



I Semester B.B.A. Examination, January/February 2025

(NEP) (Repeaters)

BUSINESS ADMINISTRATION

1.1 : Management Innovation

Time : 2½ Hours

Max. Marks : 60

**Instruction :** Answer should be written in English only.

#### SECTION – A

I. Answer any 6 sub-questions. Each sub-question carries two marks. (6×2=12)

- 1) a) Give the meaning of management.
- b) Define change management.
- c) What is MIS ?
- d) Expand TRP and ERP.
- e) Write the meaning of artificial intelligence.
- f) What do you mean by Esprit-de-corps ?
- g) Define Ethics.
- h) What is controlling ?

#### SECTION – B

II. Answer any 3 questions. Each question carries four marks. (3×4=12)

- 2) Explain the features of innovation.
- 3) Explain the theories of change management.
- 4) State the functions of information system.
- 5) Discuss the need for chamber of commerce.
- 6) List out the role of business intelligence.



SECTION – C

III. Answer **any 3** questions. **Each** question carries **twelve** marks. **(3×12=36)**

- 7) Briefly explain the role of manager.
  - 8) Explain the various process in change management.
  - 9) Discuss the merits and demerits of MIS.
  - 10) What is social responsibility ? Briefly explain the role of social responsibility in business.
  - 11) Explain the advantages and disadvantages of business intelligence.
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