

UNITED UNIVERSITY	END TERM EXAMINATION	EVEN SEM. 2024-25	ROLL NO-
COURSE (BRANCH)- B.B.A & B.B.A. IBM			SEMESTER- IV
TIME:3 HRS.	SUBJECT- BUSINESS ENVIRONMENT	SUBJECT CODE- CMUCBB402T	MM. 100
SECTION -A (ATTEMPT ALL QUESTIONS)			20 CO
1 A Define Business Environment.	2	CO1	K1
B Describe Mixed Economy.	2	CO1	K1
C What is PPP Model?	2	CO2	K2
D What is meant by Privatization?	2	CO2	K2
E Define Direct Tax.	2	CO3	K1
F What is GST?	2	CO3	K2
G Name the phases of Business Cycle.	2	CO4	K1
H What is GDP?	2	CO4	K2
I Name the twins of Bretton Woods Conference.	2	CO5	K1
J Define Multinational Companies.	2	CO5	K1
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)			30
2 A Describe the internal and external factors of Business Environment.	6	CO1	K2
B Explain the objectives of Monetary Policy in India.	6	CO1	K2
C Discuss the rights of consumers according to Consumer Protection Act 2019.	6	CO2	K2
D Restate the types of inflation.	6	CO3	K2
E What do you know about the TRIPs?	6	CO4	K1
F Explain the Impact of Globalization on Indian Economy.	6	CO5	K3
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)			50
3 A What do you understand by Socialist Economy? Is it superior to Capitalist Economy? Explain.	10	CO1	K5

	B	Critically examine the role of Indian Government in economic development of the nation.	10	CO1	K4		
4	A	What do you mean by fiscal policy? Discuss the role of fiscal policy in the economic development of India.	10	CO2	K5		
	B	Explain the main features and objectives of Industrial Policy of 1991.	10	CO2	K4		
5	A	Describe the consumer disputes redressal machinery given in the Consumer Protection Act 2019.	10	CO3	K4		
	B	Discuss the relationship corporate governance and all stakeholders in a corporation.	10	CO3	K5		
6	A	What is national income? Discuss the various methods used for measuring national income.	10	CO4	K4		
	B	How did the COVID-19 pandemic impact inflation rates globally, and what were the key factors driving these changes?	10	CO4	K3		
7	A	Critically examine the objectives and achievements of International Monetary Fund.	10	CO5	K5		
	B	Write an essay on Uruguay Round.	10	CO5	K5		
CO MARKS DISTRIBUTION			CO1-36	CO2-30	CO3-30	CO4-30	CO5-30
BLOOMS TAXONOMY DISTRIBUTION			K1- 18	K2- 32	K3- 16	K4- 40	K5- 50

