

UNITED UNIVERSITY	SECOND MID TERM	EVEN SEM 2024-25	ROLL NO.
COURSE (BRANCH)- BBA / BBA-IBM			
TIME-2HRS	SUBJECT- Fundamental of Business Research	SUBJECT CODE- CMUCBB401T	

SECTION -A (ATTEMPT ALL QUESTIONS)			5
1	A	Define head count survey?	1
	B	What distinguishes a ratio scale from an interval scale	1
	C	Define 'sampling error'.	1
	D	Who is 'enumerator'?	1
	E	Define 'heterogeneity' in data?	1

SECTION -B (ATTEMPT ANYFIVE QUESTIONS)			10
2	A	Write 'ethical responsibility' and other features of secondary data.	2
	B	Write the differences between questionnaires and schedule?	2
	C	What is the difference between qualitative and quantitative data?	2
	D	Explain the steps to calculate the arithmetic mean for grouped data?	2
	E	How census is different from sampling method?	2
	F	Explain the features of structured, semi structured and structured questionnaires	2

SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)			15
3	A	What are the levels of measurement? Explain various types of scaling techniques used by researcher.	5
	B	Compare primary data collection methods: observation vs. interview	5
4	A	Explain how sampling distribution and the Central Limit Theorem are applied in market research?	5
	B	In the following dataset 25, 34, 48, 36, 42, 70, 30, 60, 45, 50. Compute Standard Deviation.	5
5	A	Write the steps in designing a sampling plan for a consumer preference study	5
	B	Explain frequency table, cross tabulation, and dispersion in research.	5

CO MARKS DISTRIBUTION	CO1-	CO2-	CO3-24	CO4-23	CO5-
BLOOMS TAXONOMY DISTRIBUTION	K1-5	K2-27	K3-15	K4-	K5-

UNITED UNIVERSITY		SECOND MID TERM	EVEN SEM 2024-25	ROLL NO.	
COURSE (BRANCH) – BBA & BBA IBM				SEMESTER-4 <sup>th</sup>	
TIME:75 MIN.	SUBJECT – TIME & STRESS MANAGEMENT		SUBJECT CODE –CMUCBB405T		MM. 30
SECTION –A (ATTEMPT ALL QUESTIONS)				6	CO
1	A	Explain Fight or Flight Response.		2	CO2 K2
	B	What does distress mean?		2	CO2 K3
	C	What do you mean by emotional stress?		2	CO2 K1
SECTION –B (ATTEMPT ANY THREE QUESTIONS)				12	
2	A	Differentiate between eustress and distress with examples.		4	CO2 K2
	B	What are some effective stress management techniques, and how do they help?		4	CO2 K1
	C	How does stress impact physical, mental, and social health?		4	CO2 K3
	D	What are the advantages of stress when managed effectively?		4	CO2 K1
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				12	
3	A	What are the common causes of work stress, and how can it be managed? What are the key differences between acute stress and chronic stress?		6	CO2 K3
	B	Review the case study and identify any five key problems, along with their appropriate solutions.		6	CO2 K3
<p>Stress is an unavoidable aspect of modern life, particularly in high-pressure work environments. It represents a psychological and physiological response to challenges requiring mental, emotional, or physical effort. While stress can have positive effects, such as eustress that motivates individuals to perform better, it often manifests as distress, negatively affecting productivity, mental health, and physical well-being. This case study examines Ravi, a young professional grappling with workplace challenges, highlighting the sources and consequences of his stress and the importance of effective management strategies for personal and professional success.</p> <p>Ravi's primary issues stem from an overwhelming workload with unrealistic deadlines, causing him to feel buried under tasks and unable to prioritize effectively. Compounding this is his poor time management, as procrastination leads to rushed, substandard work that perpetuates a cycle of stress. Furthermore, Ravi struggles to maintain work-life balance, with long hours encroaching on personal time, leaving him exhausted and dissatisfied. Miscommunication with colleagues and managers adds another layer of stress, as ambiguity in instructions creates confusion. Ravi's perfectionist tendencies exacerbate his stress, as he sets unattainably high standards and hesitates to delegate, further increasing his workload.</p> <p>The physical toll of stress manifests in symptoms like headaches, fatigue, and muscle tension, impairing Ravi's focus and productivity. Emotionally, he feels drained, irritable, and unmotivated, which strains workplace relationships and hampers collaboration. His limited knowledge of stress management techniques leads to unhealthy coping mechanisms, such as excessive caffeine intake and irregular sleep. Additionally, Ravi feels isolated due to an inadequate support system, with colleagues preoccupied and his manager unavailable. The fear of career stagnation and self-doubt further heightens his stress, causing him to question his professional growth and capabilities.</p> <p>Ravi's experience underscores the critical need for proactive stress management strategies. Identifying stressors and addressing root causes, such as improving time management, setting boundaries, fostering open communication, and seeking support, can alleviate distress. Building resilience through stress management techniques, like mindfulness, exercise, and healthy habits, is vital for personal and professional well-being. Moreover, organizations play a crucial role in reducing workplace stress by promoting open communication, providing support systems, and creating a culture that values work-life balance. Ravi's journey</p>					

