) What is Privatization? Mention two benefits of Privatization.	2
(c) State any two objectives of Industrial Policy in India.	2
(d) What is Monetary Policy? Explain any two components	2
(e) What is Foreign Direct Investment (FDI)?	2
(f) Differentiate between Globalization and Liberalization.	2

UNIT-I

Q-2 (a) A food processing company noticed changes in customer buying behavior due to rising health awareness. Examine how social and economic environment influence business activities in India 6

Q-2 (b) Explain the importance of Business Environment in managerial decision-making with suitable examples 6

OR

Q-3 (a) A new retail chain faced difficulties in expanding its business due to changing market trends, government regulations, and increasing competition. Discuss the impact of Business Environment on business survival and growth in India. 6

Q-3 (b) Discuss the role of Public Sector Enterprises in the economic development of India. 6

UNIT-II

Q-4 (a) After Liberalization, an Indian automobile company started facing competition from foreign brands. Evaluate the positive and negative impact of Liberalization on Indian industries 6

Q-4 (b) Explain the role of Development Banks. 6

OR

Q-5 (a) A small-scale manufacturing unit suffered losses due to poor technology and lack of finance. Analyze the causes of industrial sickness in India. 6

Q-5 (b) Discuss the objectives and functions of Monetary Policy in India 6

UNIT-III

Q-6 (a) A startup received financial assistance under the Stand-Up India scheme and expanded its operations in rural areas. Examine the role of government schemes in promoting entrepreneurship and employment generation. 6

Q-6 (b) Explain the impact of technological environment on modern business organizations. 6

OR

Q-7 (a) A manufacturing company faced changes in pricing, billing, and tax compliance after the implementation of GST. Analyze the impact of GST on business operations in India. 6

Q-7 (b) Examine the role of the Atmanirbhar Bharat initiative in promoting self-reliance and growth of Indian industries. 6

UNIT-IV

Q-8 (a) A developing country received financial assistance from international institutions for infrastructure and industrial development projects. Examine the role of IBRD in economic development and international business. 6

Q-8 (b) Discuss the objectives and functions of WTO in promoting global trade and business environment. 6

OR

Q-9 (a) A multinational company entered the Indian market and collaborated with local firms to expand its operations. Analyze the impact of MNCs on Indian economy and business environment. 6

Q-9 (b) Evaluate the importance of New Foreign Trade Policy in promoting exports and international trade in India. Also discuss the role of regional groups such as SAARC, ASEAN, and BRICS in international business cooperation 6

No. of Pages: 2

Roll No:

D-404

BBA/BBA(DM)/BBA(BA) IV Semester Examinations (June 2026)
Fundamentals of E- Commerce (BBA-208A)

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.

Q.1	Compulsory Questions	Marks
(a)	State any two features of E-Commerce.	(2)
(b)	What is C2B E-Commerce? Give one example.	(2)
(c)	What is Digital Signature and why is it important?	(2)
(d)	What is an E-payment system?	(2)
(e)	What is Electronic Data Interchange (EDI)?	(2)
(f)	What is E-advertising?	(2)

UNIT-I

Q.2	Explain the characteristics of E-Commerce and discuss how it provides advantages over traditional business methods.	(12)
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OR

Q.3	Explain different models of E-Commerce and recommend the most suitable model for a small startup, giving reasons for your choice.	(12)
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UNIT-II

Q.4	Discuss the need for security in E-Commerce and analyze how different security mechanisms help in protecting online transactions.	(12)
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OR

Q.5	Explain the legal and ethical issues involved in E-Commerce and evaluate their impact on business operations.	(12)
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UNIT-III

Q.6	Explain the concept of E-payment systems and analyze their role in promoting a cashless economy.	(12)
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OR

Q.7	Explain the concept of E-banking and analyze its advantages and limitations for customers and banks.	(12)
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UNIT-IV

Q.8 Explain the concept of digital marketing and analyze its impact on modern business practices. (12)

OR

Q.9 Analyze the importance of social media and mobile marketing in modern digital marketing strategies. (12)

