

UNITED UNIVERSITY		END TERM EXAMINATION	EVEN SEM 2023-24	ROLL NO- 2205110075			
		COURSE [BRANCH]-BBA and BBA IBM			SEMESTER- IV		
TIME:3 HRS.	SUBJECT-Entrepreneurial Development			SUBJECT CODE-CMUCBB403T	MM. 100		
SECTION -A (ATTEMPT ALL QUESTIONS)					20	CO	BLOOM'S TAXONOMY LEVEL
1	A	Identify the differences between an entrepreneur and a manager.			2	CO1	Remember
	B	Summarize briefly the socioeconomic impact of entrepreneurship.			2	CO1	Understand
	C	Describe the key characteristics and traits of a successful entrepreneur.			2	CO2	Remember
	D	Describe two myths of entrepreneurship.			2	CO2	Understand
	E	Define the Micro, Small, and Medium Enterprises (MSME).			2	CO3	Remember
	F	Associate the relationship between entrepreneurship, creativity, and innovation.			2	CO3	Understand
	G	Identify the factors small businesses should consider when evaluating expansion opportunities.			2	CO4	Remember
	H	Discuss how Indian startups are addressing social issues and making a positive impact on the country.			2	CO4	Understand
	I	Describe in which sectors angel investors in India are most interested in investing.			2	CO5	Remember
	J	Discuss the importance of SIDBI in entrepreneurship.			2	CO5	Understand
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)					30		
2	A	Entrepreneurship is the process of discovering new ways of combining resources. Examine this statement with appropriate examples			6	CO1	Apply
	B	Shahida a student of School of Rug Weaving Institute Turkey visited her grandparents in Kashmir for the first time. Breathtaking mountain scenery clear lakes lush vegetation and magnificent forests mesmerized her. The valley is home to a rich biodiversity including a large number of bird species many of which are unique to Kashmir it is home to Yak and sheep that are taken care of by Nomads. Kashmiri lifestyle is essentially slow paced and reflects religious diversity. Kashmiris are known to enjoy their music in its various local forms and the traditional dress of both genders is often quite colorful. Tulip Saffron dry fruits and artistic woodwork are its hallmark. She also observed that the government was stable and all the tourist places were well guarded by the army. She found it to be an ideal place to start a unit for carpet weaving and employ local people to preserve the ethnic touch. After the devastating floods a considerable population was rendered jobless her unit would help to revive their economic condition Question: Evaluate the factors affecting Shahida in becoming an entrepreneur.			6	CO1	Evaluate
	C	To navigate the entrepreneurial landscape effectively, it is crucial to comprehend the diverse types of entrepreneurs, each carrying unique responsibilities, roles, and functions. Could you analyze the various types of entrepreneurs in light of these considerations?			6	CO2	Analyze
	D	Lalita Devi did her post-graduation from Manipur University Imphal. She had offers to join reputed firms in metropolitan cities like Delhi and Mumbai. Instead of joining any of these firms she decided to do some creative work in Imphal. She observed that a special type of chilli is grown by the farmers of most of the villages around Imphal. This chilli has a distinct flavour and the pickle made from it has a taste that may be liked by many people in other parts of the country. But the farmers were neither trained in the farming of this kind of chilli on a large scale nor was there a secured market for their produce. Lalita Devi met eighteen like-minded women of the area and formed an organization for doing the business of pickle manufacturing. Each of them contributed Rs.2 00 000 towards its capital and were equally responsible for its management. On one hand they assured the farmers to purchase the chilli produced by them and on the other hand the organization with the help of the local agriculture department arranged for the training of the farmers. They also employed 10 local unemployed graduate girls for doing the various operations of pickle manufacturing.			6	CO3	Evaluate