UNITED UNIVERSITY		END TERM EXAM		EVEN SEM 2024-25		ROLL NO.									
COURSE (BRANCH)- BBA														SEMESTER- III	
TIME: 2 HRS.		SUBJECT- TIME & STRESS MANAGEMENT				SUBJECT CODE- CMUCB8405T								MARKS	
SECTION -A (ATTEMPT ALL QUESTIONS)														20	
1	A	Define time tracking. Explain the concept of a goal framework. What is calendar management?												4	C
	B	Define a task prioritization matrix. What is the action plan? Define distractions.												4	C
	C	What is the buffer time? What is work prioritization? List two stress relaxation techniques.												4	C
	D	Define stressors. What is environmental stress? Define anxiety.												4	C
	E	Define resilience. What is irritability? Discuss the role of social support in stress reduction.												4	C
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)															
2	A	Explain KPIs. What is time boxing, and how does it improve productivity?												7	C
	B	How can implementing a goal framework like SMART goals improve time management? Explain how self-motivation influences time management.												7	C
	C	Explain Pomodoro Technique. What are the common causes of work stress, and how can it be managed?												7	C
	D	What is the Eisenhower Matrix with example? What are the common physical symptoms of stress, and how can they impact daily life?												7	C
	E	What is autogenic training, and how does it reduce stress? How does work-life balance help and reduce stress?												7	C
	F	Define mindfulness. Explain the impact of distractions on productivity and strategies to avoid them.												7	C
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)															
3	A	Attempt any two - 1. Discuss Ratan Tata's role in transforming the Tata Group into a global powerhouse. Explain the diversified business model followed by the group. Describe the key business and ethical challenges he faced, and the solutions or principles he used to resolve them. 2. Examine the entrepreneurial journey of the Bansals in founding Flipkart. Analyze the Flipkart business model and how it was tailored to the Indian market. Discuss the primary operational and strategic problems faced, and how their innovation and adaptability helped Flipkart become a market leader. 3. Trace the success journey of Steve Jobs from Apple's inception to its rebirth. Critically evaluate the innovative business model Apple followed under his leadership. Highlight specific problems Jobs encountered (e.g., product failures, leadership issues) and how his visionary thinking resolved them.												15	C
	B	Explain the significance of scheduling tasks and creating weekly plans in time management. What are the benefits of integrating a calendar into daily and weekly planning? Discuss the process of implementing time boxing and its benefits in time management.												15	C
	A	Review the case study and identify all key problems, along with their appropriate solutions. Anjali, a high school student, faced immense stress due to academic pressure and environmental distractions. Living in a noisy neighborhood, she struggled to concentrate on her studies, which were crucial for her upcoming competitive exams. The combined pressure of performing well and constant disruptions led to increased anxiety, emotional distress, and decreased productivity. This case study explores how academic and environmental stressors affect students and presents strategic solutions to manage them effectively. In today's education system, students are expected to excel in competitive exams, often leading to significant mental health challenges. The fear of failure, societal and parental expectations, and the pressure to outperform peers create immense stress. Simultaneously, environmental factors like noise pollution further hinder concentration and cognitive function. Research indicates that prolonged exposure to noise can lead to cognitive fatigue, emotional distress, and burnout. Thus, addressing both internal (academic) and external (environmental) stressors is crucial for students' success and well-being. Anjali's experience highlights the importance of identifying stress sources and implementing coping strategies. She struggled with self-esteem and confidence issues due to the intense pressure of competitive exams. Balancing a rigorous study schedule with personal time was difficult, and she often												15	C

felt guilty for taking breaks, leading to exhaustion. Her noisy neighborhood made it challenging to focus, as constant traffic and neighborhood disturbances disrupted her concentration. Additionally, she lacked a designated quiet study space at home, further affecting her ability to maintain a consistent study routine. The cumulative effect of these stressors led to emotional fatigue, anxiety, and declining academic performance. Comparing herself to high-achieving peers heightened her self-doubt and fear of inadequacy. Parental expectations also contributed to her stress, as she feared disappointing them. Without knowledge of effective stress management techniques, her anxiety continued to build, disrupting her sleep patterns and lowering her energy levels. This persistent stress led to burnout, reducing her motivation and interest in studies.

To overcome these challenges, Anjali adopted several strategies. She created a structured study schedule that included regular breaks, allowing her to recharge and improve productivity. Noise-canceling headphones helped minimize distractions, and she identified a quieter study space within her home. Practicing mindfulness and relaxation techniques reduced her anxiety, and open communication with her parents helped them understand her struggles, reducing their pressure. Seeking peer support and focusing on self-improvement rather than comparison also boosted her confidence. Anjali's journey underscores the importance of a balanced approach to managing stress. By addressing both academic and environmental stressors through practical strategies, students can enhance their well-being and academic performance.

B How can time management techniques help in reducing episodic acute stress? Discuss the advantages and disadvantages of acute stress. What are the best strategies to manage chronic stress effectively? 15 CO

A Review the case study and identify all key problems, along with their appropriate solutions. 15 CO

Priya is a talented freelancer known for her creativity and commitment to delivering high-quality work. She ventured into freelancing to enjoy the flexibility and independence it offered. However, she soon realized that the lack of a structured work environment came with its own set of challenges—most notably, frequent distractions and procrastination. Social media notifications, household chores, and the freedom to set her own hours led to a cycle of delayed tasks and missed deadlines. Feeling overwhelmed and unproductive, Priya knew she needed to make changes to regain control of her time and productivity.