		demonstrates that effective stress management not only improves productivity but also enhances overall satisfaction and mental health.			
4	A	What are the common physical symptoms of stress, and how can they impact daily life? How can time management techniques help in reducing episodic acute stress?	6	CO2	
	B	Review the case study and identify any five key problems, along with their appropriate solutions.	6	CO2	
		<p>John, a sales manager at a mid-sized firm, is recognized for his ambition and dedication. However, his professional life has become increasingly stressful and chaotic, leading to missed deadlines, criticism from his boss, and frustration within his team. The repeated episodes of stress have negatively impacted his mental and physical well-being, eroded his confidence, and reduced his productivity. This case study explores John's struggle with episodic acute stress, identifies problems, and highlights the solutions he adopted to regain control over his work and life.</p> <p>Episodic acute stress arises from persistent patterns of behavior, unrealistic expectations, and poor time management. John's case exemplifies how these factors, combined with workplace dynamics and personal habits, can lead to frequent stress episodes. The key problems John faced include poor time management, where he underestimated task durations and overcommitted to responsibilities, resulting in missed deadlines and an overwhelming workload. His unrealistic expectations of himself and his team added unnecessary pressure, leading to frustration when goals were unmet.</p> <p>Despite having a capable team, John hesitated to delegate tasks, choosing to oversee every aspect of projects personally, which contributed to his unmanageable workload. His lack of work-life balance, characterized by long hours and constant work engagement, left him with little time to recharge, leading to burnout. Ineffective communication, including failure to articulate challenges or seek support, resulted in misunderstandings and unmet expectations. His perfectionist tendencies caused delays as he focused excessively on minor details, affecting efficiency and heightening stress.</p> <p>Additionally, John resisted constructive feedback, which perpetuated his challenges by preventing actionable improvements. He lacked stress management techniques like mindfulness or relaxation practices, leaving him without coping mechanisms for his pressures. A disorganized workplace environment, including a cluttered desk and poorly organized digital files, added unnecessary stress to his routine. Lastly, John's deep-seated fear of failure drove his over commitment, perfectionism, and reluctance to delegate, creating a self-perpetuating cycle of stress.</p> <p>To overcome these challenges, John implemented strategic solutions. He developed better time management skills, created realistic goals, and learned to delegate tasks effectively. By prioritizing work-life balance and adopting stress management techniques such as mindfulness and regular exercise, he improved his overall well-being. John also embraced feedback, reorganized his workspace, and worked on overcoming his fear of failure. These targeted changes helped John regain control of his professional and personal life, enhancing his productivity and reducing stress.</p>			
CO MARKS DISTRIBUTION			CO1-00	CO2-46	CO3-00
BLOOMS TAXONOMY DISTRIBUTION			K1-04	K2-02	K3-05
				K4-00	K5-00

UNITED UNIVERSITY		SECOND MID TERM		EVEN SEM 2024-25		ROLL NO.		
COURSE (BRANCH)-BBA (Core + IBM)						SEMESTER-4 <sup>th</sup>		
TIME:2HRS		SUBJECT-Entrepreneurial Development		SUBJECT CODE - CMUCBB403T		MM.30		
SECTION -A (ATTEMPT ALL QUESTIONS)						5	CO	BLOOMS TAXONOMY LEVEL
1	A	How can the use of lateral thinking help in generating new business ideas?				1	CO3	K3
	B	Identify one internal block that can hinder creativity in an entrepreneur.				1	CO3	K3
	C	Apply the investment limit criteria to classify a small manufacturing unit under MSME.				1	CO3	K3
	D	Name one statutory board that supports entrepreneurship in India.				1	CO4	K4
	E	What is meant by an industrial estate?				1	CO4	K4
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)						10		
2	A	Analyze how poor market research can lead to the failure of a business plan.				2	CO3	K3
	B	Compare any two characteristics of MSMEs that distinguish them from large enterprises.				2	CO3	K3
	C	Analyze the role of MSMEs in addressing unemployment in developing countries.				2	CO3	K3
	D	State any two incentives provided by the government to promote entrepreneurship.				2	CO3	K3
	E	What is the role of business incubators in supporting startups?				2	CO4	K4
	F	Explain any two phases of an Entrepreneurial Development Programme.				2	CO4	K4
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						15		
3	A	Describe the role of industrial estates and industrial clusters in promoting small-scale industries.				5	CO4	K4
	B	A startup in the service sector is unable to generate innovative ideas due to creative blocks. Evaluate the use of two creative thinking techniques to overcome these blocks.				5	CO3	K3
4	A	Explain the different types of incentives and subsidies provided by the government to support entrepreneurs in India.				5	CO4	K4
	B	Critically assess the reasons behind the failure of many business plans in India. Propose a framework for designing a successful business plan.				5	CO3	K3
5	A	Assess the contribution of MSMEs in the economic development of developing countries, with examples. Justify your answer with recent trends or government reports.				5	CO3	K3
	B	What is a business incubator? How does it help startups grow during the early stages of business?				5	CO4	K4
CO MARKS DISTRIBUTION		CO1-18	CO2-28	CO3-27	CO4-4	CO5-5		
BLOOMS TAXONOMY DISTRIBUTION		K1-18	K2-28	K3-27	K4-4	K5-5		

