

UNITED UNIVERSITY		SECOND MID TERM		ODD SEM 2023-24		ROLL NO.	
COURSE (BRANCH)-BBA							
TIME: 75 MIN.		SUBJECT: Business Communication			SUBJECT CODE: CMUCBB105T		MM: 3
SECTION -A (ATTEMPT ALL QUESTIONS)							6 CO
1	A	Define Written Communication.					2 CO2
	B	"Great communication skills are your ticket to success in the academic and business world". in this context explain oral communication.					2 CO2
	C	Write any two limitations of oral communication.					2 CO2
SECTION -B (ATTEMPT ANY THREE QUESTIONS)							12
2	A	"Listening differs from Hearing". How?					4 CO2
	B	Justify how can Effective Listening be useful in different spheres of life.					4 CO2
	C	"Facial expressions are responsible for a huge proportion of nonverbal communication". show some of the use of facial expression in non-verbal communication.					4 CO2
	D	Describe any four advantages of Oral Communication.					4 CO2
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)							12
3	A	Explain - (a) Haptics (b) Kinesics (c) Proxemics					6 CO2
	B	Explain any four significance of effective listening.					6 CO2
4	A	"Written communication skills refer to the ability to convey information effectively and clearly through written text". In this context show the features of written communication.					6 CO2
	B	Evaluate the Writing Techniques under oral communication.					6 CO2
CO MARKS DISTRIBUTION		CO1-	CO2-30	CO3-0	CO4-0	CO5-0	
BLOOMS TAXONOMY DISTRIBUTION		K1-06	K2-20	K3-10	K4-0	K5-10	

UNITED UNIVERSITY		SECOND MID SEMESTER		ODD SEM 2023-24		ROLL NO. 23051010		
COURSE (BRANCH)- BBA ( CORE) AND BBA IBM						SEME		
TIME:75 MIN.		SUBJECT-ENVIRONMENTAL SCIENCES			SUBJECT CODE-SCSEPBB10T		MR	
SECTION -A (ATTEMPT ALL QUESTIONS)						6	C	
1	A	What is Ecosystem diversity?					2	CO
	B	"EIA was made mandatory in India" Name the Act and the year in which it was made mandatory.					2	CO
	C	Mention the principle of solid waste management.					2	CO
SECTION -B (ATTEMPT ANY THREE QUESTIONS)						12		
2	A	Briefly explain Electrostatic Precipitator and Cyclone Separator.					4	CO
	B	What are the main threats to biodiversity, and how do they affect ecosystems and human society?					4	CO
	C	What are secondary air pollutants? Give examples.					4	CO
	D	Define hotspot of biodiversity. Name the hotspots found in India.					4	CO
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						12		
3	A	What is solid waste management? Describe the steps of solid waste management.					6	CO
	B	How does the use of pesticides and fertilizers in agriculture affect soil pollution?					6	CO
4	A	How does the EIA process work, from project initiation to decision-making?					6	CO
	B	Define biodiversity. Discuss the methods of conservation of biodiversity.					6	CO
CO MARKS DISTRIBUTION		CO1-	CO2-	CO3-24	CO4-22	CO5-		
BLOOMS TAXONOMY DISTRIBUTION		K1-3	K2-8	K3-	K4-1	K5-1		

