

BBA
**PRINCIPLES OF HUMAN RESOURCE
MANAGEMENT**

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

- Q1) A) Multiple Choice Questions. [5]**
- i) The term bottom up approach is commonly associated with _____
a) Normal group technique b) Delphi technique
c) Managerial judgement d) Replacement charts
 - ii) _____ is the managerial function of the HR manager.
a) Procurement b) Development
c) Organizing d) Performance appraisal
 - iii) Bringing together various tasks to build a job is called _____
a) Job evaluation b) Job design
c) Job classification d) Job Description
 - iv) The factors that influence the selection of individual career choices are usually referred as _____
a) Career anchoring b) Career path
c) Career goals d) Mentoring
 - v) _____ e-HRM is concerned with administrative function-payroll & employee personal data, for example
a) Operational b) Relational
c) Transformational d) None of above

P.T.O.

B) Match the following [5]

A

- i) View employee as an asset
 - ii) View employee as a labour
 - iii) Mid Career stage
 - iv) Telling employees the tasks to perform
 - v) Aligning People & resources
- a) Personnel Management
 - b) Human Resource Management
 - c) Directing
 - d) Organising
 - e) Between age group of 35-50 years

B

C) Answer in one sentence : [5]

- i) Define the term Human Resource planning?
- ii) State any two challenges before HRM?
- iii) Who is the founder of Human Relations Movement & known for research including the Hawthorne studies?
- iv) State any two E-HRM activities.
- v) Define the term International HRM(I-HRM).

D) Fill in the blanks: [5]

- i) A group of positions that have similar duties, tasks & responsibilities is called _____.
- ii) A _____ is defined as a sequence of separate but related work activities that provides continuity, order & meaning in person's life.
- iii) _____ is a plan or a sketch of the job to be done.
- iv) _____ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
- v) HRIS stands for _____ .

Q2) Long Answer questions (Attempt Any 3) (10 marks each) [30]

- a) Define the term Human Resource Management. Explain its functions in detail.
- b) What do you mean by Human Resource Planning? Explain the process of HRP.
- c) What do you mean by Career Planning? State its objectives & explain the process in detail.
- d) Explain the concept of Outsourcing in detail.
- e) Explain Job Analysis along with the methods in detail.

Q3) Short Notes (Attempt Any 2) (5 marks each) [10]

- a) Difference between Personnel Management & HRM.
- b) Work from Home.
- c) Job Evaluation.
- d) Employee Morale.



B.B.A.

SUPPLY CHAIN MANAGEMENT

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.**
2) Figures to the right indicate full marks.

Q1) A) Objective type questions.

[20]

Multiple Choice Questions.

[5]

- e) The bull whip effect _____
- i) Is an ineffective way to motivate warehouse employees
 - ii) Applies to rodeos and has nothing to do with supply chain management
 - iii) Refers to the ‘swaying’ motion associated with triple trailers
 - iv) Refers to variability in demand orders among supply chain participants.

B) Match the Pairs. [5]

Group A	Group B
a) User based definition of quality	i) Competitive factor
b) Logistics function	ii) Inventory, transportation and facility
c) Factor affecting network design decisions	iii) Distribution of finished products.
d) Total logistics costs	iv) Defined by the consumer
e) Outbond logistics	v) Place utility

C) Answer in one sentence. [5]

- a) Define supply chain management
- b) What do you mean by Logistics
- c) Define supply chain Network design.
- d) State any two functions of logistics management.
- e) What do you mean by Barcoding ?

D) Fill in the blanks. [5]

- a) _____, production control and physical distribution are the three major operations of logistics
- b) _____ refers to supply chain management practices that strive to reduce energy and environmental footprints in terms of freight distribution
- c) Break - Bulk warehouse performs _____ function
- d) The term refers to any idle resources that can be put to some future use.
- e) _____ are meant to store products for moderate to long period of time

Q2) Long Answer questions (any 3) [30]

- a) Discuss the functions of Supply Chain Management.
- b) Explain the objectives of Green Supply Chain Management .
- c) Explain the strategies of warehousing and store keeping.
- d) State the importance of logistics Management
- e) Explain the role of Human Resource in supply chain Management.

