

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - III

Course Name: Communicative English III

Course Code: BBA306

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.

(2x10 = 20 Marks)

- a. Convert the sentence into the future perfect continuous tense:
"I will be waiting for you for two hours." CO1
- b. Write the antonyms of given words:
1. coherent 2. victory CO2
- c. Define comprehension in the context of reading. CO1
- d. Change the sentence into the passive voice:
"People use this road every day." CO2
- e. Write the synonyms of given words:
1. worthless 2. confess CO2
- f. Rewrite the sentence in indirect speech:
"The teacher said, 'The students have been attentive in class.'" CO2
- g. What do you understand by inferring? CO1
- h. Choose appropriate preposition.
She is interested _____ learning new languages. (in/at) CO2
- i. Discuss active listening. CO1
- j. What is resume? CO1

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.

(4x5 = 20 Marks)

- a. Examine how skimming and scanning contribute to time management in academic and professional reading. CO3
- b. Examine the impact of a reading habit on vocabulary development. CO3
- c. Evaluate the advantages and disadvantages of a chronological resume. CO3
- d. Define effective listening skills. CO3
- e. Discuss the role of ear ossicles in the listening process. CO4
- f. Suggest factors that can influence individuals during the listening process and perception. CO4
- g. Analyze how discussions contribute to the enhancement of listening skills. CO4

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- a. Discuss the importance of being authentic during a job interview. How can candidates balance authenticity with professionalism? CO4
- b. Describe the significance of asking thoughtful questions at the end of an interview. Provide examples of questions you might ask the interviewer. CO4
- c. Compare and contrast different types of listening skills learned by students. Highlight situations where each type of listening is most effective. CO5
- d. Explain the importance of effective listening skills in the learning process. Provide real-life examples to illustrate the impact of effective listening on academic and personal success. CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two.

(2x15 = 30 Marks)

- a. Craft a combination resume for an individual transitioning from a technical role to a project management position. Explain how the combination format effectively communicates the candidate's qualifications and career shift. CO5
- b. Write a reflective essay on the significance of a well-crafted resume in the job application process. Include personal insights and experiences, highlighting the role of resume customization in securing interviews. CO6
- c. Design a hypothetical scenario where a combination resume would be the optimal choice for an individual with a varied work history. Provide a sample combination resume tailored to this scenario, including relevant sections and content. CO6

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END SEMESTER EXAMINATION, DECEMBER - 2024**B. B. A. Semester - III****Course Name: Company Accounts****Course Code: BBA302****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

			CO
Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)	1,2
a.	What is the capital redemption reserve?		1,2
b.	Define interim dividend.		1,2
c.	What do you mean by debenture by conversion?		1,2
d.	Explain the meaning of under-subscription.		1,2
e.	What do you mean by bonus share?		1,2
f.	What do you mean by accrual concept?		1,2
g.	Can security premium reserve be distributed as dividend?		1,2
h.	What do you mean by called up capital?		1,2
i.	What are deferred tax liabilities?		1,2
j.	What are preliminary expenses?		1,2
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)	CO
a.	What is pro-rata allotment of shares?		2,3
b.	What is meant by authorized capital of a company?		2,3
c.	Can forfeited shares be re-issued at discount? If so, to what extent?		2,3
d.	What do you understand by redemption of debentures and how is it closed after the redemption of debenture?		3,4
e.	Discuss the various types of preference shares.		3
f.	Explain the difference between full underwriting and partial underwriting.		3
g.	What is reserve capital and capital reserve?		4,5
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)	CO
a.	Write down the provision of redemption of preference share of company act 2013.		3,4,5
b.	Write down the introduction of accounting standard in detail.		3