UNITED UNIVERSITY		SECOND MID-TERM EXAM		ODD SEM 2023-24		ROLL NO. 230510			
COURSE (BRANCH)- B.B.A (IBM/NON IBM)								SE	
TIME-2HRS		SUBJECT- Business Mathematics				SUBJECT CODE-SCSMPBB10T			
SECTION -A (ATTEMPT ALL QUESTIONS)								5	
1		A What is Transpose matrix given a example.						1	
		B Find the value of x & y with the help of Cramer's Rule $2x + 3y = 10$ & $x + 6y = 4$ .						1	
		C If is an even function, then prove that $\lim_{x \rightarrow 0^-} f(x) = \lim_{x \rightarrow 0^+} f(x)$ .						1	
		D What is Singular matrix.						1	
		E If $A = \begin{bmatrix} -9 & 7 \\ 5 & 8 \end{bmatrix}$ then find determinant of A.						1	
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)								10	
2		A Find the rank of matrix A. $A = \begin{bmatrix} 1 & 2 & 3 \\ 2 & 1 & 4 \\ 3 & 0 & 5 \end{bmatrix}$						2	
		B Find the Adjoint of the matrix $A = \begin{bmatrix} 1 & 1 & 1 \\ 1 & 2 & -3 \\ 2 & -1 & 3 \end{bmatrix}$						2	
		C Evaluate the limit of the function $f(x) = \begin{cases} \frac{x-4}{x-4} & x \neq 4 \\ 0 & x = 4 \end{cases}$ at $x = 4$ .						2	
		D Find the Eigen values of the matrix $A = \begin{bmatrix} -5 & 2 \\ 2 & -2 \end{bmatrix}$						2	
		E Show that the following limits exist and have the value as given (I) $\lim_{x \rightarrow 1} (x^2 + 3)$ . (II) $\lim_{x \rightarrow 3} (2x^2 + x)$ .						2	
		F If $A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$ then verify $A^2 - 4A - 5I = 0$ .						2	
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)								15	
3		A Solve the following system of the equation by Cramer's rule $5x - 6y + 4z = 15$ , $7x + 4y - 3z = 19$ , $2x + y - 6z = 46$ .						5	
		B What is the addition matrix. If $A = \begin{bmatrix} 2 & -1 & 2 \\ 3 & 3 & 2 \\ 3 & -1 & 0 \end{bmatrix}$ $B = \begin{bmatrix} 2 & 3 & 7 \\ -1 & 5 & 8 \\ 5 & 2 & -1 \end{bmatrix}$ find (I) $3A + 2B$ (II) $4A - 3B$ .						5	
4		A If $f(x) = \begin{cases} 5x - 4, & 0 < x \leq 1 \\ 4x^3 - 3x, & 1 < x < 2 \end{cases}$ Show that $\lim_{x \rightarrow 1} f(x)$ exists.						5	
		B Find the Eigen vectors of the matrix $A = \begin{bmatrix} 3 & 1 & 4 \\ 0 & 2 & 6 \\ 0 & 0 & 5 \end{bmatrix}$						5	
5		A Find the inverse of the matrix $A = \begin{bmatrix} 1 & 2 & 1 \\ 3 & 2 & 3 \\ 1 & 1 & 2 \end{bmatrix}$						5	
		B If $A = \begin{bmatrix} 3 & 1 & 2 \\ 0 & -2 & 1 \\ 4 & 0 & -1 \end{bmatrix}$ $B = \begin{bmatrix} 5 & -6 & 2 \\ 2 & 0 & 4 \\ -1 & 2 & -4 \end{bmatrix}$ find the AB & BA. show that $AB \neq BA$ .						5	
CO MARKS DISTRIBUTION		CO1-		CO2-		CO3-		CO4-	
BLOOMS TAXONOMY		K1-		K2-		K3-		K4-	
DISTRIBUTION								K5-	

UNITED UNIVERSITY		SECOND MID TERM		ODD SEM 2023-24		ROLL NO. 2305101	
COURSE (BRANCH)- BBA CORE AND BBA IBM						SEME	
TIME:2HRS		SUBJECT-BUSINESS ECONOMICS			SUBJECT CODE-CMUCBB103T		MM
SECTION -A (ATTEMPT ALL QUESTIONS)						5	CO
1	A	Explain production function along with suitable expression.				1	CO
	B	Describe marginal cost.				1	CO
	C	Discuss economies of scale.				1	CO
	D	Examine market equilibrium.				1	CO
	E	Illustrate diagrammatically the shutdown in the perfect market.				1	CO
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)						10	
2	A	Define production and list factors of production.				2	CO
	B	Examine differently fixed and variable factors of production.				2	CO
	C	Summaries opportunity cost with example.				2	CO
	D	Outline price leadership and product differentiation.				2	CO
	E	Examine monopolistic market and its characteristics.				2	CO
	X	Describe cartel.				2	CO
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15	
3	A	Explain the law of variable proportion.				5	CO
	B	Analyse the short run cost curve.				5	CO
4	A	Explain the law of return to scale.				5	CO
	B	Discuss Monopoly market and price determination.				5	CO
5	A	Summaries Perfect competition and price determination under it.				5	CO
	B	Discuss Economies and diseconomies of scale.				5	CO
CO MARKS DISTRIBUTION		CO1-0		CO2-0	CO3-24	CO4-23	CO5-0
BLOOMS TAXONOMY DISTRIBUTION		K1-5		K2-12	K3-17	K4-8	K5-0