Q3) Write short notes on (solve any 2 out of 4) [10]

- a) Role of IT in supply chain management
- b) Role of Inventory Management in customer service
- c) Bull - Whip Effect
- d) Global supply chain Management



B.B.A.

GLOBAL COMPETENCIES AND PERSONALITY DEVELOPMENT

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Fill in the blanks. [5]

- i) A _____ speaker looks into the eyes of the audience.
a) Confident b) Impolite
c) Impatient d) Rude
- ii) The full form of MBTI is _____.
a) MYERS-BRIGGS TYPE INDICATOR
b) Mcgregors-Briggs TYPE INDICATOR
c) MYLAN-Briggs TYPE INDICATOR
d) Mcdonald-Briggs TYPE INDICATOR
- iii) SWOC Analysis is carried out on a _____ cell matrix.
a) Five b) Six
c) Four d) Three
- iv) _____ is the complex of mental characteristics that makes each of us unique from other people.
a) Personality b) Presentation
c) Preparation d) Position
e) Descriptive

P.T.O.

v) The tone of the speaker should be_____.

- a) Loud
- b) Clear
- c) Low
- d) Soft

B) Match the Pairs :

[5]

Group A	Group B
i) Commitment	a) Communication style
ii) Stay Organized	b) Technique to handle conflicts
iii) Submissive	c) Group of people work together
iv) Problem solving	d) Way of time management
v) Team composition	e) Type of workplace ethic

C) True or False :

[5]

- i) CSR means creative social responsibility.
- ii) Opportunities and threats are internal SWOT elements.
- iii) Assertive is a style of communication
- iv) The determinants of personality are biological, social, cultural and situational factors.

Q2) Short Answer (Any 3) :

[$3 \times 4 = 12$]

- a) Explain in detail the 7 C's of Effective Communication
- b) Define Goal Setting. Explain the SMART technique of Goal Setting.
- c) What is Social Responsibility? What are the various types of Social Responsibilities?
- d) What is a Team? What are the qualities of a Good Team?

Q3) Long Answer Questions (Any 2) :

[$2 \times 16 = 32$]

- a) What is Personality? Explain the Determinants of Personality Development in detail?
- b) What is Global Competence? Why is it needed? Explain the Characteristics of globally competent individual?
- c) What is SWOC Analysis? Elaborate.
- d) Define Workplace Ethics? What are its different examples? What are the benefits of ethics at workplace?



B.B.A.

FUNDAMENTALS OF RURAL DEVELOPMENT

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Fill in blank with the most appropriate alternative (Any Five) [5]

- a) In _____ areas, agriculture & allied activities are predominant.
(Rural, Urban, Semi-urban)
- b) NGOs with Charitable Orientation focus on _____.
(Education, Need for poor, Health care)
- c) _____ is the principal organ at the district level to manage & Oversee the implementation of different anti-poverty programmes of the Ministry of Rural Development.
(DRDA, PRA, Planning Commission)
- d) _____ is the supply of loans, savings, insurance & other basic financial services to the poor.
(Microfinance, Loan, Micro-credit)
- e) The term Agribusiness is coined by _____.
(Michael Peter, John Davis, Ewell Roy)
- f) _____ refers to technologies that provide access to information through telecommunications.
(ICT, IOT, AIT)

B) Match the pairs. [5]

Column A	Column B
1. Growth Centre Approach.	a) Rural Area.
2. Agriculture Activity.	b) Approaches of Rural Development.
3. SHG	c) Provision of healthcare
4. CARE	d) 12-20 Members.
5. Service Oriented NGO	e) International NGO.

P.T.O.

C) True or False (Any Four) [4]

- a) The term Agribusiness is coined by John Davis.
- b) Agricultural Entrepreneurship is predominantly related to the marketing & production of various agricultural products.
- c) OXFAM & CARE are international NGOs.
- d) NGOs with Charitable Orientation focus on local participation.
- e) Mahatma Gandhi had viewed development of Rural areas through eradication of Wealth.

