



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.

P.T.O.



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.
-