

UNITED UNIVERSITY		END TERM EXAM		ODD 2023-24		ROLL NO.		23051010700	
TIME: 2 HRS.		COURSE (BRANCH)-BBA			SUBJECT-BUSINESS COMMUNICATION			SEMESTER-I	
					SUBJECT CODE-CMUCBB105T			MM. 100	
SECTION -A (ATTEMPT ALL QUESTIONS)									
1	A	What do you mean by Non-Verbal Communication. Write few of its types.						20	CO
	B	Classify Formal and Informal Communication.						4	CO1
	C	Explain about Written Communication.						4	CO2
	D	Justify how can Effective Listening be useful in different spheres of life.						4	CO2
	E	Describe Presentation and its importance in communication.						4	CO3
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)								35	
2	A	Keeping in mind the sequence of communication, explain the process of communication.						7	CO3
	B	Describe various types of network of communication.						7	CO1
	C	Explain any four significance of effective listening.						7	CO2
	D	Justify the concept "Listening differs from hearing".						7	CO2
	E	Explain the Characteristics of Good and Effective Listener.						7	CO2
	F	Classify Oral Communication and Written Communication.						7	CO2
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)								45	
3	A	Illustrate all the 7 C's of communication.						15	CO1
	B	Write a note on- I. Physical or environmental barriers II. Physiological barriers III. Semantic or language barriers						15	CO1
4	A	Describe 7 points showing the importance of Communication in the context of Business.						15	CO2
	B	Explain the need and types of Business Letter.						15	CO3
5	A	Explain - Kinesics & Para Language. Also state why pitch & tone of voice is important while communication.						15	CO2
	B	Justify any 5 limitations and 5 advantages of oral communication.						15	CO2
CO MARKS DISTRIBUTION		CO1-41	CO2-85	CO3-26	CO4-0	CO5-0			
BLOOMS TAXONOMY DISTRIBUTION		K1-4	K2-81	K3-15	K4-41	K5-11			

UNITED UNIVERSITY	END SEMESTER EXAM		ODD SEM 2023-24		ROLL NO.								
COURSE (BRANCH)- B.Tech/BCA & BCA-IBM/BBA & BBA-IBM											SEMESTER 1 ST		
TIME:2 HRS.	SUBJECT- ENVIRONMENTAL STUDIES		SUBJECT CODE- ETUCAS106T/ SCSEPCA11T/ SCSEPB10T				MM. 100						
SECTION –A (ATTEMPT ALL QUESTIONS)											20	CO	BLOOMS TAXONOMY LEVEL
1	A	Define ecological pyramid and types of ecological pyramid.									4	CO1	K1
	B	What are the primary environmental impacts of mining activities, including soil and water contamination, deforestation, and habitat destruction?									4	CO2	K2
	C	Define solid waste management. What are the sources of generation of solid waste?									4	CO3	K1
	D	Name the protocols which were made for monitoring of GHGs and ozone depleting substances with year.									4	CO5	K2
	E	What are hotspots of biodiversity? Name the biodiversity hotspots in India.									4	CO4	K2
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)											35		
2	A	Explain the multidisciplinary nature of environmental studies.									7	CO1	K2
	B	Define water pollution. What are the effects of water pollution?									7	CO3	K1
	C	Write short notes on: • Wind energy • Solar energy									7	CO2	K2
	D	What are the ways to control air pollution?									7	CO3	K2
	E	Discuss the importance of biodiversity for the sustenance of environment.									7	CO4	K2
	F	Explain the formation and depletion of ozone layer.									7	CO5	K2
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)											45		
3	A	Explain carbon cycle with a neat and labelled diagram.									15	CO1	K4
	B	Define biodiversity and levels of biodiversity. Discuss the threats and the ways to conserve biodiversity?									15	CO4	K2
	A	What are renewable and non-renewable energy resources? Explain with examples.									15	CO2	K2
	B	How does the EIA process work? Discuss the steps involved in the process of EIA?									15	CO3	K2
5	A	Define sustainable development. What are the steps involved in achieving sustainable development?									15	CO1	K1
	B	What is global warming? Discuss the effects of global warming and how we are going to reduce its effect.									15	CO5	K2
CO MARKS DISTRIBUTION			CO1-41	CO2-26	CO3-33	CO4-26	CO5-26						
BLOOMS TAXONOMY DISTRIBUTION			K1-4	K2-12	K3-	K4-1	K5-						

UNITED UNIVERSITY	END TERM EXAMINATION (SEMESTER)	ODD SEM 2023-24	ROLL NO.																	