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No. of Pages: 02

Roll No:

D-405

BBA/BBA (BA)/BBA (DM) IV Semester Examinations (June 2026)

English Language and Communication-IV (ASH-HUM-239A)

Time- 3hrs

Max.Marks-60

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

Q.1		Marks
(a)	What is the grapevine in communication?	2
(b)	Name two types of interviews.	2
(c)	In a group discussion, one participant constantly uses negative phrases. Which self-management skill is missing?	2
(d)	What is meant by a positive attitude?	2
(e)	What is the difference between formal and informal presentation of self?	2
(f)	State one confidence-building technique.	2

UNIT-I

Q.2(a)	How does social media act as an informal communication tool for organizations?	6
Q.2(b)	Describe the importance of communication management in maintaining organizational harmony.	6

OR

Q. 3	Analyze how social media has transformed external communication for organizations. Provide real-world examples.	12
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UNIT-II

Q.4(a)	Differentiate between structured and unstructured interviews with examples.	5
Q.4(b)	Discuss three effective techniques for performing well in interviews.	7

OR

Q.5	Analyze the key principles of cracking interviews, including confidence, clarity, and adaptability.	12
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UNIT-III

Q.6(a)	Discuss how confidence-building techniques contribute to personality development.	6
Q.6(b)	Describe the role of personal grooming and hygiene in professional success.	6

OR

- | | | |
|--------|--|---|
| Q.7(a) | A student is asked to participate in a role-play conversation where he must resolve a conflict. Discuss how situational conversation skills can help manage the interaction effectively. | 8 |
| Q.7(b) | Explain personal grooming with examples | 4 |

UNIT-IV

- | | | |
|--------|--|---|
| Q.8(a) | Discuss the structure of a business report with suitable examples. | 6 |
| Q.8(b) | Analyse how principles of effective writing improve workplace communication. | 6 |
- OR**
- | | | |
|-----|--|----|
| Q.9 | Critically examine the impact of press releases on public relations and brand image. | 12 |
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Roll No:

D-406

BBA/BBA (BA)/BBA (DM) IV Semester Examinations (June 2026)

Indian Knowledge System for Professionals (ASH-HUM-219A)

Time- 3hrs

Max.Marks-60

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

Word limits: 2 marks: 30-50 Words; 4 marks: 80-100 Words; 8 marks: 180-200 Words

Q.1	Marks
(a) Write the names of <i>Vedangs</i> .	2
(b) Complete the following famous <i>Chaupāi</i> from the <i>Rām Charit Mānas</i> : छिति जल _____ । _____ अधम सरीरा॥	2
(c) Write the ten attributes of <i>Dharma</i> as mentioned in the Bhagavad Geeta.	2
(d) Write the names of <i>Saptāṅga</i> in statecraft as <i>Chāṅkya's Arthashastra</i> .	2
(e) Who is considered the father of Surgery? Write the name of the book written by him.	2
(f) Write the name of the eight limbs " <i>Asthāṅga</i> " of <i>Āyurveda</i> .	2

UNIT-I

Q.2(a)	Examine the importance of Vedangas such as Jyotisha and Vyakarana in understanding ancient Indian knowledge.	4
Q.2(b)	Evaluate the role of Indian philosophical systems (Āstik and Nāstik) in shaping ethical and intellectual traditions.	8

OR

Q.3(a)	Explain the core teachings of Jainism and Buddhism and their relevance in modern Society.	4
Q.3(b)	Critically analyse the scientific and technological contributions of the Vedas, highlighting their relevance in contemporary times.	8

UNIT-II

Q.4(a)	Illustrate the concept of <i>Karma</i> , <i>Akarma</i> , & <i>Vikarma</i> as mentioned in the Bhagavad Geeta.	4
Q.4(b)	Meera is a trained civil engineer who excels in structural design. Under family pressure, she joins her cousin's marketing firm and takes up a sales role. Despite working long hours, she consistently underperforms and feels deeply dissatisfied. Her cousin pushes her to "just adapt," while her former employer offers her a junior-level engineering position that pays less but aligns with her skills. Meera is confused—should she stay for status or return to her natural domain? Her mental health is deteriorating, and her productivity in both areas is suffering. (a) Define Swadharma with reference to the Bhagavad Gita. Evaluate Meera's dilemma using the concept of Swadharma vs. Paradharma.	4

