



NP – 362

**I Semester B.B.A. Examination, February/March 2024**  
**(NEP) (F+R)**  
**BUSINESS ADMINISTRATION**  
**Paper – 1.1 : Management Innovation**

Time : 2½ Hours

Max. Marks : 60

**Instruction :** Answer should be written in **English** only.

**SECTION – A**

I. Answer **any 6** sub-questions. **Each** sub-question carries **two** marks. **(6×2=12)**

- 1) a) Who is a manager ?
- b) What do you mean by Business Intelligence ?
- c) What is Esprit-de-corps ?
- d) Mention any 4 forces of change management.
- e) What is MIS ?
- f) Expand DSS, ESS.
- g) Write any 2 advantages of AI for Business solutions.
- h) What is Ethics ?

**SECTION – B**

II. Answer **any 3** questions. **Each** question carries **four** marks. **(3×4=12)**

- 2) Explain the benefits of change management.
- 3) Explain the characteristics of MIS.
- 4) How management is an art ? Explain.
- 5) What are the cons of Business Intelligence ?
- 6) Explain the levels of management.

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SECTION – C

III. Answer **any 3** questions. **Each** question carries **twelve** marks. **(3×12=36)**

- 7) Explain the various management functions.
  - 8) What are the 7R's of change management ? Explain.
  - 9) Explain the various types of information systems.
  - 10) Discuss the government policy on Regional Balance.
  - 11) What is social responsibility ? Explain briefly various social responsibility.
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