UNITED UNIVERSITY		SECOND MID TERM	EVEN SEM 2024-25		ROLL NO. 2305101002		
COURSE (BRANCH)- BBA + BBA [CORE+IBM]					SEMESTER-4 <sup>th</sup>		
TIME:2HRS		SUBJECT- BUSINESS LAW		SUBJECT CODE- CMUCBB404T	MM. 30		
SECTION –A [ATTEMPT ALL QUESTIONS]					5	CO	
1	A	What is Company?			1	CO3	K1
	B	Explain the Types of Companies based on Liability.			1	CO3	K2
	C	What is Auditor?			1	CO3	K3
	D	Explain the Discharge of Negotiable Instruments.			1	CO4	K2
	E	List the Different Types of Banks in India.			1	CO4	K3
SECTION –B [ATTEMPT ANY FIVE QUESTIONS]					10		
2	A	Explain the characteristics of a Company.			2	CO3	K1
	B	Determine the various stages required to form a company.			2	CO3	K2
	C	Explain the Different Kinds of Share Capital.			2	CO3	K3
	D	Discuss the Nature of Negotiable Instruments.			2	CO4	K1
	E	What is Presentment of Negotiable Instruments?			2	CO4	K2
	F	List the Name of Banks which were nationalized in the Year 1980.			2	CO4	K3
SECTION –C [ATTEMPT ANY ONE PART FROM EACH QUESTION]					15		
3	A	Explain the Different Types of Companies according to Companies Act, 2013.			5	CO3	K1
	B	What is Negotiable Instruments Act 1881? And also explain the various Instruments of Negotiable Instruments Act 1881.			5	CO4	K1
4	A	Discuss the main clauses of the Supreme Document of a Company.			5	CO3	K1
	B	What is Banking Regulation Act, 1949? And also explain the provisions of RBI over Commercial Banks.			5	CO4	K1
5	A	What are Debentures? And also explain the Different types of Debentures.			5	CO3	K1
	B	Determine the Process for Winding Up of a Banking Company.			5	CO4	K1
CO MARKS DISTRIBUTION		CO1- 00	CO2- 00	CO3-24	CO4-23	CO5-00	
BLOOMS TAXONOMY DISTRIBUTION		K1-07	K2- 33	K3- 07	K4-00	K5- 05	

UNITED UNIVERSITY		SECOND MID TERM	EVEN SEM 2024-2025	ROLL NO. 123051		
COURSE (BRANCH)- BBA CORE/IBM						
TIME:2HRS	SUBJECT- BUSINESS ENVIRONMENT			SUBJECT CODE-CMUCBB402T		
SECTION -A (ATTEMPT ALL QUESTIONS)					5	
1	A	Define the term BIFR.			1	
	B	Recall tax reforms.			1	
	C	What do you understand by NNP?			1	
	D	Restate the term "NGT Act" under legal environment.			1	
	E	Describe the Cascading effect of tax?			1	
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)					10	
2	A	Differentiate between FERA and FEMA.			2	
	B	Explain the roles of legal aspect of business environment.			2	
	C	What is Goods and Service Tax.			2	
	D	Discuss the basic objectives of National Income.			2	
	E	What is GDP? How far is this differ from NDP?			2	
	F	Discuss the concept of deflation?			2	
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)					15	
3	A	Discuss the objectives and functions of BIFR?			5	
	B	Explain the powers and functions of Information Commissions.			5	
4	A	Define business ethics and also explain the principles of business ethics.			5	
	B	What is Inflation? Discuss the different types of Inflation.			5	
5	A	Briefly discuss the changes in inflation during Covid19.			5	
	B	What do you understand by the term national income? How would you measure the national income of a country?			5	
CO MARKS DISTRIBUTION		CO1- 00	CO2- 00	CO3- 24	CO4- 23	CO5- 00
BLOOMS TAXONOMY DISTRIBUTION		K1- 07	K2- 28	K3- 07	K4- 00	K5- 05