UNITED UNIVERSITY		SECOND MID-TERM EXAM		ODD SEM 2023-24		ROLL NO. 23051010004	
COURSE (BRANCH)- BBA ALL SECTIONS						SEMESTER - I <sup>st</sup>	
TIME 2HRS		SUBJECT- ORGANIZATIONAL BEHAVIOR		SUBJECT CODE- CMUCBB102T		MM. 30	
SECTION -A (ATTEMPT ALL QUESTIONS)						5	CO
1	A	What is the meaning of Learning?				1	CO3 K1
	B	Define the term motivation.				1	CO3 K1
	C	List the types of learning styles.				1	CO3 K1
	D	Recall the levels of conflict.				1	CO4 K1
	E	What do you understand by functional outcomes of conflict?				1	CO4 K1
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)						10	
2	A	Analyse the Pavlov's experiment.				2	CO3 K4
	B	Discuss the components of learning.				2	CO3 K2
	C	Explain the Maslow's need hierarchy theory.				2	CO3 K2
	D	Assess the consequences of 'stressors' on Organizations.				2	CO4 K5
	E	Explain the dysfunctional outcomes of conflict in an organization.				2	CO4 K2
	F	Evaluate the types of organizational Conflict.				2	CO4 K5
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15	
3	A	Learning involves a series of steps. In the light of this statement describe learning process.				5	CO3 K2
	B	Examine the four theories of learning.				5	CO3 K3
4	A	Explain the significance of Learning.				5	CO3 K2
	B	Explain the dysfunctional outcomes of conflict in detail.				5	CO4 K2
5	A	Describe the sources of stress.				5	CO4 K2
	B	Evaluate the strategies to resolve organizational conflict.				5	CO4 K5
CO MARKS DISTRIBUTION		CO1- 0 Marks	CO2- 0 Marks	CO3- 24 Marks	CO4- 23 Marks	CO5- 0 Marks	
BLOOMS TAXONOMY DISTRIBUTION		K1- 5 Marks	K2- 26 Marks	K3- 5 Marks	K4- 2 Marks	K5- 9 Marks	

UNITED UNIVERSITY	II-MID TERM EXAMINATION	ODD SEM 2023-24	ROLL NO. 23051010004
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COURSE (BRANCH)- BBA&BBA IBM

SEMESTER-I<sup>st</sup>

TIME: 2H RS	SUBJECT- PRINCIPLES OF MANAGEMENT	SUBJECT CODE- CMUCBB101T
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MM. 30

SECTION -A (ATTEMPT ALL QUESTIONS)

5 CO BLOOMS TAXONOMY LEVEL

1	<input checked="" type="checkbox"/> A State Departmentation by product with example.	1	CO3	K1
	<input checked="" type="checkbox"/> B Define "line authority".	1	CO3	K1
	<input checked="" type="checkbox"/> C Which kind of span of control is suitable for large organizations? Support your answer with any one reason.	1	CO3	K2
	<input checked="" type="checkbox"/> D State main qualities of a good supervisor.	1	CO4	K1
	<input checked="" type="checkbox"/> E What do you understand by "communication"?	1	CO4	K1

SECTION -B (ATTEMPT ANY FIVE QUESTIONS)

10

2	<input checked="" type="checkbox"/> A "Recruitment is a positive function and Selection is a negative function" Justify this statement.	2	CO3	K3
	<input checked="" type="checkbox"/> B Discuss the importance of organizing in management with examples.	2	CO3	K1
	<input checked="" type="checkbox"/> C Differentiate between formal and informal organization.	2	CO3	K2
	<input checked="" type="checkbox"/> D What are the various factors affecting span of control? State your answer with examples.	2	CO3	K3
	<input checked="" type="checkbox"/> E What is the importance of communication in an organization?	2	CO4	K2
	<input checked="" type="checkbox"/> F Discuss the limitations of Directing.	2	CO4	K2

15

3	<input checked="" type="checkbox"/> A Discuss various methods of training with examples.	5	CO3	K3
	<input checked="" type="checkbox"/> B Explain the concept of Decentralization along with its advantages and disadvantages.	5	CO3	K2
4	<input checked="" type="checkbox"/> A Discuss Internal and External methods of Recruitment with appropriate examples.	5	CO3	K3
	<input checked="" type="checkbox"/> B Focus some light on the process of selection with the help of suitable examples.	5	CO3	K2
5	<input checked="" type="checkbox"/> A Explain barriers of communication with examples.	5	CO4	K3
	<input checked="" type="checkbox"/> B Explain various techniques of Directing along with their advantages and disadvantages.	5	CO4	K2

CO MARKS DISTRIBUTION	CO1-	CO2-	CO3-31	CO4-11	CO5-
BLOOMS TAXONOMY DISTRIBUTION	K1- 6	K2-22	K3-19	K4-0	K5-0