This case study explores the issues Priya faced in managing distractions and procrastination, and the strategic solutions she implemented to overcome these challenges. By analyzing her journey, this study provides valuable insights into how freelancers and remote workers can develop discipline and structured habits to enhance productivity. Priya faced multiple challenges while working from home, leading to decreased productivity and burnout. She frequently got distracted by social media, losing track of time and breaking her focus. Without a fixed schedule, her days lacked structure, causing her to work irregular hours and feel uncertain about when to begin or stop. Large, complex projects overwhelmed her, resulting in procrastination as she turned to simpler, low-priority tasks.

Household distractions and family interruptions further hindered her ability to concentrate. Priya struggled with prioritizing her workload, leading to a lack of direction and clarity. The absence of external accountability made it difficult for her to stay consistently motivated. Over time, the ongoing struggle with procrastination and distractions drained her mentally, reducing both her creativity and enthusiasm. Her perfectionist tendencies worsened the issue, as she often spent too much time perfecting minor details. Additionally, she worked for long periods without breaks, which contributed to fatigue and lowered efficiency. Constantly switching work locations around the house also disrupted her ability to focus, as she never established a stable and productive work environment. Altogether, these issues created a cycle of stress, inefficiency, and emotional exhaustion.

B Discuss appraisal-focused, emotional-focused, and problem-focused coping mechanisms in managing stress. Explain the role of stress reduction techniques like yoga, meditation, and relaxation in managing stress. 15 CO

MARKS DISTRIBUTION	CO1-48	CO2-52	CO3-52	CO4-00	CO5-00
DOMS TAXONOMY DISTRIBUTION	K1-03	K2-00	K3-03	K4-00	K5-00

UNITED UNIVERSITY		END TERM EXAMINATION		EVEN SEM 2024-25		ROLL NO.																	
COURSE: BBA+BBA(CORE+IBM)												SEMESTER-4 th											
TIME-3 HRS.				SUBJECT- BUSINESS LAW				SUBJECT CODE- CMUCBB404T				MM. 100											
SECTION -A (ATTEMPT ALL QUESTIONS)												20		CO		BLOOMS TAXONOMY LEVEL							
1	A	Define Contract.										2		CO1		K1							
	B	Alex is a freelance graphic designer. She needs a new laptop to finish a project, so she visits a local store and speaks with the manager, Jake. They agree verbally that Alex will buy a used MacBook Pro for \$800, and Jake promises it will be in "perfect working condition." Alex pays the \$800 and takes the laptop home. A few hours later, it starts crashing repeatedly. She returns it the next day, but Jake refuses to give her a refund, claiming "no refunds on used items." Was there a valid contract, and did Jake breach it?										2		CO1		K4							
	C	Explain Partnership Deed.										2		CO2		K2							
	D	What is Agreement to Sell?										2		CO2		K1							
	E	Define Company.										2		CO3		K1							
	F	Explain the Various Types of Dividend Provisions.										2		CO3		K2							
	G	Define the Term "Suspension of Business".										2		CO4		K1							
	H	List the Nationalisation of Bank during 1969.										2		CO4		K1							
	I	What is Electronic Signature?										2		CO5		K1							
	J	What are Electronic Records?										2		CO5		K1							
SECTION -B (ATTEMPT ANY FIVE QUESTIONS)												30											
2	A	Explain the essential elements for signing a contract under Contract Act.										6		CO1		K2							
	B	Discuss the various Types of Agreements.										6		CO1		K2							
	C	Ravi owns a small office and orders 5 office chairs from Arya's Furniture Shop for ₹15,000. The agreement states that the chairs will be brand new and delivered within 7 days. Arya delivers the chairs on time, but Ravi notices that 2 chairs are used and have scratches. He contacts Arya and asks for a replacement, but Arya refuses, saying the price was low because some chairs were "slightly used"—even though this was never mentioned in the agreement. Did Arya breach the contract of sale of goods?										6		CO2		K4							
	D	What is Memorandum of Association (MoA)? And also explain the clauses which are mandatory in the MoA.										6		CO3		K2							