Q2) Write a short answer (Any Three) [24]

- a) Explain the importance of Rural Development.
- b) Explain the Rural Development Planning.
- c) Write a note on Agricultural Entrepreneur.
- d) Write a note on Rural Development and Internet.

Q3) Write a Long answer (Any Two) [32]

- a) What are the various challenges in development of rural areas?
- b) What is Agricultural Entrepreneurship? Explain its importance.
- c) Explain the role & functions of DRDA.
- d) Explain the various approaches to Rural Development.



B.B.A.
CONSUMER BEHAVIOUR AND SALES MANAGEMENT

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.

FUNDAMENTALS OF RURAL DEVELOPMENT

Q1) Fill in the blanks. [5]

- a) The process through which decisions that are directly/indirectly related with one or more family members are taken, is known as _____.
- b) The elements of _____ are used as marketing tools to promote and achieve the organisational goals.
- c) An official, written statement giving details of a job in a comprehensive manner in known as _____.
- d) A _____ can be defined as a unique selling activity in which apart from the compensation plan, some incentives like awards and prizes are provided.
- e) _____ are the work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives.

Q2) True or False [5]

- a) A customer is the person who purchases or can purchase a product.
- b) It is a social division in which the members have different degrees of money, power and status.
- c) The market area of a business is divided into various regions or territories if its total market area is greater.
- d) Sales management can also be called sales force management.
- e) Product training is basic to any initial sales training program.

Q3) Match the following. [5]

- | | |
|-------------------------|--------------------------------------|
| a) Consumerism | i) Self - Fulfilment |
| b) Culture | ii) Need for love |
| c) Esteem | iii) Protection against Exploitation |
| d) Self - Actualization | iv) Personality of Society |
| e) Belonging | v) Status |

Q4) Write Short Answer Questions : (Attempt any 3) [15]

- a) What is Consumerism?
- b) Explain Customer Delight in brief.
- c) Explain the concept of Sales Research.
- d) Explain the importance of Value added Selling.
- e) Explain any 3 sales forecasting methods.

Q5) Write Long Answer questions : (Attempt any 2) [10]

- a) Elaborate types of Sales Organization structure.
- b) Explain Sales manager functions and responsibilities in detail.
- c) Explain the search and evaluation process in detail in purchase decision.
- d) Explain the characteristics of culture and subculture in detail.

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B.B.A.
MANAGEMENT ACCOUNTING

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) Figures to the right indicates full marks.

Q1) a) Fill in the blanks. [5]

- i) Comparative statements can be made for only _____ years at a time.
- ii) In common size Balance sheet, the _____ total is taken as 100
- iii) Debt to Equity Ratio = Long Term Debt/_____.
- iv) The full form of EPS is _____.
- v) Gross Profit Ratio = Gross Profit/_____.

b) Write Short Notes on (Any 2) [10]

- i) Distinguish between financial accounting and Management Accounting.
- ii) Objectives of Management Accounting.
- iii) Cash budget.

Q2) Give the format of Balance Sheet as per Companies at 2013. [15]

OR

Q2) The following Trading and P&L A/c and Balance sheet of Axis & Co. for the year ended 31st March 2023. [15]

Particulars	Amount Rs.	Particulars	Amount Rs.
To Opening Stock	65,000	By Sales	6,02,000
To Purchases	5,40,000	By Closing Stock	2,60,500
To Carriage inward	12,500		
To Gross Profit C/D	2,45,000		
	8,62,500		8,62,000
To Operating Expenses	95,000	By Gross Profit b/d	2,45,000
To Non operating Expenses	75,000	By Non operating Income	75,000
To Net Profit c/d	1,50,000		
	3,20,000		3,20,000

Liabilities	Amount Rs.	Assets	Amount Rs.
Equity Capital	1,50,000	Plant and Machinery	70,000
General Reserve	25,000	Land and Building	1,20,000
Profit & Loss a/c	45,000	Marketable Securities	5,000
Sundry Creditors	40,000	Sundry Debtors	85,000
Bills Payable	35,000	Cash at Bank	12,500
Outstanding Expenses	5,000	Prepaid Expenses	7,500
	3,00,000		3,00,000