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c.	Prepare the statement of profit and loss as per schedule III (part I) of the company Act, 2013 from the following balances extracted from the book of ABC Ltd. as on 31 st March, 2018.	2																																																				
	<table><tr><th>Particulars</th><th>Amount (Rs.)</th><th>Particulars</th><th>Amount (Rs.)</th></tr><tr><td>Inventories (1-04-2017)</td><td>186000</td><td>Staff provident fund</td><td>20000</td></tr><tr><td>Purchases</td><td>104000</td><td>Discount allowed</td><td>12000</td></tr><tr><td>Purchase return</td><td>0</td><td>Rent received</td><td>60000</td></tr><tr><td>Sales</td><td>66000</td><td>Auditors, fees</td><td>10000</td></tr><tr><td>Sales return</td><td>172000</td><td>General expenses</td><td>36800</td></tr><tr><td>Carriage inward</td><td>0</td><td>Bad-debts</td><td>7200</td></tr><tr><td>Carriage outward</td><td>80000</td><td>Depreciation</td><td>40000</td></tr><tr><td>Stationary exp</td><td>6000</td><td>Inventories(31-03-2018)</td><td>196000</td></tr><tr><td>Wages</td><td>18000</td><td></td><td></td></tr><tr><td>Salaries</td><td>8000</td><td>Provision for tax @50% on profit before tax</td><td></td></tr><tr><td></td><td>144000</td><td></td><td></td></tr><tr><td></td><td>120000</td><td></td><td></td></tr></table>	Particulars	Amount (Rs.)	Particulars	Amount (Rs.)	Inventories (1-04-2017)	186000	Staff provident fund	20000	Purchases	104000	Discount allowed	12000	Purchase return	0	Rent received	60000	Sales	66000	Auditors, fees	10000	Sales return	172000	General expenses	36800	Carriage inward	0	Bad-debts	7200	Carriage outward	80000	Depreciation	40000	Stationary exp	6000	Inventories(31-03-2018)	196000	Wages	18000			Salaries	8000	Provision for tax @50% on profit before tax			144000				120000			
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d.	What are the conditions to be fulfilled by a Joint Stock Company to buy-back its equity shares as per Companies Act, 2013? Explain in brief.	2,3																																																				
Q.4	Case Analysis/ Situation Based QUESTIONS – <i>Attempt any Two.</i> (2x15 = 30 Marks)	CO																																																				
a.	Journalize the following transactions. Narration is not required: Issue of 12%, 1,00,000 debentures of Rs. 100 each 1. Issue at par and redeemable at par. 2. Issue at 10% discount and redeemable at par. 3. Issue at 10% premium and redeemable at par. 4. Issue at 10% premium and redeemable at a premium of 5%. 5. Issue at par and redeemable at a premium of 5%.	3,4,5																																																				
b.	Sunshine Company Limited offered for public subscription 10,000 shares of Rs.10 each at Rs. 11 per share. Money was payable as follows: - Rs. 3 on application - Rs. 4 on allotment (including premium) - Rs. 4 on first and final call. Applications were received for 15000 shares and pro-rata allotment was made on the application for 12000 shares. Excess application money was utilized towards allotment. prepared journal entries for the above transactions.	3,4,5																																																				
c.	Write down the meaning of goodwill and methods of valuation of goodwill.	3,4,5																																																				

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END SEMESTER EXAMINATION, DECEMBER - 2024

BBA Semester – III

Course Name: Business Research

Course Code: BBA301

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)
a.	Write a note on primary source of data collection.	(CO1)
b.	What is sampling error?	(CO1)
c.	What are the 5 Cs in Literature Review?	(CO1)
d.	Differentiate between Experimental and Control Groups	(CO1)
e.	Give types of hypothesis with examples.	(CO1)
f.	Give the sources of research problem. How a problem is identified?	(CO1)
g.	Define type I and type II error in research.	(CO1)
h.	Elaborate relevance of Research in management.	(CO1)
i.	Differentiate between qualitative and quantitative research.	(CO2)
j.	What is Research? Explain objectives of Research.	(CO1)
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.	What do you mean by sampling? Explain characteristics of good samples.	(CO3)
b.	Being a developing country, research is in development stage in India. According to you, which are the major problems encountered by researchers in India.	(CO2)
c.	What is research design? What are the essentials of good research design?	(CO2)
d.	Distinguish between primary and secondary data. Mention sources for both.	(CO2)
e.	Explain various steps and considerations involved in questionnaire design.	(CO1)
f.	What is business research? Discuss main features of business research and its application in decision making.	(CO2)
g.	Explain the nature and functions of hypothesis in a research process.	(CO2)
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Explain the structure and components of research report.	(CO3)
b.	Define the term 'Review of literature', how is it different from traditional meaning? Enumerate the objectives and significance of review of literature.	(CO3)
c.	Explain the different types of research design.	(CO3)
d.	What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.	(CO4)

