

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem. 4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC-401-18

M.Code : 77427

Date of Examination : 11-06-2024

Time : 3 Hrs.

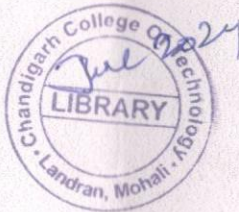
Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. SECTION A

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write a short note on :
 - a. Professional Ethos
 - b. CSR
 - c. Intuition
 - d. Brain Stilling
 - e. Millennium Development Goals
 - f. Sustainability
 - g. Human Values
 - h. Moral standards
 - i. Charity
 - j. Carroll's Model.



SECTION-B

UNIT-I

2. Define Business ethics. Explain the nature and scope of Business Ethics.
3. Explain the various ethical principles in Business.

UNIT-II

4. Critically discuss the appropriate approach for the managers in effective decision making.
5. Explain the purpose and relevance of Ethos with respect to India.

UNIT-III

6. Write a detailed note on the chronological evolution of CSR in India.
7. What are the various environmental aspects of CSR?

UNIT-IV

8. Explain the International framework for Corporate Social Responsibility.
9. Critically discuss the relationship between CSR and MDGs.

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BBA (Sem.-4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBAGEC401/18

M.Code : 77426

Date of Examination : 07-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Explain the following :
- What is Fabian entrepreneur?
 - Distinguish between entrepreneur and intrapreneur.
 - State the Schumpeter's view of entrepreneur.
 - What are the qualities needed of a successful an entrepreneur?
 - What are the objectives of EDPs?
 - Differentiate between business incubators and startups.
 - Define angel investors.
 - Define bridge capital.
 - What creative ideas are required for business?
 - What are the types of business plans in entrepreneurship?



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SECTION-B

UNIT-I

2. Explain the role of entrepreneurship in economic development. What are the barriers to entrepreneurship?
3. Explain in detail the theories of entrepreneurship and its criticism.

UNIT-II

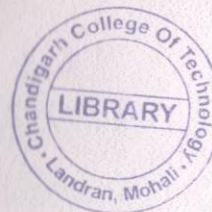
4. Describe the government Policy for micro small medium scale medium enterprises to support the entrepreneur.
5. Explain the role and importance of MSMEs in India.

UNIT-III

6. Discuss the need and objectives of Entrepreneurial Development Programmes.
7. Describe in detail the various phases of EDP. Elaborate the problems faced by EDP.

UNIT-IV

8. Explain the role played by commercial banks in Entrepreneurship Development.
9. Explain venture capital and lease funding in entrepreneurship.



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BBA (Sam=4)

FINANCIAL MANAGEMENT

Subject Code : BBA/403/18

M.Code : 77425

Date of Examination : 27-05-2024

Time : 3 Hrs.

Max. Marks : 60

SECTION-B

UNIT-I

2. Define the modern concept of finance. Discuss in detail the nature and scope and importance of finance functions. Comment on the emerging role of financial manager in India.
3. *"The amount of fixed capital needed varies directly with the amount of fixed asset owned".* Explain what are the factors that influence estimation of fixed asset requirements of business.

UNIT-II

4. What do you mean by the equity shares and preference share? Explain the feature of equity shares and preference share. What are the pros and cons of equity shares from the company's and investor' point of views? What is common between equity shares and preference share in India?
5. If the use of financial leverage magnify earning per share under favorable economic conditions. Why do companies not employ very large amount of debt in their capital structure?

UNIT-III

6. The scientists at spectrum have come up with an electric moped. The firm is ready for pilot production and test marketing. This will cost Rs. 20 million and take six months. Management believes that there is a 70% chance that the pilot production and test marketing will be successful. In the case of success, spectrum can build a plant costing Rs. 150 million. The plant will generate an annual cash inflow of Rs. 30 million for 20 years if the demand is high or an annual cash inflow of Rs. 20 million if the demand is low. High demand has a probability of 0.6 and Low demand has a probability of 0.4. What is the optimal course of action using decision tree analysis?
7. Define the concept of capital budgeting. Discuss in detail with the help of examples techniques of budgeting. How decision tree analysis approach can be used in capital budgeting decision?

UNIT-IV

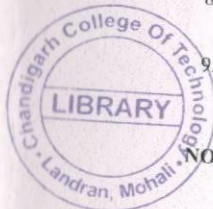
8. What do you mean by working capital? What strategies are available to a firm for financing its working capital requirement?
9. Why should Inventory be held? Why is inventory management important? Explain the objectives of Inventory Management. Explain the steps involved in analysis investment in inventories with the examples.

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SECTION-A

1. Write short notes on the following in 2-5 lines :

- Define Financial Management.
- What are the limitations of payback period method?
- How equity capitals differ from preference capital?
- Discuss in detail future value of annuity.
- Define operating leverage.
- What do you mean by capital structure?
- Define EVA.
- What do you mean profitability index?
- Define takeover and sell offs.
- What do you mean by benefit cost - ratio?



DBA (DBM=4)

HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-10

M. Code: 77424

Date of Examination : 23-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections (Units-I, II, III & IV).
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

- I. Explain briefly :
 - (a) Describe the scope of HRM.
 - (b) Define globalization.
 - (c) Define job description.
 - (d) Write a note on job rotation.
 - (e) What is poaching?
 - (f) What is placement?
 - (g) What is apprenticeship training?
 - (h) What do you mean by potential appraisal?
 - (i) Define the concept of wage and salary administration.
 - (j) Define interviews.



SECTION-B

UNIT-I

2. Discuss the nature and scope of Human Resources Management.
3. What are contemporary challenges for HRM? Explain.

UNIT-II

4. Describe the techniques used for analysing the job?
5. What is placement? How an Employee is placed on the job? Do you think 'Right man at the Job' is essential for the success of organization? Explain.

UNIT-III

6. Explain the various methods of training.
7. Write detailed note on career life cycle.

UNIT-IV

8. Discuss in detail the modern methods of appraisal of employees.
9. Discuss the elements methods of wage and salary administration.



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BBA (Sem.-4)
BUSINESS RESEARCH METHODS

Subject Code : BBA/401/18

M.Code : 77423

Date of Examination : 20-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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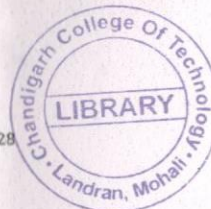
SECTION-A

1. Explain briefly :

- a) Outline scope of management research.
- b) Outline some of the limitations of research methodology process.
- c) What factors influence choice of research design?
- d) What is a hypothesis?
- e) What is a cross tab? Outline its utility.
- f) What is a cluster sampling?
- g) What is an observation method of data collection?
- h) What is a nominal scale? What data analysis can be done on a nominal scale?
- i) Outline a report format.
- j) What are open ended questions? When are they used in a questionnaire?

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SECTION-B

UNIT-I

2. Discuss the research process while listing the factors which influence the process.
3. Discuss different types of experimental research designs. What are sources of experimental errors?

UNIT-II

4. What do you understand by data collection? Discuss some of the sources of data collection.
5. Differentiate between following :
 - a) Probability and non-probability sampling
 - b) Sampling and non-sampling error.

UNIT-III

6. What is a measurement scale? Discuss different types of comparative and non-comparative scaling techniques.
7. Discuss the guidelines for a good questionnaire. Discuss different types of questionnaires.

UNIT-IV

8. What is the role of data editing and coding in the data analysis process? What are the things one should do during the process of data editing?
9. Discuss different types of research reports.

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