- (c) What managerial lesson does this case offer about role alignment and employee well-being in organizations? 4

OR

- Q.5(a)** Analyze the ten attributes of Dharma in detail as mentioned in the Bhagavat Gita. 4
- Q.5(b)** Illustrate Hanuman's delegation principles from the Ramayana (e.g., Lanka mission) in a modern business world. Explain how his focused execution, humility, and reporting back to Rama could optimize task delegation in a project management team. 8

UNIT-III

- Q.6(a)** "Artha is not mere wealth — it is the organised pursuit of prosperity in accordance with Dharma." — In light of this statement, explain the concept of Artha as one of the four Purusharthas and its relevance to contemporary economic activity. 4
- Q.6(b)** "Kautilya's Arthashastra is not merely a treatise on statecraft; it is the world's first comprehensive manual on strategic management, fiscal policy, and institutional design." Critically examine this assertion. In your answer, discuss the relevance of the Arthashastra's principles of fiscal policy, taxation, and public finance to modern government budgeting and corporate financial strategy. How do Kautilya's prescriptions compare with contemporary fiscal conservatism and Keynesian economics? 8

OR

- Q.7(a)** Distinguish between the four Purusharthas — Dharma, Artha, Kama, and Moksha — and explain how their balance is relevant in modern sustainable business. 4
- Q.7(b)** TechDeva Inc. is a fast-growing Indian IT firm competing in global markets. It faces increasing competition from Chinese and American rivals, regulatory scrutiny in Europe, labour attrition, and allegations of environmental violations in its hardware division. Its leadership is considering aggressive expansion, strategic alliances, and lobbying for tax concessions. Apply Kautilya's principles of diplomacy (Shadgunya), espionage (intelligence gathering), competition strategy, and negotiation to advise TechDeva's Board. How can these 2,300-year-old strategic principles from the Arthashastra inform the firm's global competitive strategy, stakeholder management, and risk mitigation in contemporary markets? 8

UNIT-IV

- Q.8(a)** A 35-year-old software engineer presents with chronic anxiety, insomnia, dry skin, irregular digestion, and joint cracking sounds. He skips meals frequently, travels extensively, and leads a highly stimulating but erratic lifestyle. Using the Tridosha theory of Ayurveda, identify the likely Doshic imbalance this individual is experiencing. Justify your diagnosis with reference to the qualities (Gunas) associated with each Dosha and suggest the general principle of correction (Viruddha Guna treatment) that should guide his care. 4
- Q.8(b)** Elaborate on the three Gunas and discuss the interplay between the Gunas and the three Doshas: how does Rajasic excess contribute to Vata and Pitta aggravation, while Tamasic excess promotes Kapha dominance? Using practical examples from diet, lifestyle, and 8

mental habits, describe how Ayurveda recommends cultivating Sattva to achieve mental clarity, emotional balance, and physical vitality.

OR

- Q.9(a)** Describe the Pancha-Mahabhuta (five great elements) theory of Ayurveda and explain how the five elements — Akasha (space), Vayu (air), Agni (fire), Jala (water), and Prithvi (earth) — combine to form the three Doshas. How does the Pancha-Mahabhuta framework serve as a bridge between Vedic cosmology and Ayurvedic physiology? **4**
- Q.9(b)** "Sapta-Dhatu theory is Ayurveda's most sophisticated contribution to understanding the relationship between nutrition, immunity, and vitality." — Critically evaluate this claim by exploring the theory of the seven Dhatus (Rasa, Rakta, Mamsa, Meda, Asthi, Majja, Shukra/Artava) and their formation through the process of Dhatu Paka (tissue transformation). In your answer, address: **8**
- (a) the concept of Ahara Rasa (nutrient essence) and its transformation through sequential Dhatu nutrition;
 - (b) the by-products (Upadhatu) and waste products (Mala) generated at each Dhatu level;
 - (c) the concept of Dhatu Kshaya (tissue depletion) and Dhatu Vriddhi (tissue excess) as disease mechanisms; and
 - (d) the relevance of Sapta-Dhatu theory to modern nutritional science and immunology.
- Conclude with a critical assessment of its scientific validity and clinical applicability.

