

UNITED UNIVERSITY		FIRST MID TERM		ODD SEM 2023-24		ROLL NO. 23051010004		
COURSE (BRANCH)- BBA						SEMESTER-1 st		
TIME-2HRS		SUBJECT- PRINCIPLES OF MANAGEMENT			SUBJECT CODE-CMUCBB101T		MM. 30	
SECTION –A (ATTEMPT ALL QUESTIONS)						5	CO	BLOOMS TAXONOMY LEVEL
1	A	Define the concept of Management.				1	CO1	K1
	B	Differentiate between Unity of Command and Unity of Direction.				1	CO1	K1
	C	Define the concept of Esprit De Corps.				1	CO1	K2
	D	Do you think a manager must be ready to see possibilities in extreme dark situations? Give your opinion.				1	CO2	K3
	E	Define the need of Planning.				1	CO2	K1
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)						10		
2	A	Define the various levels of Management with the help of suitable examples.				2	CO1	K1
	B	Comment on the theory of Elton Mayo.				2	CO1	K1
	C	Define the various roles of a of manager.				2	CO1	K2
	D	Discuss the various type of strategies with the example any renowned business group.				2	CO2	K3
	E	Explain the significance of Strategic Planning.				2	CO2	K3
	F	Discuss the importance of Planning.				2	CO2	K1
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15		
3	A	Discuss the concept of POSDCORB with the help of suitable example.				5	CO1	K3
	B	Explain the concept of Programmed and Non-Programmed Decisions.				5	CO2	K2
4	A	Define the theory of Scientific Management given by F.W. Taylor.				5	CO1	K1
	B	Focus some light on the process of Decision Making with the help of suitable example.				5	CO2	K2
5	A	Explain the nature of Management and support your answer with the help of some real-life examples.				5	CO1	K2
	B	Discuss the process of Planning with the help of suitable example.				5	CO2	K2
CO MARKS DISTRIBUTION				CO1- 75	CO2-22	CO3-	CO4-	CO5-
BLOOMS TAXONOMY DISTRIBUTION				K1- 14	K2-23	K3-10	K4-	K5-

UNITED UNIVERSITY	FIRST MID TERM EXAM	ODD SEM 2023-24	ROLL NO. 2305101000			
COURSE (BRANCH)- BBA ALL SECTIONS				SEMESTER-		
TIME:2HRS	SUBJECT- ORGANIZATIONAL BEHAVIOR	SUBJECT CODE- CMUCBB102T		MM. 30		
SECTION -A (ATTEMPT ALL QUESTIONS)				5	CO	
1	A Define Organizational Behavior.	1	CO1			
	B List the disciplines contributing to Organizational Behavior.	1	CO1			
	C What is the foundation of an individual behavior?	1	CO1			
	D Define the term 'personality'.	1	CO2			
	E What do you mean by Personality Trait?	1	CO2			
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)				10		
2	A Elaborate the need of Organizational Behavior.	2	CO1			
	B Assess the 'Autocratic Model' of Organizational Behavior.	2	CO1			
	C 'Organizational Behavior is a separate field of study'. Elaborate the statement.	2	CO1			
	D Identify the traits of Type A personality.	2	CO2			
	E Explain the situational factor as a determinant of personality.	2	CO2			
	F Define the term 'perception'.	2	CO2			
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				15		
3	A Explain the significance of Organizational Behavior.	5	CO1			
	B Discuss the nature of Organizational Behavior.	5	CO1			
4	A Examine Organizational Models.	5	CO1			
	B Explain determinants of personality.	5	CO2			
5	A Describe the factors affecting personality.	5	CO2			
	B Evaluate the characteristics of the perceiver as a factor influencing perception.	5	CO2			
CO MARKS DISTRIBUTION		CO1-24M	CO2-23M	CO3-0M	CO4-0M	CO5-0M
BLOOMS TAXONOMY DISTRIBUTION		K1-9M	K2-22M	K3-5M	K4-2M	K5-7M