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Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
	a. Ms.Cheritha, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units . Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Ms.Cheritha is interested in collecting more detailed data on leadership. While she presently has total circulation figures, she feels that these understate the potential exposure of an advertisement in chemical topics. In particular, she feels that for every subscriber to chemical topics, there are several others in the firm to whom chemical topics are routed for their perusal. She wishes to determine how large this ‘secondary’ audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on, since feels that these detail s would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics. Questions: What kind of research design is in order to answer Ms.Cheritha’s question? Why? Outline the procedure you would follow in attacking these questions.	(CO5)
	b. A soft drink company is doing customer research towards their newly launch mango flavor soft drink. Help the company to design a customer preference questionnaire. Design the questionnaire with the necessary scales	(CO3)
	c. Under what circumstances would you recommend: (a) A probability sample? (b) A non-probability sample? (c) A stratified sample? (d) A cluster sample?	(CO5)

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - III

Course Name: Production & Operations Management

Course Code: BBA305

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Note: Read all the instructions carefully.																			
Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.			(2x10 = 20 Marks)															
a.	List structural decisions of production and operations.			CO1															
b.	Define operations.			CO1															
c.	What is “Fixed order Quantity”? Explain with example.			CO1															
d.	What do you mean by variety in operations management?			CO1															
e.	Explain customization			CO1															
f.	What is productivity?			CO1															
g.	What is MRP.			CO1															
h.	Explain Netting step			CO1															
i.	What is formula for flow rate			CO1															
j.	What are features of Repetitive Processes			CO1															
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.			(4x5 = 20 Marks)															
a.	The Loan-verification process in the bank consists of three steps. Each step is performed by single employee from the different departments. The step 1 requires 1 hour per loan application to arrange the documents and data entry into the system. The step 2 requires 3 hours per application to register the application and verify the data with database. The step 3 requires 2 hours to prepare the final loan document. If the bank operates for 9 hours a day, determine: a. What is the capacity of process in terms of application per day? b. Which step is bottleneck step and why?			CO4															
b.	Briefly explain the different approaches applied to understand the production and operations concept.			CO1															
c.	What are various aggregate planning strategies?			CO3															
d.	The machine at Amay Dairy is designed to pack 1,000 bags per hour of 25 mg Buttermilk. The machine operates for 16 hours per day. Due to preventive maintenance and meal breaks the, the machine is idle for 1.5 hours daily. Further, many time it happens that due to delays in materials and quality issues the machine is not running for 1 hours per day. Determine the Design, Effective, and Actual capacities of the machine. Also determine System capacity efficiency and utilization of the machine.			CO3															
e.	What are various measures of Capacity? Explain types of capacities for manufacturing firm?			CO2															
f.	A store purchases specialized LED strips from a Taiwanese manufacturer. The store operates 5 days per week, 52 weeks per year. Only when it is open for business can orders be received. Management wants to reevaluate its current inventory policy, which calls for order quantities of 540 LED strips. The following data are estimated for the mixer: Average daily demand = 120 units Lead time = 8 days Holding cost = Rs. 10/unit/year Ordering cost = Rs. 250/order Determine Annual demand, EOQ, reorder level, Annual ordering cost, annual carrying cost, and annual total cost. Which is better order quantity 540 units or EOQ.			CO1															
g.	Explain steps of New product development.			CO2															
Q.3	STRUCTURED QUESTIONS – Attempt any Three.			(3x10 = 30 Marks)															
a.	Manager of ABC limited compiles monthly productivity for board of directors. The data for the April and May months is given in following table: <table><tr><td>Month</td><td>Output (units)</td><td>Labor (Hours)</td><td>Material (units)</td><td>Electricity (KWH)</td></tr><tr><td>April</td><td>200,000</td><td>160</td><td>1500</td><td>70</td></tr><tr><td>May</td><td>250,000</td><td>180</td><td>1550</td><td>73</td></tr></table> The labor rate is Rs. 10 per hour. The Material cost is Rs. 50 per unit. The Energy rate is Rs. 55 per KWh. Determine: a. Labor productivity (units per Rs.) for two months b. materials productivity (units per Rs.), for two months			Month	Output (units)	Labor (Hours)	Material (units)	Electricity (KWH)	April	200,000	160	1500	70	May	250,000	180	1550	73	CO4
Month	Output (units)	Labor (Hours)	Material (units)	Electricity (KWH)															
April	200,000	160	1500	70															
May	250,000	180	1550	73															