Question: Assess the social values that Lalita Devi wants to communicate to society.					
E	You are a program manager for an entrepreneurship development program (EDP) aimed at providing training and support to aspiring entrepreneurs in a rural community. However, you are encountering low participation rates and facing challenges in attracting individuals from underserved demographics. Question: Examine what strategies can you implement to address the barriers to participation faced by potential beneficiaries of your EDP. How can you ensure that your program is inclusive and accessible to a diverse range of entrepreneurs?	6	CO4	Apply	
F	Illustrate the various causes and consequences of sickness in small scale industries with suitable examples? Also discuss the corrective measures to prevent sickness in small units?	6	CO5	Analyze	
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)		50			
3	A Mohan and Rohan want to start a shop to sell Rajasthani clothes. Examine and discuss the entrepreneurial process adopted by them to initiate a shop.	10	CO1	Apply	
	B Imagine you're a budding entrepreneur passionate about sustainability. How would you develop an entrepreneurship model that not only generates profit but also addresses pressing environmental or social challenges in your community? Consider the resources, partnerships, and strategies you'd employ to ensure your venture thrives while making a positive impact on the planet.	10	CO1	Create	
4	A Evaluate the role of entrepreneurship in driving economic growth and development.	10	CO2	Evaluate	
	B Reed Hastings, a visionary entrepreneur and innovator, co-founded Netflix in 1997, transforming the way people consume movies and television shows. Initially a DVD-by-mail rental service, Netflix pioneered streaming technology, revolutionizing the entertainment industry and becoming a global powerhouse. Questions: 1. Determine and discuss factors motivated Reed Hastings to disrupt the traditional video rental industry. 2. What lessons can aspiring entrepreneurs learn from Reed Hastings's approach to innovation, risk-taking, and adaptability?	10	CO2	Apply	
5	A Company XYZ, a small e-commerce startup, is facing challenges in scaling its operations and attracting investment. Despite a unique product offering, the company struggles with increasing competition and a need for strategic direction. The founders are considering revisiting their business plan to chart a more robust course for the future. Question: Based on the scenario of Company XYZ, outline a detailed business plan that addresses the challenges faced by the startup. Consider factors such as market analysis, financial projections, marketing strategy, and operational efficiency. How can a well-structured business plan help Company XYZ not only overcome its current challenges but also position itself for sustainable growth and increased investor interest?	10	CO3	Analyze	
	B Develop the key steps involved in setting up a small enterprise. Discuss it by considering a real example. What legal and regulatory requirements must be met?	10	CO3	Create	
6	A You are a young entrepreneur who has recently joined a business incubator program to develop your startup idea. The incubator provides office space, mentorship, and networking opportunities. However, you are struggling to adapt to the fast-paced environment and find it challenging to balance the demands of running your business with the incubator's requirements. Question: What strategies can you employ to effectively utilize the resources and support provided by the business incubator while maintaining focus on your startup's success? Analyze it in detail.	10	CO4	Analyze	
	B "Government makes a lot of efforts to create a conducive environment for entrepreneurship". Analyze the various incentives and subsidies provided by government for MSME sector.	10	CO4	Analyze	
A	Evaluate the role of financial institutions in India in facilitating entrepreneurship, and what specific services or support do they offer to encourage the growth and development of startups and small businesses?	10	CO5	Evaluate	
B	A small business owner is considering starting a new venture. They have a good idea and a strong team, but they lack the necessary capital to get started. Analyze the sources of financing should they consider? What factors should they weigh when making their decision?	10	CO5	Analyze	
MARKS DISTRIBUTION		CO1-36	CO2-30	CO3-30	CO4-30
TOPICS TAXONOMY DISTRIBUTION		K1-	K2-	K3-	K4-
					K5-

