

Total No. of Questions : 5]

SEAT No. :

P652

[4667]-2001

[Total No. of Pages : 1

B.B.A. (Semester- II)
PRINCIPLES OF MANAGEMENT
(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define the term management. Explain various functions of management. **[15]**

OR

Describe the contribution made by F.W. Taylor towards scientific management.

Q2) What is Decentralization? Explain the advantages & limitations of decentralization. **[15]**

OR

Define the term planning. Explain advantages & limitations of planning.

Q3) What is decision making? Explain various types of decision making. **[15]**

OR

Define the term communication. Explain various principles & types of communication.

Q4) What is meant by 'Stress'? What are the strategies of stress management? **[15]**

OR

Define the term controlling. Explain various techniques of controlling.

Q5) Write short notes (*Any Four*) **[20]**

- a) Line & staff structure
- b) Management as a social system
- c) Staffing
- d) International Management
- e) Co-ordination
- f) Universality of Management.



Total No. of Questions : 5]

SEAT No. :

P1007

[Total No. of Pages : 2

[4667] - 2002

F.Y. B.B.A. (Semester - II)

PRINCIPLES OF MARKETING

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) Define Marketing. Explain various functions of marketing with suitable examples. **[15]**

OR

What is Marketing? Explain importance and limitations of Marketing.

Q2) Define Services. Explain classification of services with suitable examples. **[15]**

OR

What is Rural Marketing? Discuss various problems of Rural Marketing.

Q3) Define Marketing Environment. Explain external factors of marketing environment with suitable examples. **[15]**

OR

Define Marketing Research. Explain the scope of Marketing Research.

Q4) What do you mean by Marketing Mix? Explain the scope or elements of marketing mix with suitable examples. **[15]**

OR

Define Price. Explain various factors influencing pricing.

P.T.O.

Q5) Write short notes on (any 4):

[20]

- a) Qualities of a Marketing Manager.
- b) E Marketing.
- c) Differential Marketing.
- d) Indoor Media of advertising.
- e) Features of Marketing Information System (MIS).
- f) Demographic Segmentation.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages :1

P608

[4667] - 201
B.B.A. (Semester - II)
PRINCIPLES OF MANAGEMENT
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

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

Q1) What is management? Explain characteristics & importance of management. **[15]**

OR

Discuss whether management is a profession or not. **[15]**

Q2) What is planning? Explain advantages & Limitations of planning. **[15]**

OR

What is stress? Explain reasons for stress. Also state strategies of stress Management. **[15]**

Q3) Define Motivation. Explain importance of Motivation. **[15]**

OR

What is Delegation of Authority? What are the difficulties in delegation? **[15]**

Q4) Write notes:

- a) Strategic Management in India. **[8]**
- b) Types of communication. **[7]**

OR

Define the term co-ordination. Explain the importance of co-ordination. **[15]**

Q5) Short Notes (any 4) **[20]**

- a) Staffing.
- b) Contribution of F.W. Taylor.
- c) Qualities of Effective Leader.
- d) Types of Decisions.
- e) Matrix structure.



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P609

[4667] - 202
F.Y.B.B.A. (Semester - II)
PRINCIPLES OF MARKETING
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Attempt any four questions out of six.*
- 3) *Q.7 is compulsory.*

- Q1)** Who is a Marketing manager? Discuss qualities and functions of a marketing manager. **[16]**
- Q2)** Define “Service Marketing”. Explain classification of services. **[16]**
- Q3)** Define “Product Life Cycle”. Explain various stages of “Product Life Cycle”. **[16]**
- Q4)** Explain the term Channels of Distribution. What are the factors influencing selection of channels. **[16]**
- Q5)** Define “Market Segmentation”. Explain benefits and limitations of Market Segmentation. **[16]**
- Q6)** What is Marketing Research? State advantages and limitations of Marketing Research. **[16]**
- Q7)** Write short notes on : (any 4) **[16]**
- a) Emergence of Modern Marketing.
 - b) Marketing Mix.
 - c) Tele Marketing.
 - d) Sales Promotion.
 - e) Concentrated Marketing.
 - f) Importance of MIS.



Total No. of Questions : 7]

SEAT No. :

P619

[4667]-401

[Total No. of Pages : 1

B.B.A.

**PRODUCTION & OPERATIONS MANAGEMENT
(Semester-IV) (2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Answer any 5 questions.*
- 2) *All questions carry equal marks.*
- 3) *Draw sketches wherever necessary.*

Q1) Define Product Design. Explain importance and factors affecting Product Design.

Q2) What is plant layout? Differentiate between process and product layout with example.

Q3) Discuss the effect of factors such as light, ventilation, Noise and Heat on the performance of worker.

Q4) What is Production Planning and control? Explain the importance and functions.

Q5) Explain various types of Production Systems.

Q6) Explain the concept of Method study with the help of Questioning Techniques.

Q7) Write short notes on (Any 4):

- a) Principles of Motion Economy.
- b) Standardisation.
- c) Multiple Activity Chart.
- d) Follow up.
- e) Statutes Governing Safety.



Total No. of Questions : 7]

SEAT No. :

P620

[4667]-402

[Total No. of Pages : 1

B.B.A.

INDUSTRIAL RELATIONS AND LABOUR LAWS

(Semester-IV) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Attempt any four.*
- 2) *All questions carry equal marks.*

Q1) Define IR. Explain the evolution of IR.

Q2) Define collective Bargaining. State and explain the types of collective Bargaining.

Q3) What is workers participation in Management? What are its merits and demerits?

Q4) What are strikes? Explain the types of strikes.

Q5) Explain the provisions regarding Health under the Factories Act, 1948.

Q6) Explain the authorities under contract labour Act, 1970.

Q7) Write short notes (Any Two):

- a) Reasons for Industrial Disputes.
- b) Obligations and rights of recognized union under MRTP.
- c) Role of IR Manager.
- d) Features of collective Bargaining.



Total No. of Questions : 6]

SEAT No. :

P636

[4667]-601

[Total No. of Pages : 1

B.B.A.

**BUSINESS PLANNING AND PROJECT MANAGEMENT
(2008 Pattern) (Semester - VI)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*

Q1) Define Forecasting. Explain various advantages & limitations of Forecasting.

Q2) Explain the steps involved in Business Planning Process.

Q3) Explain in detail Numeric and Non-numeric types of project Selection Model.

Q4) Define Project Audit. Explain various phases of a Project Audit.

Q5) Discuss the various types of sponsors and their Roles.

Q6) Write Short Notes (Any four):

- a) Critical Path Method (CPM).
- b) Learning Curves.
- c) Crystal Ball 2000.
- d) Crashing of Project.
- e) PERT.



Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages : 1

P637

[4667]-602

T.Y.B.B.A.

**EVENT MANAGEMENT
(2008 Pattern) (Semester - VI)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Answer any four out of the remaining.*
- 3) *Figures to the right indicate full marks.*
- 4) *Draw figures wherever necessary.*

Q1) a) Explain the risk versus return matrix in Event management. **[10]**

b) Describe basic evaluation process critically. **[10]**

Q2) Discuss the various marketing activities which help in carrying out an event. **[15]**

Q3) What is meant by event infrastructure? Explain its essential elements. **[15]**

Q4) Discuss the concept of pricing in events along with the factors of pricing. **[15]**

Q5) Discuss the activities in Event Management as per Management theory. **[15]**

Q6) Write Short Notes (Any three): **[15]**

- a) Event Hierarchy.
- b) Events and economy.
- c) Relationship Building.
- d) Market attractiveness.
- e) PREPMODEL.