		c. energy productivity (units per Rs.), for two months d. multifactor productivity (units per Rs), for two months e. Depending on the above productivities measures, in which month the company has performed better?													
	b.	What are various manufacturing plant layouts and service layouts?	CO3												
	c.	Discuss various objectives of operations management. According to you which objective is most important for organizations like (1) Dominos (home delivery service) (2) Packed food manufacturing?	CO2												
	d.	The Rawat Ltd. is considering three locations for building its manufacturing unit. Following table provides cost structure for various location alternatives. <table border="1"> <tr> <th>Location Alternatives</th><th>Meerut</th><th>Dehradun</th><th>Haldwani</th></tr> <tr> <td>Fixed cost per year (Rs.) (in thousand)</td><td>800</td><td>600</td><td>300</td></tr> <tr> <td>Variable cost per unit (Rs.)</td><td>1.5</td><td>2.5</td><td>4</td></tr> </table> a. Determine total cost equation for each location alternatives. b. Plot total cost line on Cost-Volume graph considering maximum production volume of 200 units (in thousand). c. Determine low-cost production volume range for each location alternative.	Location Alternatives	Meerut	Dehradun	Haldwani	Fixed cost per year (Rs.) (in thousand)	800	600	300	Variable cost per unit (Rs.)	1.5	2.5	4	CO3
Location Alternatives	Meerut	Dehradun	Haldwani												
Fixed cost per year (Rs.) (in thousand)	800	600	300												
Variable cost per unit (Rs.)	1.5	2.5	4												

Q.4		Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)																								
a	XYZ Inc. is planning to meet the demand of Product A. The product A requires 3 units of B, 2 units of item C and 1 unit of item D. Product B requires 1 unit of item C and 4 unit of item D. The demand for item A is given as follows:	CO5																									
<table><tr><th>Item</th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th></tr><tr><td>A</td><td></td><td></td><td></td><td></td><td></td><td>100</td><td>200</td><td></td></tr></table>			Item	1	2	3	4	5	6	7	8	A						100	200								
Item	1	2	3	4	5	6	7	8																			
A						100	200																				
Inventory details of items are as follows:																											
<table><tr><th>Item</th><th>A</th><th>B</th><th>C</th><th>D</th></tr><tr><td>Lot Size</td><td>L4L</td><td>L4L</td><td>L4L</td><td>FOQ = 1000</td></tr><tr><td>Lead Time</td><td>1</td><td>2</td><td>1</td><td>2</td></tr><tr><td>Scheduled Receipt</td><td>None</td><td>200 in Week 1</td><td>None</td><td>1000 in week 1</td></tr><tr><td>Beginning inventory</td><td>10</td><td>0</td><td>500</td><td>500</td></tr></table>			Item	A	B	C	D	Lot Size	L4L	L4L	L4L	FOQ = 1000	Lead Time	1	2	1	2	Scheduled Receipt	None	200 in Week 1	None	1000 in week 1	Beginning inventory	10	0	500	500
Item	A	B	C	D																							
Lot Size	L4L	L4L	L4L	FOQ = 1000																							
Lead Time	1	2	1	2																							
Scheduled Receipt	None	200 in Week 1	None	1000 in week 1																							
Beginning inventory	10	0	500	500																							
• Prepare Bill of Material for product A • Prepare MRP table for product A • Depending on the order releases of product A, prepare MRP table for item B, C and D • Prepare Planned order release table for all the product.																											
b	You are planning to locate your New Food Processing factory what are the factors you will consider while choosing the right facility location.	CO6																									
c	The Uniyal Ltd. makes packed pizza on order. Its bakery facility has a work cell dedicated to making pizzas. The Demand for the pizza is 200 units per day. Single 8-hour shift is operated per day. The tasks, times, and predecessor relationships are as follows:	CO6																									
<table><tr><th>Activity</th><th>Predecessor</th><th>Duration (minute)</th></tr><tr><td>A</td><td>None</td><td>2</td></tr><tr><td>B</td><td>A</td><td>1</td></tr><tr><td>C</td><td>B</td><td>2</td></tr><tr><td>D</td><td>C</td><td>0.75</td></tr><tr><td>E</td><td>C</td><td>1</td></tr><tr><td>F</td><td>D, E</td><td>1.5</td></tr><tr><td>G</td><td>F</td><td>0.5</td></tr></table>			Activity	Predecessor	Duration (minute)	A	None	2	B	A	1	C	B	2	D	C	0.75	E	C	1	F	D, E	1.5	G	F	0.5	
Activity	Predecessor	Duration (minute)																									
A	None	2																									
B	A	1																									
C	B	2																									
D	C	0.75																									
E	C	1																									
F	D, E	1.5																									
G	F	0.5																									
a. Draw Network representation diagram of assembly line b. Determine cycle time and number of workstation required c. Determine assignment of tasks to workstations d. Determine efficiency of assigned workstations																											