Calculate :-

- a) Current Ratio
- b) Operating Ratio
- c) Gross Profit Ratio
- d) Return on Capital Employed

Q3) The following records are obtained from Ratna Ltd. [10]

Sales (400 units @ Rs. 25 each) Rs. 1,00,000

Variable Costs Rs. 72,000

Fixed Cost Rs. 16,800

Calculate:

P/V Ratio

Break Event Sales

Margin of Safety

What additional units should be sold to obtain the same amount of profit if the selling price is reduced to Rs. 20.

Q4) Prepare Cash budget for Pura Ltd. For six months from March to August 2022.[10]

Month	Sales	Selling ex	Purchases	Wages	Factory ex	Admin ex
January	1,70,000	7,000	80,000	15,000	10,000	5,000
February	1,60,000	7,500	84,000	16,000	11,000	5,500
March	1,82,000	6,500	83,000	16,800	8,000	4,500
April	1,55,000	6,800	83,000	12,000	10,500	4,750
May	1,65,000	7,400	76,000	18,000	12,000	5,400
June	2,00,000	7,000	68,000	16,000	9,600	5,700
July	1,80,000	6,000	70,000	17,000	8,000	5,000
August	2,20,000	5,500	56,000	16,500	9,600	5,500

Opening Cash Balance on 1st March 2021 was Rs. 20,000

Period of credit allowed to customers and by suppliers - 1 month

Lag in payment of factory expenses, administrative expenses and selling expenses is 1 month.

Machinery purchased for Rs. 30,000 in March paid immediately.

Building purchased in April for Rs. 1,50,000 payable in 2 equal instalments in May and July.

5% commission of sales payable two months after sales.

Delay in payment of wages 1 month.

Q4) State the functional classification of ratios with least two examples. [10]



B.B.A
HRM : ORGANISATIONAL BEHAVIOUR (OB)

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Compulsory question : (Objective Type Questions) [10]

A) Multiple Choice Questions [5]

- a) Custodian model is based on the concept of _____.
 - i) Economic security for employees
 - ii) Leadership
 - iii) Support
 - iv) Authority
- b) Abraham Maslow's theory is based on human _____.

i) Needs	ii) Opportunities
iii) Feelings	iv) Criticism
- c) What is 'S' in S- O - B - C model of human behaviour?

i) Stimulus	ii) Situation
iii) Social	iv) Structure
- d) Which one is not a disciplines of Organisational behaviour _____.

i) Psychology	ii) Sociology
iii) Anthropology	iv) Geology
- e) Which of the three stages make up Lewin's change model?

i) Unfreezing, implementing, refreezing
ii) Unfreezing, changing, refreezing
iii) Defrosting, implementing, cementing
iv) Defrosting, changing, refreezing

B) Match the Pairs. [5]

Group A (management style)	Group B (Description)
a) Country Club	i) Leaders have a high concern for both people and production
b) Impoverished	ii) Leaders have a low concern for both people and production
c) Task	iii) Leaders have a high concern for production but a low concern for people
d) Middle - of - the - Road	iv) Leaders have a high concern for people but a low concern for production
e) Team Management Style	v) Leaders strike a balance between concern for people and production

Q2) Long answer questions (Any two) [3×10=30]

- a) Define Personality and explain the determinants of personality.
- b) Explain Maslow's Need Hierarchy Theory.
- c) Why are groups formed ? Explain the stages of Group development.
- d) Define Change. Explain the different forces for change in an organization.

Q3) Write short notes on (any four): [4×5=20]

- a) McGregor's Theory X & Theory Y.
- b) Key Elements of OB.
- c) Modern View of Conflict.
- d) Frustration Model of Conflict.
- e) Type A and B Type personality.
- f) Causes for individual resistance to change.



B.B.A.

FUNDAMENTALS OF SERVICES MANAGEMENT

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
 - 2) Neat diagrams must be drawn wherever necessary.