E	Discuss the Different Types of Banks in India.	6	CO5			
F	Explain the Elements of Information Technology Act, 2000.					
SECTION -C (ATTEMPT ANY ONE PART FROM EACH QUESTION)		50				
3	A	What is Free Consent? And also explain the elements volding Free Consent.	10	CO1		
	B	Priya is getting married and hires Rohan, a professional photographer, to cover her wedding. They sign a written contract where Rohan agrees to provide full-day photography and deliver edited photos within 3 weeks after the wedding. Priya pays a deposit of ₹20,000. On the wedding day, Rohan shows up 4 hours late, missing most of the ceremony. Later, he takes some photos but delivers them 6 weeks late, and many are blurry or missing key moments. Did Rohan breach the contract, and is Priya entitled to compensation?	10	CO1		
4	A	Explain the Types of Partnership on the Basis of Duration and On the Basis of Liability.	10	CO2		
	B	Maya and Rahul started a graphic design business together called Creative Design Partners. They formed a partnership agreement stating that profits and losses would be split equally, and each partner would contribute equally to running the business. After 3 years of running the business, Maya feels that her work is being undervalued and that Rahul is not contributing as much as agreed. Rahul, on the other hand, believes Maya is overly critical and is often absent from important meetings. After a series of disagreements, Maya decides she no longer wants to be part of the business and wishes to dissolve the partnership. How should the partnership be dissolved, and what happens to the business assets, liabilities, and profits?	10	CO2		
5	A	Explain the Different Types of Companies on Basis of Size, Liability, Control, listing and Companies Act, 2013.	10	CO3		
	B	What are Debentures? And also explain the Different Types of Debentures.	10	CO3		
6	A	Discuss the Types and Nature of Negotiable Instruments.	10	CO4		
	B	What is Banking Regulation Act, 1949? State the provisions of Banking Regulation Act, 1949.	10	CO4		
7	A	What is Electronic Governance? And also explain the objectives, models and application of E-Governance.	10	CO5		
	B	Explain the Features and Application of Patents under Patent Act, 2002	10	CO5		
CO MARKS DISTRIBUTION		CO1-36	CO2-30	CO3-30	CO4-30	CO5-30
BLOOMS TAXONOMY DISTRIBUTION		K1- 14	K2-114	K3-00	K4- 28	K5-00