COURSE - B.B.A (IBM/NON-IBM)												SEMESTER-III								
TIME: 3 HRS.		SUBJECT: Business Mathematics					SUBJECT CODE: SCMPBB10T					MM. 100								
SECTION -A (ATTEMPT ALL QUESTIONS)												20	CO	BLOOM'S TAXONOMY (MFL LEVEL)						
1	A	If $A = \{3, 4, 8, 9, 11, 12\}$ and $B = \{1, 2, 3, 4, 5\}$ Find $A-B$ & $B-A$.										2	CO1							
	B	If $A = \{1, 2, 3, 4\}$, $B = \{2, 3, 4, 5, 6\}$, $C = \{3, 4, 5, 6, 7, 8\}$. Find $A \cup (B \cap C)$ and $(A \cap B) \cap C$.										2	CO1							
	C	Evaluate (i) $10P_4$, (ii) $12C_5$.										2	CO2							
	D	If $A = \begin{bmatrix} \cos \theta & -\sin \theta \\ \sin \theta & \cos \theta \end{bmatrix}$ Find the Eigen value.										2	CO2							
	E	Evaluate the $\lim_{x \rightarrow 2} \frac{x^2 - 5x + 6}{x^2 - 4}$										2	CO3							
	F	If $A = \{1, 2, 3, 4\}$ and $B = \{a, b, c\}$ then find $A \times B$ and $B \times A$.										2	CO3							
	G	Find the value $\int (e^x + 2 \sin x - 3 \cos x) dx$.										2	CO4							
	H	Find the value $\int_0^{\pi} \sec^2 x dx$.										2	CO4							
	I	Define the Scalar matrix given a example.										2	CO5							
	J	Convert the following LPP into the standard form minimize $Z = 12x_1 + 5x_2$ Subject to constraints $5x_1 + 3x_2 \geq 15$, $7x_1 + 2x_2 \leq 14$ and $x_1, x_2 \geq 0$.										2	CO5							
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)												30								
2	A	Find the Rank of Matrix $A = \begin{bmatrix} 1 & 2 & 3 \\ 2 & 3 & 4 \\ 3 & 5 & 7 \end{bmatrix}$										6	CO2	5						
	B	Find the Adjoint of the matrix $A = \begin{bmatrix} -1 & -2 & 3 \\ -2 & 1 & 1 \\ 4 & -5 & 2 \end{bmatrix}$										6	CO2							
	C	Let f and g be two real function defined by $f(x) = \frac{1}{x+4}$ and $g(x) = (x+4)^3$. Find the following (I) $f+g$ (II) $f-g$ (III) $f \cdot g$ (IV) $\frac{f}{g}$ (V) $\frac{1}{g}$ (VI) $2f$.										6	CO1							
	D	Define the SURPLUS Variable with Example.										6	CO5							
	E	If the Function $y = \frac{1-\cos x}{1+\cos x}$. Find the $\frac{dy}{dx}$										6	CO3							
	F	Find the value $\int \frac{dx}{\sqrt{1-9x^2}}$										6	CO4							
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)												50								
3	A	Find the Adjoint and Inverse (A^{-1}) Of the matrix $A = \begin{bmatrix} 2 & 1 & 2 \\ 2 & 2 & 1 \\ 1 & 2 & 2 \end{bmatrix}$										10	CO2							
	B	Solve the following Programming Problem by Graphical method min. $z = 2x_1 + 3x_2$ Subject to $x_1 + x_2 \geq 5$, $x_1 + 2x_2 \leq 6$. And $x_1, x_2 \geq 0$.										10	CO5							
