

12. What is spearman's rank correlation? Bring out its usefulness. How does the coefficient differ from Karl Pearson's coefficient of correlation? 15
13. What is an index number? Explain the terms price relative, quantity relative and value relative. Discuss in brief the uses of an index number. 15

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**18080**

**B.B.A. Examination, June-2022**

**QUANTITATIVE TECHNIQUES  
FOR BUSINESS**

**(BBA-201)**

**(New)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all questions.

1. Statistics is the science of counting. Explain. 3
2. Mean of 100 items is found to be 30. If at the time of calculation, two items are wrongly taken as 32 and 12 instead of 23 and 11, find the correct mean. 3

3. Calculate the range and its coefficient from the following data:- 3  
20,8,0,-30,-5,4
4. Give the meaning and definition of classification. 3
5. Explain various mathematical properties of standard deviation. 3

### Section-B

#### (Short Answer Questions)

**Note :** Attempt any **two** questions.

6. Discuss the merits and demerits of Karl Pearson's coefficient of correlation. 7.5
7. What is the chance of throwing a total of 5 or 11 with two dice? 7.5
8. If the arithmetic mean of the following frequency distribution is 39.25, find the

missing term.

7.5

Daily wages	25	30	35	50	60	75
No. of labour	10	?	13	8	5	4

### Section-C

#### (Detailed Answer Questions)

**Note :** Attempt any three questions.

9. Calculate standard deviation and coefficient of variation from the following data: 15

X	10-30	30-50	50-70	70-90	90-110	110-130	130-150
F	14	59	101	61	28	17	4

10. What do you understand by graphical presentation? Describe its advantages, disadvantages and various forms. 15
11. From the following data obtain the two regression equations: 15

Sales	91	97	108	121	67	124	51	73	111	57
Purchases	71	75	69	97	70	91	39	61	80	47

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**18081**

**BBA Examination, June-2022**

**BUSINESS COMMUNICATION**

**(BBA-202)**

**(New)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt **all** questions.

1. What is business communication? 3
2. What is culture? 3
3. What do you understand by Internet? 3
4. What is meant by agenda of meeting? 3
5. What is meant by para language? 3

**P.T.O.**

**Section-B**  
**(Short Answer Questions)**

**Note :** Attempt any **two** questions.

6. Explain the principles of effective communication. 7.5
7. What is a business letter? Elaborate the essentials of a business letter. 7.5
8. What is effective listening? What are the barriers of it? 7.5

**Section-C**

**(Detailed Answer Questions)**

**Note :** Attempt any **three** questions.

9. What are the different types of communication? Explain the model and process of business communication. 15
10. Communication is libelive of any organization. Discuss the strategies of making communication effective highlight the role of internal communication. 15

11. What do you understand by presentation? Explain individual and group presentation. 15
12. What forms of communication are being used in the modern world? Discuss their advantages and disadvantages. 15
13. Write notes on the following: 5x3
  - (a) Grapevine and network grapevine communication
  - (b) Principles of oral presentation.
  - (c) Importance of business letters in Banking and insurance companies.

12. Explain the various inputs required for a Training and Development programme.
13. Define Trade Union. Explain the tactics adopted by Unions to influence the management.

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**18082**

**B.B.A. Examination, June-2022**

**HUMAN RESOURCES  
MANAGEMENT**

**(BBA-203)**

**(NEW)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note:-** Attempt **all** the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

1. Define Human Resources management.

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2. What is the scope of HRM?
3. What do you mean by Recruitment?
4. Define Job Analysis. What are its uses?
5. What do you mean by career Planning?

### Section-B

#### (Short Answer Questions)

**Note:** Attempt any **two** Questions out of the following **three** questions. Each question carries 7½marks. Short answer is required not exceeding 200 words.

6. What do you understand by Training? Explain its need and importance?
7. Define wages. Explain the factors affecting wages.
8. Explain the Incentive wage plans of wage payment.

### Section-C

#### (Detailed answer Questions)

**Note:** Attempt any **three** questions out of the following **five** question. Each question carries 15 marks. Answer is required in detail.

9. "HRM Policies and Principles contribute to the effectiveness, Continuity and stability of the organisation" Give your view point.
10. "Job Rotation, Job enlargement and Job enrichment are simply attempts by the managers to avoid individuals at work". Comment.
11. What is orientation? How is a formed orientation programme Conducted?