UNITED UNIVERSITY	END TERM EXAMINATION	EVEN SEM 2024-25	ROLL NO.										
COURSE (BRANCH)- BBA/ BBA -IBM										SEMESTER-4			
TIME-3 HRS.	SUBJECT- Fundamental of Business Research					SUBJECT CODE- CMUCBB401T				MM. 100			
SECTION –A (ATTEMPT ALL QUESTIONS)										20	CO		
1	A	Define 'Research Purpose' in business?								2	CO1	K1	
	B	Explain the meaning of 'reproducible' in research?								2	CO1	K1	
	C	Define the concept of 'minimized biases, maximized reliability'?								2	CO2	K1	
	D	What is a quasi-experimental design?								2	CO2	K1	
	E	Define scale labeling variables 'without order'.								2	CO3	K1	
	F	Write non-comparative scaling techniques?								2	CO3	K1	
	G	Define symmetrical, bell shaped structure with mean=median=mode?								2	CO4	K1	
	H	Analyzing two or more categorical variables in table, called?								2	CO4	K1	
	I	Explain hypothesis?								2	CO5	K1	
	J	Define 'inferences' in research?								2	CO5	K1	
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)										30			
2	A	Write the difference between investigation new problem and existing phenomena?								6	CO1	K1	
	B	Explain the significance of Research design in business research?								6	CO2	K1	
	C	How researcher can minimized sampling errors?								6	CO3	K1	
	D	Calculate median value 145,148,135, 152,165, 138, 155, 134?								6	CO4	K1	
	E	Define 5 per cent level of significance in one tail negative, plot in distribution curve.								6	CO4	K1	
	F	Explain $H_0: \mu \neq \mu_0$ where μ is population mean and μ_0 is sample mean.								6	CO5	K1	
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)										50			
3	A	What is research? Explain the various role of research in solving problems of businesses.								10	CO1	K1	
	B	How research is 'systematized body of knowledge'? Write a flow chart of research process.								10	CO1	K1	
4	A	What is research design? Explain in details various types of research design with example.								10	CO2	K1	
	B	What are the key features of a good research design? Explain steps of research design.								10	CO2	K1	
5	A	What is sampling? How sampling distribution utilized in research. Differentiate total head count with few representative of population.								10	CO3	K1	
	B	What is difference between scaling and measurement? Explain types of scaling techniques used by researcher.								10	CO3	K1	
6	A	What is data? Explain the types of data along with various sources of data collection.								10	CO4	K1	
	B	What is dispersion? How do the normal distribution and the central limit theorem play significant roles in research analysis?								10	CO4	K1	
7	A	What is hypothesis? How the null and alternate hypothesis play significant role in hypothesis testing.								10	CO5	K1	
	B	How a research finding are communicated or documented by any researcher. Write the different steps of it.								10	CO5	K1	
CO MARKS DISTRIBUTION		CO1-30	CO2-30	CO3-30	CO4-36	CO5-30							
BLOOMS TAXONOMY DISTRIBUTION		K1-30	K2-60	K3-80	K4-0	K5-0							

UNITED UNIVERSITY	END TERM EXAMINATION	NO.	SEMESTER-4 th
COURSE (BRANCH)-BBA&BBAIBM		MM: 100	
TIME: 3 HRS.	SUBJECT- ENTREPRENEURIAL DEVELOPMENT	SUBJECT CODE-CMUCBB403T	
SECTION –A (ATTEMPT ALL QUESTIONS)			20
1	A	Differentiate between an entrepreneur and a professional manager.	2 CO1 K1
	B	Define the term 'entrepreneurship' and mention two of its socioeconomic impacts.	2 CO1 K1
	C	What are entrepreneurial traits? Mention any two commonly observed traits.	2 CO2 K2
	D	Identify common barriers to entrepreneurship and explain how they can be overcome using motivational strategies.	2 CO2 K2
	E	Define MSME. State two characteristics of micro-enterprises.	2 CO3 K3
	F	Define the term "creative destruction" and explain its relevance in entrepreneurial innovation.	2 CO3 K3
	G	Briefly explain the role of statutory boards in facilitating entrepreneurship development in India.	2 CO4 K4
	H	List any two government incentives provided to promote entrepreneurship in India.	2 CO4 K4
	I	Define seed capital. How is it different from venture capital?	2 CO5 K5
	J	Compare angel investing and venture capital in terms of involvement, risk, and stage of funding.	2 CO5 K5
SECTION –B (ATTEMPT ANY FIVE QUESTIONS)			30
2	A	Apply the concept of entrepreneurial orientation to evaluate how startups differ from traditional family-run businesses in terms of innovation, pro activeness, and risk management.	6 CO1 K1
	B	Apply the ED cycle to map the journey of a first-generation entrepreneur from idea generation to enterprise sustainability. Use a real or hypothetical example.	6 CO2 K2
	C	Critically examine how internal and external blocks to creativity affect opportunity recognition among entrepreneurs. Support your answer with business illustrations.	6 CO3 K2
	D	Evaluate the impact of government initiatives such as 'Startup India' and 'Atmanirbhar Bharat' on entrepreneurial activity in tier-2 and tier-3 cities. Discuss with reference to incubation support and policy environment.	6 CO4 K4
	E	Analyze the role of cultural and psychological factors in shaping the entrepreneurial ecosystem in developing countries using any relevant theory.	6 CO2 K2
	F	Devise a financing model for a tech-based MSME startup in India, incorporating suitable sources such as SIDBI, lease financing, and margin money. Justify the combination based on stage of venture and risk-return profile.	6 CO5 K4
SECTION –C (ATTEMPT ANY ONE PART FROM EACH QUESTION)			50
3	A	Case: Kiran Mazumdar-Shaw, founder of Biocon, started in the 1970s when entrepreneurship was not widely encouraged in India, especially for women. Question: Analyze how Kiran Mazumdar-Shaw's journey reflects the socio-economic impact of entrepreneurship in a developing country. How would you classify her entrepreneurial style?	10 CO1 K1
	B	Case: Ratan Tata, despite being a successful business leader, is often described more as a visionary entrepreneur than a typical professional manager. Question: Evaluate the difference in decision-making approach between Ratan Tata as an entrepreneurial leader and a professional CEO. In what ways do entrepreneurial qualities enhance value creation in large organizations?	10 CO1 K1
4	A	Case: Elon Musk founded companies like Tesla and SpaceX despite immense risk and failure probabilities. His success is often attributed to innovation and high internal motivation. Question: Evaluate Elon Musk's entrepreneurial journey through the lens of Schumpeter's Innovation Theory and McClelland's Need for Achievement theory. What lessons can Indian entrepreneurs learn?	10 CO2 K2
	B	Case: Dr. Verghese Kurien, the architect of India's White Revolution, developed a sustainable entrepreneurial model through cooperative dairy farming (AMUL). Question: Design an Entrepreneurship Development Cycle-based model inspired by	10 CO2 K2