	C	In a group of 800 people, 550 can speak Hindi and 450 can speak English. How many can speak both Hindi and English?										10	CO1							
	D	Find the (I) $\int_1^2 (e^{3x} + 3x^2) dx$ (II) $\int \frac{1}{(3x+4)^4} dx$.										10	CO4							
5	A	Differentiate the function $y = \frac{e^x + e^{-x}}{e^2 - e^{-2}}$										10	CO3							

B	Find the Eigen value & Eigen vector of the following matrix $A = \begin{bmatrix} 8 & -6 & 2 \\ -6 & 7 & -4 \\ 2 & -4 & 3 \end{bmatrix}$	1
A	Use the Cramer's rule to solve the system of equation $x + 2y + 3z = 2$, $2x + 4y + 5z = 3$, $3x + 5y + 6z = 4$.	1
B	Find the derivative of the given function $y = e^x \sin x$. of the $\frac{dy}{dx}$	1
A	Find the value $\int e^x(\sin x + \cos x) dx$.	1
A	Define Set and subset with example and also discuss about its operations.	1
O 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	ODD SEM 2023-24	ROLL NO. 23051010009												
COURSE - BBA, BBBA (IBM)		SEMESTER - I														
TIME-3 HRS.	SUBJECT-Business Economics	SUBJECT CODE-CMUCBB103T		MM. 100												
SECTION -A (ATTEMPT ALL QUESTIONS)				20												
1	A	Examine various approaches of managerial decision-making.	2	CO1 K1												
	B	Define a Business Firm.	2	CO1 K1												
	C	Examine the impact of increase in prices of a product on its substitutes product.	2	CO2 K1												
	D	Define elasticity of Supply.	2	CO2 K2												
	E	Differentiate between opportunity cost and outlay cost.	2	CO3 K2												
	F	What is an isoquant curve?	2	CO3 K2												
	G	In which condition under perfect competition, would a firm maximize profit in the short run?	2	CO4 K4												
	H	How can a monopoly market be a disadvantage to consumers?	2	CO4 K1												
	I	What do you mean by circular flow income in two sector economy?	2	CO5 K2												
	J	What are the different types of inflation?	2	CO5 K2												
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)				30												
2	A	Narrate in brief the nature and scope of Business Economics and explain its relation with other subjects.	6	CO1 K1												
	B	Ram spends as follows for a commodity at various prices: <table><tr><td>Price per Kg (Rs.)</td><td>Total outlay (Rs.)</td></tr><tr><td>10</td><td>0</td></tr><tr><td>8</td><td>9000</td></tr><tr><td>7</td><td>10500</td></tr><tr><td>6</td><td>12000</td></tr><tr><td>5</td><td>14000</td></tr></table>	Price per Kg (Rs.)	Total outlay (Rs.)	10	0	8	9000	7	10500	6	12000	5	14000	6	CO1 K4
Price per Kg (Rs.)	Total outlay (Rs.)															