END SEMESTER EXAMINATION, DECEMBER - 2024**B. B. A. Semester - III****Course Name: Marketing Management****Course Code: BBA304****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.****(2x10 = 20 Marks)**

- What is the primary purpose of marketing research? [CO-1]
- Name one demographic factor that can impact a company's marketing strategy. [CO-1]
- Provide a brief explanation of the STP model in marketing. [CO-1]
- Define direct marketing channels. [CO-1]
- Who are the key participants in a personal selling process? [CO-1]
- Explain the role of interpersonal communication in personal selling. [CO-2]
- What is the purpose of a press release in PR, and how is it typically structured? [CO-2]
- Describe the role of SWOT analysis in marketing planning. [CO-2]
- Why is it important for businesses to choose appropriate marketing channels? [CO-2]
- How do pricing strategies influence consumer behavior? [CO-2]

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.**(4x5 = 20 Marks)**

- As a retail store owner, explain how you would use knowledge of consumer behavior to optimize store layout and product placement for increased sales. [CO-3]
- Describe a pricing strategy for a luxury hotel chain in India to maximize revenue during peak tourist seasons. [CO-3]
- Provide a strategy for a mobile phone brand in India to manage channel conflicts among its authorized retailers. [CO-3]
- As a marketing manager, explain how you would apply data analytics to interpret customer behavior and preferences using data from a CRM system. [CO-3]
- Examine the consequences of brand crises on the reputation and financial performance of a firm. [CO-4]
- Assess the ethical considerations in pricing for Indian food delivery apps, discussing surge pricing during emergencies and fairness to customers. [CO-4]
- Evaluate the significance of market segmentation in marketing research. [CO-4]

Q.3 STRUCTURED QUESTIONS – Attempt any Three.**(3x10 = 30 Marks)**

- Analyze the ethical considerations in retailing and wholesaling, particularly in the context of product quality, labeling, and pricing practices in India. [CO-4]
- Analyze the role of marketing audits in identifying opportunities and threats in the Indian market for a global consumer electronics brand. [CO-4]
- Evaluate the effectiveness of marketing objectives in driving growth for Indian e-commerce giants like Flipkart or Amazon. [CO-5]
- Evaluate the ethical aspects of marketing objectives when they involve influencing consumer behavior or societal attitudes in India. [CO-5]

Q.4 CASE ANALYSIS/ SITUATION BASED – Attempt any Two.**(2x15 = 30 Marks)**

- Analyze the product mix and design strategies of an Indian automotive manufacturer, assessing their competitiveness in the domestic and global markets and their alignment with sustainability goals. [CO-5]
- Design a rebranding strategy for an established Indian tea brand looking to attract younger consumers, incorporating digital marketing and packaging redesign. [CO-6]
- Create a wholesale pricing strategy for an Indian agribusiness company specializing in organic produce, considering market dynamics and competition. [CO-6]