11. Explain the concept of "Branding? Discuss the advantages and disadvantages of branding & (and) how it is different from 'Trademarking'.
12. "The success or failure of a business depends upon its product price policy". Explain the statement and state the factors to be considered While formulating a product price Policy.
13. What do you mean by Marketing Research? Describe its scope and importance.

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**18083**

**B.B.A. Examination, June-2022**

**Marketing Management**

**[BBA-204]**

**(New)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt all the Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all the **Five** questions. Each question carries **3** marks. Very short answer is required not exceeding 75 words.

5x3=15

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1. Explain the difference between "Marketing" and Selling"
2. Define 'Market Segmentation' and Marketing-Mix.'
3. Define after Sales service.
4. What is the importance of Personal selling in business.
5. What are the Functions of Retailing in Marketing?

### Section-B

#### (Short Answer Questions)

**Note :** Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is counter-marketing? Explain with suitable examples.
7. Explain the importance and limitation of market segmentation.

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8. What do you mean by publicity and Advertising.

### Section-C

#### (Detailed Answer Questions)

**Note :** Attempt any **Three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in details.  $15 \times 3 = 45$

9. What do you mean by Consumer behaviour? What is the Importance of consumer behaviour in marketing? Enumerate the determinants of consumer behaviour.
10. "Money Spent on advertisement is an Investment" and "Money Spent on Advertisement is a Waste"? Reconcile these two statements & conclude.

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P.T.O.



12. Explain the main features of current Industrial Policy of India.
13. Give argument in favour of Public Sector in India. Discuss the problems of Public Sector Undertakings.

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**18084**

**B.B.A. Examination, June-2022**

**Business Environment**

**(BBA-205)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note : Attempt all the sections as per instructions.**

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all the **five** questions. Each question carries 03 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. What is the present Business Environment in India?

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**P.T.O.**

2. Compare socialism with Capitalism.
3. What do you understand by Industrial-Policy?
4. Discuss the objectives of monetary policy of India.
5. What is World Trade Organisation?

### Section-B

#### (Short Answer Questions)

**Note :** Attempt any **two** questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. Describe in short the various factors affecting Business Environment.
7. Give comparison between mixed economy, Capitalism and Socialism.

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8. Discuss the essential conditions for globalisation.

### Section-C

#### (Detailed Answer Questions)

**Note :** Attempt any **three** questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Explain the *Foreign trade policy of India*. State its objectives and salient features.
10. What do you understand by WTO? Discuss its implications for developing country with special reference to India.
11. "Public Sector and Private Sector both are the key wheels of Indian Economy." Comment.

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12. What do you mean by word processing?

Describe the main features of MS-Word.

13. Write short notes on the following:

- (a) Protocol
- (b) Domain name
- (c) Client server system

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**18085**

**B.B.A. Examination, June-2022**

**Fundamentals of Computer**

**(BBA-206)**

**(New)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** This paper is divided into **Three** Sections A, B and C. Section-A contains **Very Short Answer Questions**, Section-B contains **Short Answer Questions** and Section-C contains **Descriptive Answer Questions**. Attempt **all** the Sections as per instructions.

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**P.T.O.**

### Section-A

#### (Very Short Answer Questions)

**Note :** This section contains **five** questions, all question will be **compulsory**. There will be no internal choice.

$$5 \times 3 = 15$$

1. Specify the electronic components used for different computer generations.
2. What is hardware?
3. What is cyber law?
4. What is an icon?
5. What is meant by electronic spread sheet?

### Section-B

#### (Short Answer Questions)

**Note :** This section contains three questions, attempt any **two** questions. Each question carries 7.5 marks.

$$7.5 \times 2 = 15$$

6. Differentiate between RAM and ROM.

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7. What are the cyber crimes and its types.
8. Describe the adding custom animation facility in a slide.

### Section-C

#### (Descriptive Answer Questions)

**Note :** This section contains five questions, attempt any **three** questions. Each question carries 15 marks. Answer must be descriptive.  $15 \times 3 = 45$

9. What do you know about computer? Explain the different types of computer systems.
10. What do you mean by computer software? Throw light on its various types.
11. What do you know about internet? Describe the facilities received from internet.

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**P.T.O.**