10	0															
8	9000															
7	10500															
6	12000															
5	14000															
		Find out the elasticity of demand (i) When the prices decrease from Rs. 8 to Rs. 7 (ii) When the prices increase from Rs. 6 to Rs. 8														
	C	Discuss cost-output relationship in the long-run and explain its importance.	6	CO2 K2												
	D	If machines were variable and labour fixed, how would the general shapes of the short run average cost curve and marginal cost curve change?	6	CO3 K3												
	E	As a manager, what might be the different types of barriers to entry an oligopoly? How will you react and what will be your different ways of strategic behavior for entry?	6	CO4 K3												
	F	Think and enlist the problems that you might face when comparing national income with other countries.	6	CO5 K4												
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				50												
3	A	"Economics is concerned with the application of economic concepts and analysis to the problem of formulating rational individual and national decisions." Discuss.	10	CO1 K1												
	B	Why does the entire managerial economics revolve around what to produce, how to produce, and for whom to produce? Give examples to support your answer.	10	CO1 K1												
	A	Differentiate between "increase in demand and expansion of demand" and "decrease in demand and contraction of demand".	10	CO2 K1												
	B	Explain the various methods of demand forecasting for an established product and also discuss its limitation.	10	CO2 K1												
5	A	From the following data, prepare a schedule showing: 1. Total variable cost 2. Total fixed cost 3. Average variable cost 4. Average fixed cost 5. Marginal cost	10	CO3 K1												

Output	0	1	2	3	4	5	6	7	8
Total Cost	50	60	75	95	130	180	230	280	340

- ~~B~~ Examine the importance of the law of diminishing returns. What do you think to be its causes and effects? 10
- 6 A Assume that firms in the short run are earning above normal profits. Explain what will happen to these profits in the long run for a market having perfect competition. 10
- B Discuss whether you find the monopolistic competition in the following industry: Hotels and restaurants, Health Spas, Hair dressing. 10
- 7 A China has overtaken the UK to be the world's fourth largest economy. What this means is that the GDP of China is larger than UK. But do the Chinese people have a higher standard of living than the British or the French? Why/ why not? 10
- B Discuss the causes and consequences of a recession within the context of the business cycle. What are the key indicators that signal the onset of a recession, and what measures can governments and central banks take to address it? 10

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	ODO SEM 2023-24	ROLL NO- 230510100	SEMESTER-I		
COURSE (BRANCH)- BBA, BBA (IBM)		SUBJECT CODE- CMUCBB102T		MM. 100		
TIME: 3 HRS.	SUBJECT- ORGANIZATIONAL BEHAVIOUR					
SECTION -A (ATTEMPT ALL QUESTIONS)				20	CO	BLOOMS TAXONOMY LEVELS
1	A Define organizational behaviour.	2	CO1	K1		
	B Discuss briefly about psychology.	2	CO1	K2		
	C Define personality. Give one example.	2	CO2	K1		
	D Explain perception giving examples.	2	CO2	K2		
	E Define learning process.	2	CO3	K1		
	F What is motivation?	2	CO3	K1		
	G State any two conditions of conflict.	2	CO4	K2		
	H Define stress at work place. Give example.	2	CO4	K1		
	I Outline the process of leadership.	2	CO5	K2		
	J What do you mean by power in organization?	2	CO5	K1		
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)				30		
2	A Discuss how study of organizational behaviour benefits an organization.	6	CO1	K3		
	B Outline the goals of organizational behaviour.	6	CO1	K2		
	C Describe the importance of personality in the workplace of the organization.	6	CO2	K3		
	D Discuss the term reinforcement with respect to operant conditioning.	6	CO3	K3		
	E Briefly explain any two types of conflict that may arise in any organization.	6	CO4	K3		
	F Enumerate the importance of leadership in organization.	6	CO5	K2		
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				50		
3	A Explain foundations of organization behavior.	10	CO1	K2		
	B Enumerate and discuss the disciplines contributing to organization behavior.	10	CO1	K2		