Q1) A) Multiple Choice Questions. [5]

- a) All of the following are examples of services EXCEPT:

 - i) Banking
 - ii) Hotels and motels
 - iii) Tax preparation
 - iv) Computer software

b) Services can not be stored. This describes the _____ characteristic of services.

 - i) Intangibility
 - ii) Variability
 - iii) Inseparability
 - iv) Inconsistency

c) Added features to an offering are called _____ service features.

 - i) Expected
 - ii) Augmented
 - iii) Secondary
 - iv) Perceived

d) The extended marketing mix for services includes : People, Processes and _____.

 - i) Product
 - ii) Place
 - iii) Physical Evidence
 - iv) Promotion

e) Tertiary Sector is also called_____.

 - i) Operational Sector
 - ii) Service Sector
 - iii) Managing Sector
 - iv) None of the above

B) Match the pairs. [5]

A	B
Physical evidence	Process of classification of target market
Service blueprint	Indication of conduction of service
Segmentation	Roadmap of service delivery process
Six Market model	Reduction in industrial accidents
Safe working environment	Relationship marking

Q2) Long Answer questions (Attempt any 1 out of 2) [10]

- a) Define the term services. Explain the classification of services.
- b) Explain in detail the various promotion tools used for services marketing.

Q3) Long Answer questions (attempt any 1 out of 2) [10]

- a) Explain in detail the six market model.
- b) Explain the PESTEL factors with regards to services

Q4) Short notes (Attempt any 4 out of 6) [3×10=30]

- a) Importance of service industry
- b) Factors affecting choice of distribution channels
- c) Physical evidence
- d) Service blueprint
- e) Characteristics of services
- f) Globalization in the service industry

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B.B.A.
AGRICULTURE AND INDIAN ECONOMY

Time : 2 Hours

Max. Marks : 60

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Multiple Choice Questions [5]

- a) Which one of the following is announced by the government in support of a crop?
 - i) Maximum Support Price
 - ii) Minimum Support Price
 - iii) Influential Support Price
 - iv) Modern Support Price
- b) Agriculture related Activities comes under _____ Sector.
 - i) Primary Sector
 - ii) Secondary Sector
 - iii) Tertiary Sector
 - iv) Modern Sector
- c) Who carries economic activities?
 - i) Individuals
 - ii) Firms
 - iii) Government
 - iv) All the above
- d) Which of the following examples does not fall under unorganized sector?
 - i) a farmer irrigating his field.
 - ii) A daily wage labourer working for a contractor.
 - iii) A doctor in a hospital treating a patient.
 - iv) A handloom weaver working on loom in her house.
- e) _____ is known for agricultural credit.
 - i) NABARD
 - ii) SEBI
 - iii) NSE
 - iv) BSE

B) True and False : [5]

- a) An agribusiness enterprise can be a firm, owned and operated by a single person(sole proprietorship) or group of people.
- b) Agriculture and agro- products contributes nearly one third of the GDP and accounts for 64% of the workforce.
- c) The objective of Swarnjayanti Gram Swarozgar Yojana(SGSY) is to bring the assisted poor families.
- d) Rural Development concerned with increased agricultural production for urban and international markets.
- e) NABARD known as the apex body for agriculture credit.

B) Match the following: [5]

A	B
a) NABARD	i) Agriculture
b) Green Revolution related to	ii) National Bank for Agriculture and Rural Develop
c) Agricultural Entrepreneurship	iii) Self Help Groups
d) SHGs	iv) E-Nam
e) _ is the big electronic Market platform about Agricultural products.	v) Agri - preneurship

Q2) Short answers Questions (any3 out of 4) [15]

- a) Regulated market
- b) Cropping Pattern Shifts
- c) Role of Commercial banks for Agriculture credit
- d) Trends in Agricultural production

Q3) Long answer questions (any2 out of 3) [30]

- a) Discuss the problems and prospects of Indian agriculture.
- b) Explain the Challenges, Opportunities and Strategies in agricultural credit.
- c) Discuss the importance and role of agriculture in India Economy.