UNITED UNIVERSITY	END SEMESTER EXAM	EVEN SEM 2022-23	ROLL NO. 22-05 1010143	
COURSE BBA/BBA-IBM			SEMESTER 4th	
TIME 3 HRS.	SUBJECT-Fundamentals of Marketing Management	SUBJECT CODE-CMUC882017	MM. 100	
SECTION -A (ATTEMPT ALL QUESTIONS)			20	CO
1	A Differentiate between a consumer and a customer.		2	CO1 K1
	B What is the role of research in marketing?		2	CO1 K1
	C What are the advantages of competitor analysis?		2	CO1 K1
	D Are publicity and advertising the same?		2	CO1 K1
	E What is the concept of New Product Development		2	CO1 K1
	F Write two marketing objectives during the introduction stage of the product life cycle.		2	CO1 K1
	G Differentiate between selling and marketing.		2	CO1 K1
	H Differentiate between Need and Want.		2	CO1 K1
	I Which is more appropriate - publicity or advertising?		2	CO1 K1
	J What are the advantages of market analysis?		2	CO1 K1
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)			30	
2	A A new smartphone manufacturing company is about to be launched in your state. Suggest appropriate market segmentation and positioning strategy.		6	CO1 K2
	B How does attitude influence buyer behaviour? Also, discuss the differences between Business Buyer Behaviour and Individual Buyer Behaviour.		6	CO2 K2
	C Explain the importance of social media platforms for marketing by taking one example each from a product and a service marketing organization.		6	CO2 K3
	D Hitachi manufactures commercial refrigerators that are used by hotels, commercial kitchens, restaurants, etc. These are customized as per the requirements of the clients and the prices start from 7.5 lakhs onwards. The GM-Marketing has to decide whether Hitachi should have direct distribution or indirect distribution. Please recommend the method used by Hitachi giving reasons.		6	CO3 K4
	E Write a Marketing Mix plan for the launch of a new product of your choice.		6	CO3 K3
	F "The marketing approach is at the heart of strategic decision-making, whether at the corporate, business unit or product-market level." Comment on the statement giving suitable examples.		6	CO2 K3

SECTION -C [ATTEMPT ANY ONE PART FROM EACH QUESTION]						50		
3	A	Show the importance of marketing towards society and company and also explain its objectives.	10	CO1	K3			
	B	Explain approaches of marketing and differentiate between traditional and modern marketing.	10	CO1	K2			
4	A	Explain E marketing and its types in detail.	10	CO2	K2			
	B	Show the features of rural marketing in detail by taking reference of agricultural based products.	10	CO2	K3			
5	A	Define market segmentation and certain methods to make it more effective.	10	CO3	K1			
	B	Define new product development and its stages in detail.	10	CO3	K1			
6	A	Show the role and functions of marketing channels in detail.	10	CO4	K3			
	B	Examine the certain elements of promotion mix in detail and also draw its diagram.	10	CO4	K3			
7	A	Explain need of marketing research for a product based company and steps of marketing research in detail with supportive example.	10	CO5	K2			
	B	Define the types of marketing research done by companies as a important tool for decision making process and tell the sources of marketing research data collection with supportive example.	10	CO5	K1			
CO MARKS DISTRIBUTION			CO1-36	CO2-30	CO3-30	CO4-30	CO5-30	
BLOOMS TAXONOMY DISTRIBUTION			K1-44	K2-46	K3-66	K4-00	K5-00	

UNITED UNIVERSITY	END TERM EXAM	EVEN SEM 2022-23	ROLL NO.	21071011	SE		
COURSE (BRANCH): BBA CORE/BBA HRM/BCOM							
TIME: 2 HRS.	SUBJECT: BRAND MANAGEMENT		SUBJECT CODE: BBA CM CH0001 B.COM CM CH0001		SE		
SECTION - A (ATTEMPT ALL QUESTIONS)					20	CO	SKILLS
1	A	Define target market and market segmentation.	4	CO1	K1		
	B	Explain the brand audit and its procedures in detail.	4	CO3	K3		
	C	Explain the role of celebrities as brand ambassador with successful 5 brands in India. Who is the first Indian Global brand ambassador for Greek.	4	CO2	K3		
	D	Discuss the factors measuring brand performance.	4	CO3	K2		
	E	Explain the role of brand manager.	4	CO3	K4		
SECTION - B (ATTEMPT ANY FIVE QUESTIONS)					35		
2	A	What is online marketing? Examine the modern challenge of Brand Building through Internet.	7	CO2	K2		
	B	Discuss the concept of Brand. What is the significance and functions of branding for consumers and firms.	7	CO1	K3		
	C	Explain the different strategic brand management process in detail.	7	CO1	K3		
	D	Omega international is planning to introduce a hair gel for male in the Indian market. Assume that you are appointed as the brand manager. Design the brand elements for hair gel.	7	CO2	K5		
	E	Differentiate between <ul style="list-style-type: none">Brand extension and line ExtensionAdvertising and Personal Selling	7	CO2	K2		
	F	Explain the different types of brands with suitable example.	7	CO1	K3		
SECTION - C (ATTEMPT ANY ONE PART FROM EACH QUESTION)					45		
3	A	Explain the branding challenges and opportunities in competitive marketing environment.	15	CO3	K4		
	B	Critically examine the branding for global market in detail. Explain the different branding strategies to be followed when product is marketed globally and also explain the advantage and disadvantage of global branding.	15	CO3	K3		
4	A	What is promotion mix? Explain the different brand promotion methods.	15	CO2	K3		
	B	Illustrates the factor influencing decision for brand extension and also explain the different types of brand extension in detail.	15	CO2	K4		
5	A	Write short notes on any three of the following: <ul style="list-style-type: none">Advertising challenges in globalization eraCo-branding and its importanceBrand LeveragingRebrandingBrand Image	15	CO2	K2		
	B	What are brand loyalty programs? Critically examine the brand loyalty programs in any industry.	15	CO2	K3		
CO MARKS DISTRIBUTION			CO1-25	CO2-85	CO3-62		
BLOOMS TAXONOMY DISTRIBUTION			K1-4	K2-33	K3-74	K4-34 K5-7	