4	A Analyze the factors that influence the shaping of personality.	10	CO2	K4		
	B Discuss the factors that affect an individual's perception process.	10	CO2	K3		
5	A Justify how theory of classical conditioning and operant conditioning are used as methods of learning.	10	CO3	K5		
	B Evaluate the application of Maslow's need hierarchy theory of motivation in improving the performance.	10	CO3	K5		
6	A Explain the conflict resolution process with respect to conflict arisen between two colleagues at same level of organizational hierarchy.	10	CO4	K4		
	B Describe any four sources of stress in any organization.	10	CO4	K2		
7	A Discuss any two types of leadership styles in detail and give examples.	10	CO5	K2		
	B Examine any four types of powers used to influence individuals in an organization.	10	CO5	K3		
CO MARKS DISTRIBUTION		CO1-36	CO2-30	CO3-30	CO4-30	CO5-30
BLOOMS TAXONOMY DISTRIBUTION		K1- 12	K2- 60	K3- 44	K4- 20	K5- 20

UNITED UNIVERSITY	END TERM EXAMINATION	ODD SEM 2023-24	ROLL NO. 230510/0004			
	COURSE (BRANCH)-BBA			SEMESTER-I		
TIME:3 HRS.	SUBJECT-PRINCIPLES OF MANAGEMENT		SUBJECT CODE-CMUCB8101T	MM. 100		
SECTION -A (ATTEMPT ALL QUESTIONS)				20	CO	BLOOMS TAXONOMY
1	A Explain functional foremanship as a technique of scientific management?	2	CO1	K2		
	B Define Scalar Chain as a principle of management	2	CO1	K1		
	C What do you understand by MBO?	2	CO2	K2		
	D Define Strategy.	2	CO2	K1		
	E What is organizing?	2	CO3	K1		
	F What do you understand by Span of control? Outline its importance.	2	CO3	K4		
	G State any two important characteristics of Directing.	2	CO4	K1		
	H Discuss the Barriers to effective communication.	2	CO4	K2		
	I Outline the benefits of control.	2	CO5	K1		
	J What are the characteristics of Control Function?	2	CO5	K1		
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)				30		
2	A Differentiate between unity of command & unity of direction.	6	CO1	K4		
	B Discuss the principle 'Subordination of individual interest to general interest.'	6	CO1	K2		
	C Differentiate between external and internal planning premises.	6	CO2	K4		
	D What do you mean by staffing? Discuss Performance Appraisal and outline its importance.	6	CO3	K2		
	E Compare direction and supervision and suggest ways to make supervision more effective.	6	CO4	K3		
	F Discuss the role of Cost Control and Maintenance control in managing productivity of an organization.	6	CO5	K3		
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)				50		
3	A Explain the concept of Management and discuss the contributions of "Hawthorne Experiments" in the development of managerial thinking.	10	CO1	K3		
	B "Scientific Management involves in its essence complete mental revolution on the part of the workers in order to replace the present system of management." Examine the statement.	10	CO1	K3		
4	A "Planning is an intellectual process, the conscious determination of courses of action, the basis of decision on purposes, facts and estimates." Comment on the statement and discuss the steps involved in the planning process.	10	CO2	K5		
	B How does Strategy differ from tactics? Discuss the different levels at which strategies operate.	10	CO2	K3		
5	A What is departmentation? As General Manager of a marketing company having Pan-India field network suggest a scheme for departmentation	10	CO3	K6		
	B Discuss the basic characteristics of formal and informal organizations. How does informal organization differ from a formal organisation.	10	CO3	K3		
6	A "Directing involves basically the understanding of Human Behaviour and guiding the behaviour in specific direction". Elaborate the statement and highlight the importance of a good understanding of human behaviour in making the directing function more effective.	10	CO4	K5		
	B "Management is a two-way traffic; it is based upon the effective machinery of communication." Analyze the statement.	10	CO4	K4		
7	A What do you understand by budgetary control? Discuss its advantages and problems.	10	CO5	K3		
	B "Controlling is a fundamental function that ensures work accomplishment according to plans." Comment on the statement and outline the steps involved in the process of controlling.	10	CO5	K5		
CO MARKS DISTRIBUTION		CO1-36	CO2-30	CO3-30	CO4-30	CO5-30
BLOOMS TAXONOMY DISTRIBUTION		K1-	K2-	K3-	K4-	K5-