UNITED UNIVERSITY	FIRST MID TERM	ODD SEM 2023-24	ROLL NO.	23051010004		
COURSE (BRANCH)-BBA (ALL SECTIONS)				SEMESTER-1 st		
TIME:2HRS	SUBJECT-BUSINESS ECONOMICS		SUBJECT CODE-CMUBB103T		MM. 30	
SECTION -A (ATTEMPT ALL QUESTIONS)				5	CO	RECORDS TAKING INT. SECT.
1	A	Define micro economics.	1	CO1	K1	
	B	Define the Robins definition of scarcity.	1	CO1	K1	
	C	"Economics is both science as well as art". Summarize the given statement.	1	CO1	K2	
	D	Discuss advertising elasticity of demand.	1	CO2	K2	
	E	Illustrate diagrammatically the unitary elastic demand.	1	CO2	K4	
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)				10		
2	A	"Economics is multidisciplinary in nature." Explain the given statement.	2	CO1	K2	
	B	Explain briefly the welfare definition of economics.	2	CO1	K2	
	C	Summarise the scope of business economics.	2	CO1	K2	
	D	Examine the reasons for the downward sloping of the demand.	2	CO2	K2	
	E	Explain the substitution effect.	2	CO2	K2	
	F	List any two demand forecasting method.	2	CO2	K1	
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				15		
3	A	Explain the Robin's definition along with its characteristics.	5	CO1	K1	
	B	Tabulate and define the nature of business economics.	5	CO1	K1	
4	A	Compare and contrast the deductive and inductive method of demand forecasting	5	CO1	K2	
	B	Summarise the price elasticity of demand and its various degrees using suitable illustration and diagrammatic representation.	5	CO2	K2	
5	A	"Demand forecasting is an important tool to managerial decision making" Explain the given statement.	5	CO2	K2	
	B	Explain the Law of demand and exceptions to the law of demand	5	CO2	K1	
CO MARKS DISTRIBUTION			CO1-24	CO2-23	CO3-0	CO4-0
BLOOMS TAXONOMY DISTRIBUTION			K1-19	K2-27	K3-0	K4-1
			CO5-0	K5-0		

UNITED UNIVERSITY		FIRST MID-TERM EXAM	ODD SEM 2023-24	ROLL NO.	23051010004	
COURSE (BRANCH)- B.B.A (IBM/NON IBM)				SEMESTER I st		
TIME: 2HRS	SUBJECT- Business Mathematics			SUBJECT CODE- SCSMPBB10T		MM. 30
SECTION -A (ATTEMPT ALL QUESTIONS)					5	CO
1	A	Write the set $A = \{2, 4, 6, 8, 10\}$ in set builder form.			1	CO1
	B	Write the all Subset of $\{1, 2, 3\}$.			1	CO2
	C	If $U = \{1, 2, 3, 4, 5, 6, 7, 8, 9, 10\}$ $A = \{1, 2, 3, 4, 5, 6\}$ and $B = \{2, 4, 6, 8\}$ find the A^c and B^c .			1	CO1
	D	If $A = \{1, 2, 3, 4\}$ and $B = \{a, b, c\}$ then find the $A \times B$ and $B \times A$.			1	CO2
	E	What is Scalar matrix given a example.			1	CO1
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)					10	
2	A	Evaluate (I) 10_{p_8} (II) 12_{c_8}			2	CO1
	B	If $A = \{1, 2, 3, 4\}$ $B = \{2, 3, 4, 5, 6\}$ and $C = \{3, 4, 5, 6, 7, 8\}$ find the $A \cup B \cup C$ and $A \cap B \cap C$			2	CO1
	C	If f and g be two real function defined by $f(x) = \frac{1}{x+4}$ and $g(x) = (x+4)^2$ find the following (I) $f+g$ (II) $f-g$ (III) fg (IV) $\frac{f}{g}$			2	CO2
	D	Prove that (I) $A \cap (B \cup C) = (A \cap B) \cup (A \cap C)$ (II) $(A \cup B) \cup C = A \cup (B \cup C)$			2	CO1
	E	In a class of 35 students 24 like to play cricket and 16 like to play football also each student likes to play at least one of the two games. How many student like to play both cricket and football.			2	CO2
	F	If $A = \{1, 2, 3\}$ $B = \{3, 4\}$ and $C = \{1, 3, 5\}$ find out $(A \times B) \cap (A \times C)$.			2	CO2
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)					15	
3	A	Define the set and subset with example and also discuss about its operations.			5	CO1
	B	If $A = \{3, 6, 12, 15, 18, 21\}$ $B = \{4, 8, 12, 16, 20\}$ $C = \{2, 4, 6, 8, 10, 12, 14, 16\}$ $D = \{5, 10, 15, 20\}$ (I) $A - B$ (II) $D - C$ (III) $A - D$ (IV) $B - A$ (V) $C - A$			5	CO2
4	A	Write the definition of function and Classification of functions.			5	CO1
	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) $A + B$ (II) $3A - 2B$.			5	CO2
5	A	Find the domain & range of the function $f(x) = \frac{x^2-3}{x-3}$			5	CO1
	B	If $A = \begin{bmatrix} 1 & 0 \\ -1 & 1 \end{bmatrix}$ $B = \begin{bmatrix} 2 & -1 & 0 \\ 2 & 1 & -1 \end{bmatrix}$ find the AB & BA .			5	CO2
CO MARKS DISTRIBUTION					CO1-	CO2-
BLOOMS TAXONOMY DISTRIBUTION					K1-	K2-
					K3-	K4-
					K5-	