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No. of Pages: 02

Roll No:

C-421

BBA(DM) III Semester Examinations (June 2026)

Understanding Digital Marketing (BBA-211A)

Time- 3hrs

Max.Marks-60

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

Q.1	Marks
(a) Explain how digital marketing supports business visibility in competitive markets.	2
(b) Differentiate the digital marketing landscape from conventional marketing systems.	2
(c) Interpret the importance of product levels in designing marketing strategies.	2
(d) Explain how pricing objectives affect organisational marketing decisions.	2
(e) Discuss the importance of customer acquisition campaigns.	2
(f) Interpret the significance of content at the top level of the marketing funnel.	2

UNIT-I

Q.2(a)	Analyse how consumer journey understanding supports marketers in designing effective digital strategies.	6
Q.2(b)	Evaluate the importance of digital marketing for organisations operating in dynamic business environments.	6

OR

Q.3(a)	Explain the features of successful digital marketing campaigns across different industries.	6
Q.3(b)	Examine the relevance of digital marketing activities in online communication management.	6

UNIT-II

Q.4(a)	Analyse how branding strategies influence product positioning in digital markets.	6
Q.4(b)	Examine the impact of dynamic pricing approaches on customer purchase decisions in online platforms.	6

OR

Q.5(a)	Evaluate the significance of channels of distribution in digital business operations.	6
Q.5(b)	Analyse the role of product level strategies in sustaining competitiveness in digital marketing.	6

UNIT-III

- Q.6(a)** Examine the significance of defining objectives before launching a digital marketing campaign. 6
- Q.6(b)** Analyse how engagement campaigns contribute to long-term customer loyalty. 6

OR

- Q.7(a)** Compare various forms of content marketing used at different stages of the marketing funnel. 6
- Q.7(b)** Evaluate the effectiveness of campaigns designed to generate new leads and customers. 6

UNIT-IV

- Q.8(a)** Analyse the growing importance of mobile marketing in contemporary business practices. 6
- Q.8(b)** Examine how social media platforms influence customer interaction and brand visibility. 6

OR

- Q.9(a)** Evaluate the role of tags and blog statistics in improving digital communication effectiveness. 6
- Q.9(b)** Analyze the importance of digital marketing skill courses in enhancing professional competencies for BBA students. 6

No. of Pages: 02

Roll No:

C-422

BBA (DM) III Semester Examinations (June 2026)

Internet of Things and Google Ads (BT-ECE-219A)

Time- 3hrs

Max.Marks-60

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

Q.1	Marks
(a) Define Machine-to-Machine (M2M) communication.	2
(b) What role did RFID play in the development of IoT?	2
(c) Name any two types of sensors used in IoT along with their applications.	2
(d) Differentiate between Arduino and Raspberry Pi.	2
(e) Write any two advantages of Google Ads.	2
(f) Name any two ad formats used in Google Ads.	2

UNIT-I

Q.2(a)	Discuss the history and evolution of IoT from traditional internet systems to connected devices.	6
Q.2(b)	Describe the functions of each layer in the four-layer IoT architecture.	6

OR

Q.3(a)	Discuss the role of IoT systems in agriculture and healthcare.	6
Q.3(b)	Explain the role of cloud computing in IoT applications.	6

UNIT-II

Q.4(a)	Differentiate between sensors and actuators with suitable examples.	6
Q.4(b)	Describe various applications of sensors in the real world.	6

OR

Q.5(a)	Compare Arduino and Raspberry Pi development boards.	6
Q.5(b)	Define Wireless Sensor Networks (WSNs). Explain their architecture and components.	6