END SEMESTER EXAMINATION, DECEMBER - 2024

B. B. A. Semester - III

Course Name: E-Commerce

Course Code: BBA303

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)
	a.	What are the primary advantages of e-commerce for businesses?	CO1
	b.	How does e-commerce improve customer reach?	CO1
	c.	Define ethical hacking.	CO1
	d.	How does e-commerce contribute to 24/7 customer service?	CO1
	e.	What are the primary advantages of e-commerce for businesses?	CO1
	f.	Name three types of network topologies.	CO1
	g.	What is a modem , and how is it used?	CO2
	h.	What is a protocol in networking?	CO2
	i.	Define the term bandwidth .	CO2
	j.	What is the role of a switch in networking?	CO2
2			
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
	a.	Discuss the main characteristics of Bus Topology.	CO2
	b.	Define the term bandwidth .	CO2
	c.	What is the role of a switch in networking?	CO2
	d.	What is a hub , and how is it different from a switch?	CO3
	e.	Discuss the various types of hackers in E-business.	CO3
	f.	How can e-commerce enhance the customer shopping experience?	CO3
	g.	What are the primary advantages of e-commerce for businesses?	CO3
Q.3		STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
	a.	Discuss the different type of e commerce. Give suitable examples.	CO3
	b.	Analyse the various ways through which any e business can make use of social media to increase sales for itself in today's competitive environment.	CO3
	c.	Discuss the importance of logistics management for any e business. Give example of an e business optimizing its logistics	CO4
	d.	Elaborate upon the managerial and legal, issues which have to be handled in e commerce.	CO4

P.T.O./-

Q.4	Case Analysis/ Situation Based QUESTIONS – <i>Attempt any Two.</i>	(2x15 = 30 Marks)
a	Digital Payments in India – UPI Revolution - The introduction of UPI (Unified Payments Interface) has transformed digital payments in India. - Analyze the role of government initiatives in promoting digital payments through e-business models. - Discuss the impact of UPI on traditional banking and cash-based transactions. - Suggest how e-business platforms can further leverage UPI for growth.	CO5
b	Netflix – Streaming Success - Netflix transitioned from DVD rentals to a global streaming service. - Discuss how Netflix’s e-business model transformed the entertainment industry. - Evaluate the role of AI and data personalization in Netflix’s success. - Propose strategies for Netflix to maintain its competitive edge.	CO5
c	A small e-business specializing in handmade goods struggles to attract traffic despite having a visually appealing website. - What could be the primary reasons for low visibility? - Suggest ways the business can use SEO, social media, and paid ads to increase visibility. - Discuss the role of partnerships with influencers and local artisans in boosting brand awareness.	CO5

END SEMESTER EXAMINATION, DECEMBER - 2024**B. B. A. Semester - III**

27/12/2024

Course Name: Human Resource Management**Course Code: BBA302****Time allotted: 03 Hours****Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.		(2x10 = 20 Marks)	CO
a.	What is Human Resource Management?		1
b.	List three responsibilities of an HR manager.		1
c.	Define Human Resource Planning.		1
d.	What are the main objectives of HRM?		1
e.	What is job specification?		1
f.	Why is Human Resource Planning important?		2
g.	What is the purpose of a job description?		2
h.	How does job specification help in hiring?		2
i.	What is performance appraisal?		2
j.	What is the role of induction for new employees?		2
Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.		(4x5 = 20 Marks)	CO
a.	What is 360-degree appraisal? Discuss its purpose		3
b.	What is the forced ranking method of performance appraisal? Discuss one of its limitation.		3
c.	What is job evaluation? Describe its purpose.		3
d.	Explain the concept of skill-based pay. How does it benefit employees?		3
e.	Differentiate between monetary and non- monetary incentives.		4
f.	Enumerate the various methods under on-the job training.		4
g.	How can organizations assess training needs of the employees?		4
Q.3 STRUCTURED QUESTIONS – Attempt any Three.		(3x10 = 30 Marks)	CO
a.	Define recruitment. Analyze the recruitment process and its impact on finding suitable candidates for an organization.		4
b.	Describe in detail the steps involved in conducting a training program.		4
c.	How can organizations deal with shortage and surplus of manpower under Human resource planning process?		5
d.	What is a selection test? Evaluate its types and discuss their role in improving hiring decisions.		5
Q.4 CASE ANALYSIS/ SITUATION BASED – Attempt any Two.		(2x15 = 30 Marks)	CO
a.	How can internal recruitment methods impact employee morale and organizational efficiency?		5
b.	An organization has 200 applications from applicants for 10 vacant positions for the post of Sales executive. Elaborate the steps in selection process which can be followed by the organization.		6
c.	A healthcare organization is implementing a cloud-based system for patient record management. The staff, including doctors, nurses, and administrative personnel, have different levels of technical skills. What training methods you will use to design a training program to ensure all the staff can effectively use the system while minimizing disruptions to daily operations.		6