Account
National
International
Corporate

UNITED UNIVERSITY		END TERM EXAM		EVEN SEM 2023-24		ROLL NO.		
COURSE-BBA/BBA IBM						SEMESTER-4 th		
TIME:2 HRS.		SUBJECT-Time and Stress Management		SUBJECT CODE-CMUCBB405T		MM. 100		
SECTION –A (ATTEMPT ALL QUESTIONS)						20	CO	BLOOMS TAXONOMY LEVEL
1	A	"All human behavior is affected by either external or internal triggers." Comment on this statement defining external and internal trigger.				4	CO1	K2
	B	Describe Eustress and Distress along with example and difference between them.				4	CO2	K1
	C	Write short note on: a) Adaptive and Mal-adaptive coping mechanism of stress b) 3 coping styles of stress				4	CO3	K1
	D	Describe briefly about: a) ASD b) PTSD c) Dissociative Symptoms d) Routine Stress				4	CO2	K1
	E	Explain the difference between Goal and Plan along with examples.				4	CO1	K1
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)						35		
	A	Discuss ABCDE method of prioritizing tasks.				7	CO1	K1
	B	Write short note on following: 1. How to plan your week? 2. How to schedule tasks? 3. How to create a to-do-list?				7	CO1	K2
	C	Describe various types of stress in detail.				7	CO2	K2
	D	Discuss the concept of stress management and various sources of stress which may affect an individual.				7	CO2	K3
	E	Describe urgent tasks and important tasks along with examples.				7	CO3	K2
	F	Elaborate various stress reduction techniques used by an individual to reduce stress.				7	CO3	K2
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						45		
	A	"Self-assessment is an evaluation of one's own performance while Self-awareness is the experience of one's own personality." Comment on this statement and describe how SWOT analysis can be linked with self-assessment and self-awareness.				15	CO1	K4
	B	Discuss various stages of stress that a person can experience.				15	CO2	K3
	A	"Stress is an inevitable part of life, affecting individuals in different ways. Some people thrive under stress, whereas others struggle." Comment on this statement discussing about various methods which is helpful in coping with stress.				15	CO2	K4
	B	Explain the concept of act of delaying or putting off tasks until the last minute, or past their deadline along with their causes and types.				15	CO3	K3
	A	Discuss in detail about priority matrix along with diagram. How and when an individual can use priority matrix?				15	CO3	K2
	B	"Setting goal is an ingredient to achieve any goal". Throw light on this statement discussing about goal setting theory and various techniques or strategies adopted for goal setting framework.				15	CO1	K4
MARKS DISTRIBUTION		CO1-33	CO2-41	CO3-26	CO4-26	CO5-26		
BLOOMS TAXONOMY		K1- 23	K2- 32	K3-37	K4-45	K5-0		
DISTRIBUTION								