UNIT-III

Q.6(a)	Discuss the different types of campaigns available in Google Ads. Compare Search, Display, and Video campaigns based on objectives and applications.	8
Q.6(b)	Explain App Campaigns and Shopping Campaigns in Google Ads.	4

OR

Q.7(a)	Explain how campaign objectives influence the selection of Google Ads campaign types in a digital marketing strategy.	8
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Q.7(b) Explain the advantages of using Google Ads for online business promotion. 4

UNIT-IV

Q.8(a) Discuss the importance of Responsive Ads in Google Ads. 4

Q.8(b) Explain the keyword strategies used in Google Ads, including match types, negative keywords, and the use of Keyword Planner tools for campaign optimization. 8

OR

Q.9(a) Explain the concept of campaign optimization in Google Ads. 4

Q.9(b) Discuss different targeting methods used in Google Ads such as Geographic Targeting, Demographic Targeting, Remarketing, and Custom Audiences. 8

No. of Pages: 02

Roll No.....

D-421

BBA (DM) IV Semester Examinations (June 2026)

Website Planning & Process (BCA-208A)

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) Explain the importance of identifying target audience in website planning.	2
(b) How is a sitemap important in website planning?	2
(c) What is the role of homepage in a website?	2
(d) Define responsive web design and its importance.	2
(e) How will you test E-commerce functionality on a website?	2
(f) List any four regular website maintenance tasks.	2

UNIT-I

Q.2(a)	Explain the importance of website architecture and navigation planning. Discuss in detail the steps involved in planning.	8
Q.2(b)	Compare and contrast static and dynamic planning approach.	4

OR

Q.3(a)	Compare custom development and CMS platforms with advantages disadvantages.	8
Q.3(b)	Discuss best practices for planning responsive and user-friendly websites.	4

UNIT-II

Q.4(a)	Discuss in detail the role of ISP, domain names and hosting in website deployment.	8
Q.4(b)	Explain different types of hosting services.	4

OR

Q.5(a)	Explain the process of creating and publishing a website. Discuss homepage design principles and content selection strategies. What are the challenges faced during website publishing?	8
Q.5(b)	Compare HTML and DHTML with suitable examples.	4

UNIT-III

Q.6(a)	Perform a comparative analysis of tools and technologies used in prototyping and wireframing.	8
Q.6(b)	Differentiate between homepage and landing page. What are landing page essentials? Provide a list of essentials.	4

OR

- Q.7(a)** Explain good UI and UX design principles for websites. State the importance of each of them. 8
- Q.7(b)** What are the different navigation patterns for different types of websites. 4

UNIT-IV

- Q.8(a)** Why is it important to test website before launch? How will you ensure your website is ready for public viewing? 8
- Q.8(b)** Explain the structure of a URL. Give examples of a good and bad URL. 4

OR

- Q.9(a)** Discuss in detail website speed and performance optimization tools. 8
- Q.9(b)** Describe SEO best practices for modern websites. 4

No. of Pages: 02

Roll No:

D-422

BBA (DM) IV Semester Examinations (June 2026)

Digital Marketing Tools (BBA-214A)

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) | Define the concept of a 'Digital Marketing Landscape'. | 2 |
| (b) | State any two characteristics of a good Content Management System (CMS). | 2 |
| (c) | What is the primary purpose of a 'Landing Page' in a digital campaign? | 2 |
| (d) | List two advantages of Email Marketing Automation. | 2 |
| (e) | Differentiate between Traditional Marketing and Digital Marketing in one sentence. | 2 |
| (f) | Mention any two popular Social Media Management applications. | 2 |

UNIT-I

- Q.2 Elaborate on the importance of Digital Marketing in the current Indian business landscape. 12
How do digital users in India influence a brand's Digital Marketing Plan?

OR

- Q.3 "The digital marketing landscape is constantly evolving." Discuss the key components 12
of a comprehensive Digital Marketing Plan and the tools required to execute it effectively.