UNITED UNIVERSITY	FIRST MID SEMESTER	ODD SEM 2023-24	ROLL NO.	23051010004			
COURSE (BRANCH)- BBA & BBA- IBM					SEMESTER 1 st		
TIME: 75 MIN.	SUBJECT- ENVIROMENTAL SCIENCES		SUBJECT CODE- SCSEPBB10T		MM. 30		
SECTION –A (ATTEMPT ALL QUESTIONS)					6	CO	BLOOMS TAXONOMY LEVEL
1	A	Define Sustainable Development.			2	CO2	K2
	B	Name the coldest layer of atmosphere.			2	CO1	K1
	C	Define 'Geothermal energy'.			2	CO2	K1
SECTION –B (ATTEMPT ANY THREE QUESTIONS)					12		
2	A	Briefly explain the structure of atmosphere.			4	CO1	K2
	B	Define Deforestation? Explain the causes of Deforestation.			4	CO2	K1
	C	What is a food chain? Describe its two basic types along with examples.			4	CO1	K2
	D	Write detailed note on : 1. Desetification 2. Soil erosion			4	CO2	K2
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)					12		
3	A	What are natural resources? How will you classify natural resources?			6	CO2	K4
	B	With the help of neat labeled diagram explain the Nitrogen cycle or Carbon cycles.			6	CO1	K5
4	A	Define an ecological pyramid? Explain various types of ecological pyramid.			6	CO1	K2
	B	Explain the concept of an Ecosystem? Give a Schematic representation of the structure of an ecosystem.			6	CO2	K2
CO MARKS DISTRIBUTION		CO1-8	CO2-4	CO3-	CO4-	CO5-	
BLOOMS TAXONOMY DISTRIBUTION		K1-3	K2-6	K3-	K4-1	K5-1	

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COURSE (BRANCH)-BBA						SEMESTER-1 st	
TIME:75 MIN.		SUBJECT-Business Communication			SUBJECT CODE-CMUC88105T		MM. 30
SECTION -A (ATTEMPT ALL QUESTIONS)						6	CO
1	A	Define Business Communication.				2	CO1
	B	List the elements of Business Communication.				2	CO1
	C	Tell the difference between Selective Perception and Halo Effect.				2	CO1
SECTION -B (ATTEMPT ANY THREE QUESTIONS)						12	
2	A	Describe any four roles of Business Communication.				4	CO1
	B	Explain - (a) Para Language (b) Kinesics (c) 7:38:55 rule.				4	CO1
	C	Examine how Semantic Barriers affect the free flow of communication in the Organisation.				4	CO1
	D	Classify Formal and Informal Communication.				4	CO1
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						12	
3	A	Describe all the 7 C's of communication.				6	CO1
	B	Discuss about Physical and Personal Barriers of Communication.				6	CO1
4	A	Determine the purpose of Business Communication.				6	CO1
	B	Explain the points showing the importance of Communication in the context of Business.				6	CO1
CO MARKS DISTRIBUTION		CO1-30		CO2-0		CO3-0	
BLOOMS TAXONOMY DISTRIBUTION		K1-06		K2-26		K3-10	