		Kurien's work to empower rural entrepreneurs in India. Justify your framework using any two relevant entrepreneurship theories.				
5	A	Case: Zomato started as a food discovery platform but evolved into a global food delivery business. However, its creative pivot required overcoming operational and strategic blocks. Question: Analyze the creative challenges Zomato faced while expanding globally. What internal and external creative blocks had to be addressed to scale innovation?	10	CO		
	B	Case: Paper Boat, a brand by Hector Beverages, markets traditional Indian drinks with innovative packaging and storytelling, operating as an MSME. Question: Create a roadmap for launching a similar MSME in the ethnic snacks sector. Include objectives, startup steps, government policies, and how the business will address both domestic and global markets.	10	CO		
6	A	Case: Startup India and Atal Innovation Mission are flagship government programs to boost Indian startups and EDPs. Yet, many startups struggle with scalability and sustainability. Question: Evaluate the effectiveness of these government-led programs in promoting entrepreneurship. What policy-level and structural reforms can improve their outcomes?	10	CO		
	B	Case: T-Hub, an innovation hub in Hyderabad, offers mentorship, infrastructure, and investor access. Question: Create a model EDP based on T-Hub's success that can be implemented in tier-2 cities of India. Include institutional roles, phases of development, and incentives needed to encourage youth entrepreneurship.	10	CO		
7	A	Case: Kingfisher Airlines, once a promising venture, eventually declared bankruptcy due to poor financial management and over-leveraging. Question: Analyze the financial decisions that led to Kingfisher's industrial sickness. What preventive financial mechanisms (e.g., SIDBI, seed capital, lease funding) could have helped avert this downfall?	10	CO		
	B	Case: Flipkart was acquired by Walmart for \$16 billion, marking one of India's biggest startup exits. Question: Design a strategic exit plan for a hypothetical tech startup considering Flipkart's journey. Discuss types of investors, timing of exit, IPO vs acquisition, and the implications for founders and stakeholders.	10	CO		
CO MARKS DISTRIBUTION		CO1-30	CO2-36	CO3-30	CO4-30	CO5-30
BLOOMS TAXONOMY DISTRIBUTION		K1-30	K2-36	K3-30	K4-30	K5-30