UNIT-II

- Q.4 Describe the essential characteristics of a 'Good Web Host'. Explain how the affiliation 12
of a website with other digital promotion sources enhances its reach.

OR

- Q.5 Compare and contrast Content Management Systems (CMS) and Customer Relationship 12
Management (CRM) software. How does a well-integrated CRM contribute to business growth?

UNIT-III

- Q.6 Analyze the role of Payment Processors in Email Marketing. What are the characteristics 12
one should look for when choosing a payment solution for an e-commerce campaign?

OR

- Q.7 Discuss the advantages and disadvantages of Email Marketing. Explain the criteria for 12
choosing the right Email Marketing software for a startup.

UNIT-IV

Q.8 Explain the various types of Content Marketing. How does sourcing and editing high-quality images impact the engagement rate of a digital campaign? **12**

OR

Q.9 Define SEO and its importance. Evaluate how different Social Media Applications can be managed effectively to improve a brand's organic search rankings. **12**

No. of Pages: 02

Roll No:

D-423

BBA (DM) IV Semester Examinations (June 2026)

Digital Marketing Strategy (BBA-216A)

Time- 3hrs

Max.Marks-60

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

Q.1	Attempt all parts briefly:	Marks
	(a) What is the digital marketing landscape?	2
	(b) Who are digital consumers?	2
	(c) What is Consumer Decision Journey?	2
	(d) State any two skills required in digital marketing.	2
	(e) What is affiliate marketing?	2
	(f) Define CPM and CPA.	2

UNIT-I

Q.2(a)	Discuss the fundamentals and significance of digital marketing.	6
Q.2(b)	Explain the digital marketing landscape with examples.	6

OR

Q.3(a)	Compare traditional marketing and digital marketing in detail.	6
Q.3(b)	Evaluate the impact of key drivers on the growth of digital marketing.	6

UNIT-II

Q.4(a)	Explain the process of developing a digital marketing plan.	6
Q.4(b)	Discuss major skills required for successful digital marketing professionals.	6

OR

Q.5(a)	Evaluate the digital advertising market and internet user trends in India.	6
Q.5(b)	Explain how businesses segment audiences and customize messages online.	6

UNIT-III

Q.6(a)	Explain terminology commonly used in digital marketing.	6
Q.6(b)	Discuss the role of social media marketing in customer engagement.	6

OR

Q.7(a)	Evaluate the effectiveness of keyword advertising and online marketing through social media.	6
Q.7(b)	Discuss the applications of email marketing and mobile marketing.	6

UNIT-IV

- Q.8(a)** Describe display advertising terminology and different ad tools. **6**
Q.8(b) Explain various ad placement techniques used in display advertising. **6**

OR

- Q.9(a)** Analyze different types of display ads and their formats. **6**
Q.9(b) Discuss the working process, components, and advantages of programmatic digital advertising. **6**

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Roll No:

204
BBA-BA-17

D 441

BBA (BA) IV Semester Examinations (June 2026)
Business Analytics Tools (BBA-222A)

Time- 3hrs
Max.Marks-60

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

Q1.	Marks
a) What is the purpose of RStudio in business analytics?	2
b) Differentiate between Histogram and Scatter Plot.	2
c) State any two uses of Nested IF statements in Excel.	2
d) Define outlier detection in data analytics.	2
e) What is meant by bivariate correlation in SPSS?	2
f) Explain the importance of data visualization in managerial decision-making.	2

UNIT – I

Q.2 a) Explain the process of importing and exporting data in R from CSV and Excel files. Discuss challenges faced during data handling. **6**

Q.2 b) Write an R-based analytical solution for a supermarket dataset to:

- Generate box plots for product categories
- Create scatter plots for discount vs. sales
- Customize titles, labels, and colours

Explain how these visualizations help business managers. **6**

OR

Q.3 a) Discuss the importance of R programming in modern business analytics. Explain major R data structures with suitable examples. **6**

Q.3 b) A financial institution wants to analyze customer loan data using R. Explain how data frames and visualization tools can be used to identify trends and support decision-making. **6**