UNITED UNIVERSITY		END TERM EXAMINATION		EVEN SEM 2023-24		ROLL NO	
COURSE (BRANCH)-BBA & BBA IM						SEMESTER-IV	
TIME: 3 HRS.		SUBJECT-BUSINESS LAW		SUBJECT CODE-CMUCBB404T		MM. 100	
SECTION –A (ATTEMPT ALL QUESTIONS)						20	CO BLOO MS TAXO NOMY LEVEL
1	A	Explain Quasi Contract				2	CO1 K1
	B	Define Revocation				2	CO1 K1
	C	What do you mean by 'Partnership for Fixed Period' as per Indian Partnership Act 1932?				2	CO2 K2
	D	Differentiate between Partnership and Co-ownership.				2	CO2 K2
	E	Differentiate between a Private Company and a Public Company.				2	CO3 K3
	F	Name various modes of Winding up of a Company.				2	CO3 K3
	G	State the Special Rules for Cheque and Drafts.				2	CO4 K4
	H	Explain Holder-in-due-course.				2	CO4 K4
	I	How Cyber Tribunal is Appellate Appointed.				2	CO5 K5
	J	Differentiate between Copyright, Trademark and Patent.				2	CO5 K5
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)						30	
2	A	"All Contracts are Agreements but all Agreements are not Contract"... Explain.				6	CO1 K1
	B	What are the Rights of a Partner under the Partnership Act?				6	CO1 K1
	C	What are the provisions of 'Appointment of Directors' as per Companies Act 2013?				6	CO2 K2
	D	What are the various types of Presentment that may be necessary in case of an Instrument?				6	CO3 K3
	E	Trace out the Cyber-crimes, and how does IT Act 2000 control these Cyber-crimes?				6	CO4 K4
	F	Distinguish between Company and Partnership.				6	CO5 K5
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)						50	
3	A	What are the rights of Bailor and Bailee in the Contract Act?				10	CO1 K1
	B	What do you mean by Consideration? Explain, when a Contract without Consideration is Valid?				10	CO1 K1
4	A	Discuss various modes of Dissolution of Partnership Firm.				10	CO2 K2
	B	Define Partnership. Discuss in detail Minor's position in Partnership.				10	CO2 K2
5	A	Enumerate and explain the Rights, Duties and Responsibilities of the Promoters towards the Company and Third Parties.				10	CO3 K3
	B	Explain the contents of the Articles of Association and how the Articles could be altered on ordinary business and special business.				10	CO3 K3
6	A	Explain the nature and requisites of Negotiable Instruments Act 1881.				10	CO4 K4
	B	What is Crossing of Cheque? Explain the various types of Crossings.				10	CO4 K4
7	A	Enumerate the need and importance of Copyrights, Trademarks and Patent Act.				10	CO5 K5
	B	What are the Legal challenges of Digital Technology? How far has Law been able to meet these Challenges? Discuss.				10	CO5 K5

