

(Please write your Exam Roll No.)

Exam Roll No. 10624401716.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-202

Subject: Human Resource Management

BBA(MOM)-202

BBA(TTM)-202

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write notes on **any three** of the following:- (5x3=15)
- (a) Induction Process
 - (b) Career Planning
 - (c) Evolution of Human Resource Management
 - (d) Employee welfare
 - (e) Internal Mobility
- Q2 Discuss the operative functions of Human Resources Management. What are the qualities of a good human resources manager? (15)
- Q3 Human Resource Planning involves the movement of an organisation, from its current manpower needs to the desired manpower needs. Discuss the various steps in human resource planning. (15)
- Q4 (a) Discuss the need for scientific selection process. (6)
(b) Discuss the various types of selection interviews. (9)
- Q5 Elaborate the need for effective training in an organisation. Also discuss the various on the job training methods. (15)
- Q6 What are the limitations of conventional methods of performance appraisal? Explain whether 360 degree appraisal would be able to overcome these limitations. (15)
- Q7 Explain the concept of job evaluation and discuss any two methods of job evaluation. (15)
- Q8 What are the challenges of New Millennium for a human resources manager? Explain what strategies need to be adopted under the circumstances? (15)
- Q9 (a) Explain the concept of ESOP. How does it motivate employees? (7)
(b) Discuss the process of Job Analysis. (8)

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FOURTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-204

Subject: Business Environment

BBA(TTM)-204

BBA(MOM)-204

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What do you mean by business environment? Explain different environmental factors creating an impact on business.
- Q2 What is environmental analysis? What are its objectives? Discuss the technique used by a firm for environmental analysis. What are the limitations of environmental analysis process?
- Q3 Discuss the objectives of monetary policy of India. Explain the limitations of monetary policy of India and also give suggestions for improved functioning of monetary policy.
- Q4 Explain the objectives of fiscal policy in a developing country like India and examine its role in achieving these objectives.
- Q5 What are the social responsibilities of a business? What can the government do in order to make Indian business organisations more responsible?
- Q6 State the importance of state government intervention in ensuring the sustainable growth of a country. Critically assess the steps of Indian Government in this regard.
- Q7 What do you understand by 'technical leadership'. Why few countries are advanced/leader technically while the others are followers? Which measures can be taken to make India technically independent?
- Q8 (a) Discuss the impact of technological development on the functioning of a business.
(b) What is corporate governance? What is its importance for a business?

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FOURTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-206

Subject: Marketing Research

BBA(TTM)-206

BBA(MOM)-206

BBA(B&I)-206

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Define marketing research and explain its importance for marketers. Give examples to illustrate. (15)
- Q2 Explain the various types of research designs and the situations when each is most likely to be used. Also identify the data collection methods which are typically used under the various research designs. (15)
- Q3 Distinguish between probability and non-probability sampling and describe any two specific techniques under each type. (15)
- Q4 (a) Discuss the major challenges in measuring consumer attitudes. (7.5)
(b) Develop a 10-item Likert scale to measure consumer attitudes towards on-line shopping (7.5)
- Q5 Identify three situations when it would be appropriate to use observation as a data-collection technique and discuss the advantages and limitations of the observation method in marketing research. (15)
- Q6 Make a set of recommendations designed to help avoid some of the common pitfalls in designing a market research questionnaire. Use examples to illustrate. (15)
- Q7 Explain the various steps in hypothesis-testing using a suitable example to illustrate your answer. (15)
- Q8 Write short notes on the following: (5x3=15)
(a) Factor Analysis
(b) Cluster Analysis
(c) Multi-Dimensional Scaling

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-208

BBA(MOM)-208

BBA(TTM)-208

Subject: Computer Applications

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) Explain the working of a search engine. What are its different types? Name popular search engines. (7)
(b) Compare and contrast between IIS and Apache Web Servers. (8)
- Q2 (a) What are the functions of a Web Browser? Name some popular web browsers. (6)
(b) Differentiate between Internet and Intranet stating their usefulness for an organization. (4)
(c) What is meant by Web site Plan? What are its components? Discuss. (5)
- Q3 (a) Explain in detail **any three** of the following:- (3x3=9)
(i) Absolute vs Relative Links
(ii) Two Formatting Tags in HTML
(iii) <BLOCKQUOTE Tag and <Basefont> Tag
(iv)
 Tag and <PRE> Tag
(b) What are links in HTML? Explain in detail the syntax of inserting Links in HTML. (6)
- Q4 (a) Explain the working of CGI. What are its advantages and disadvantages? (7)
(b) Explain lists in HTML? Discuss types of lists in HTML. (8)
- Q5 (a) Explain the Tag in HTML? How can inline images be added to a web page (5)
(b) Explain **any two** in detail:- (5x2=10)
(i) Tables
(ii) Forms
(iii) Frames
- Q6 (a) What is the difference between Inline, Internal and External Style Sheets? (8)
(b) Write HTML Code to make the following TABLE: (7)

Question No.	Question	Answer	Marks per Answer	Total Marks
1	Name three features in a ROM	A		5
		B		
		D		
2	Here is a single answer	True		5

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- Q7 (a) Create a Form in HTML for getting customer contact details like mobile no, address and email. Write HTML for submitting and resetting the data. (9)
- (b) Explain with example code - 'Cascading Style Sheets'. (6)
- Q8 (a) What are Directory and Definition Lists? Design a web page to show their use. (7.5)
- (b) Explain the following:- (2.5x3=7.5)
- (i) Dynamic Websites
 - (ii) URL
 - (iii) Web Server

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END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA(G)-210
BBA(B&I)-210
BBA(TTM)-210

Subject: Business Laws

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short notes on the following:- (5x5=25)
- (a) Difference between a contract of indemnity and contract of Guarantee.
 - (b) Difference between Bailment and Pledge.
 - (c) Relationship between the Articles of Association and Memorandum of Association of a company.
 - (d) Difference between Holder and Holder in due course.
 - (e) Differentiate between conditions and warranties.

UNIT-I

- Q2 "All contracts are agreements but all agreements are not contracts". Comment. (12.5)

OR

- Q3 Discuss briefly the duties and rights of an agent against his principal as provided in the contract of Agency. (12.5)

UNIT-II

- Q4 "No seller of goods can give the buyer of goods a better title to those goods than he himself possesses". Explain the statement and mention whether there are any exceptions to this rule. (12.5)

OR

- Q5 Enumerate the rights and duties of the buyer and a seller in respect of the sale of goods. (12.5)

UNIT-III

- Q6 Define negotiable instrument. What are the essential features of Negotiable Instrument? (12.5)

OR

- Q7 When a negotiable instrument is considered as dishonoured? What are the duties of a holder upon such dishonor? (12.5)

UNIT-IV

- Q8 "The Company is a legal entity distinct from its members". In what cases do the court disregard this principle? (12.5)

OR

- Q9 Discuss the provisions of the Companies Act relating to meetings. (12.5)

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