UNIT – II

Q.4 a) Explain Excel data filtering and sorting techniques used in business reporting systems. **6**

Q.4 b) A hypothetical manufacturing company wants to automate profit analysis using Excel. Explain how advanced functions such as VLOOKUP, INDEX-MATCH, and Pivot Tables can improve operational efficiency. **6**

OR

Q.5 a) Discuss the role of Excel in data cleaning and business analytics. Explain methods for correcting missing or inconsistent data entries. **6**

Q.5 b) Design a dashboard framework in Excel for analyzing monthly sales performance across departments. Explain the role of charts, Pivot Tables, and conditional formatting in managerial reporting. 6

UNIT – III

Q.6 a) Explain the importance of statistical analysis in business decision-making. Discuss descriptive statistics with suitable examples. 6

Q.6 b) A company wants to evaluate whether a new advertising campaign has improved customer response rates. Explain how testing proportions and regression analysis may be used for evaluation. 6

OR

Q.7 a) Explain the process of merging and combining datasets from different sources. Discuss challenges related to inconsistent data formats. 6

Q.7 b) A logistics company suspects unusual delivery times in some regions. Explain how outlier detection and data transformation techniques can help identify operational inefficiencies. 6

UNIT – IV

Q.8 a) Explain the procedure for data entry and variable definition in SPSS. Discuss the importance of accurate coding in statistical analysis. 6

Q.8 b) A retail company wants to study the relationship between customer income and purchase frequency. Explain how SPSS can be used to perform descriptive statistics, graphs, and correlation analysis. 6

OR

Q.9 a) Discuss the importance of SPSS in analyzing business datasets. Explain how graphical representation enhances interpretation of statistical results. 6

Q.9 b) Explain the process of generating business reports in SPSS using descriptive statistics and charts. Illustrate how SPSS outputs assist managers in strategic decision-making. 6

No. of Pages: 02

Roll No:

D-442

BBA (BA) IV Semester Examinations (June 2026)

Programming Fundamentals (BCA-206A)

Time- 3hrs

Max.Marks-60

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

Q.1		Marks
(a)	What is the purpose of the MySQL Installer?	2
(b)	What is a primary key in SQL?	2
(c)	Differentiate between GUI and command-line interface (CLI).	2
(d)	Differentiate between a vector and a matrix.	2
(e)	Why is R widely used in statistical analysis and data science?	2
(f)	Define SQL join.	2

UNIT-I

Q.2(a)	Explain the features and uses of MySQL in database management systems.	6
Q.2(b)	Explain DDL, DML, DCL, and TCL commands in SQL with examples.	6

OR

Q.3(a)	What is a primary key? Explain its characteristics and importance in database design.	6
Q.3(b)	What is NoSQL? Explain the advantages and limitations of NoSQL databases.	6

UNIT-II

Q.4(a)	What are program control structures? Explain the different types of control structures used in programming.	6
Q.4(b)	What is SaaS? Discuss its features, advantages, and applications in analytics.	6

OR

Q.5(a)	Discuss the components of a GUI application such as buttons, labels, text boxes, and menus.	6
Q.5(b)	Explain how cloud platforms help businesses improve efficiency, scalability, and cost management?	6

UNIT-III

Q.6(a)	What are vectors in R? Explain their creation and operations with suitable examples.	6
Q.6(b)	Explain the process of importing CSV and Excel files into R. Mention the commonly used functions and packages.	6

OR

Q.7(a)	Why is data cleaning important in data analysis? Discuss various data cleaning techniques used in R.	6
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Q.7(b) What are functions in R? Differentiate between built-in and user-defined functions with examples. **6**

UNIT-IV

Q.8(a) Describe the concept of functions and subroutines in programming. Discuss their advantages and applications. **6**

Q.8(b) Describe different file operations such as opening, reading, writing, appending, and closing files. **6**

OR

Q.9(a) Discuss parameter passing and return values in functions with examples. **6**

Q.9(b) Discuss the use of SELECT, WHERE, ORDER BY, and GROUP BY clauses in SQL queries. **6**