CO MARKS DISTRIBUTION	CO1-36	CO2-30	CO3-30	CO4-30	CO5-30
BLOOMS TAXONOMY DISTRIBUTION	K1	K2	K3	K4	K5

UNITED UNIVERSITY		END TERM EXAMINATION		EVEN SEM 2023-24		ROLL NO- 22081010044		SEMESTER- IV		
		COURSE (BRANCH)- BBA & BBA IBM						MM. 100		
TIME: 3 HRS.		SUBJECT- Fundamentals of Business Research				SUBJECT CODE- CMUCBB401T				
SECTION –A (ATTEMPT ALL QUESTIONS)								20	CO	BLOOMS TAXONOMY LEVEL
								2	CO1	K1
1	A	Define research.						2	CO1	K1
	B	List the steps of research process.						2	CO2	K1
	C	Define Research design.						2	CO2	K1
	D	What is descriptive research design?						2	CO3	K3
	E	Give an example of ordinal scale of measurement.						2	CO3	K1
	F	Define sampling.						2	CO4	K2
	G	Define primary data giving an example.						2	CO4	K1
	H	What is questionnaire?						2	CO5	K1
	I	Define hypothesis.						2	CO5	K1
	J	What do you mean by null hypothesis?								
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)								30		
2	A	Outline the objectives of research.						6	CO1	K4
	B	Define research problem giving a real life example						6	CO1	K2
	C	Analyse the features of good research design.						6	CO2	K4
	D	Outline and discuss the steps of sampling design.						6	CO3	K4
	E	Differentiate between observation and interview method of data collection giving example.						6	CO4	K2
	F	Discuss the process of hypothesis testing.						6	CO5	K2
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)								50		
3	A	Differentiate between fundamental research and applied research giving examples.						10	CO1	K2
	B	Describe the importance of research for an organization.						10	CO1	K2
4	A	Justify the use of experimental research design for developing vaccine.						10	CO2	K5
	B	Classify various research designs and discuss their application giving example.						10	CO2	K3
5	A	Differentiate between stratified sampling and cluster sampling giving example.						10	CO3	K2
	B	Discuss about interval scale of measurement and argue how it is different from ratio scale giving examples.						10	CO3	K5
6	A	Differentiate between questionnaire and schedule. Also discuss the condition where questionnaire and schedule are used.						10	CO4	K3
	B	Discuss the properties and application of normal distribution in data analysis.						10	CO4	K3
7	A	Describe the application of level of significance in hypothesis testing. Also write about type I and Type II error.						10	CO5	K3
	B	Outline the contents of research report and discuss the most prominent ethical issues related with report writing.						10	CO5	K4
CO MARKS DISTRIBUTION				CO1-36	CO2-30	CO3-30	CO4-30	CO5-30		
BLOOMS TAXONOMY DISTRIBUTION				K1- 16	K2- 50	K3- 42	K4- 28	K5- 20		

UNITED UNIVERSITY		END TERM EXAMINATION		EVEN SEM 2023-24		ROLLNO.		2	2	4	5	1	0	1	0	0	0	0	0	
SEMESTER- 04th																				
COURSE (BRANCH)- BBA ALL																				
TIME 3 HRS.		SUBJECT – BUSINESS ENVIRONMENT				SUBJECT CODE-CMUCBB402T				MM. 100										
SECTION –A (ATTEMPT ALL QUESTIONS)																		20	CO	BLOOMS TAKING MY LEVEL
1	A	Define Capitalist Economy.															2	CO1	K1	
	B	Discuss global economy?															2	CO1	K2	
	C	Define Public Private Partnership model.															2	CO2	K1	
	D	Define monetary policy.															2	CO2	K1	
	E	What is Bank rate? How far is this different from reverse repo rate?															2	CO3	K1	
	F	What is VAT?															2	CO3	K1	
	G	Discuss the concept of deflation?															2	CO4	K2	
	H	Briefly describe NNP.															2	CO4	K2	
	I	Define Globalization.															2	CO5	K1	
	J	Define multinational companies.															2	CO5	K1	
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)																		30		
2	A	How does political and social environment affect business? Explain															6	CO1	K2	
	B	Analyze the role of government in economic development of the country.															6	CO1	K4	
	C	Explain the components of monetary system.															6	CO2	K2	
	D	Discuss the objectives of Foreign Exchange Management Act.															6	CO3	K2	
	E	Evaluate the various methods of measuring national income of a country.															6	CO4	K5	
	F	Critically examine the government policy with regard to globalization of Indian business.															6	CO5	K3	
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)																		50		
3	A	What are the components of business environment? Evaluate the emerging trends in global business environment.															10	CO1	K5	
	B	What do you mean by economic system? Examine its various forms.															10	CO1	K3	
4	A	"Fiscal policy in India failed in ensuring economic discipline". Examine this statement.															10	CO2	K3	
	B	Discuss the salient features of Industrial Policy of 1991. Evaluate its relevance for the industrial development of India.															10	CO2	K5	
5	A	Examine the impact of new economic policy on tax structure in India.															10	CO3	K3	
	B	What is Consumer Protection Act 1986? Analyze the main objectives of Consumer Protection Act 1986.															10	CO3	K4	
6	A	Explain the various types of inflation. Suggest measures for controlling the inflation.															10	CO4	K3	