

BBA ~~2020~~ II year

BUSINESS POLICY

BBAD-301

JAMIA HAMDARD

MM: 100

Section 'A'

(20marks)

Define the following in one or two sentences:

1. Bargaining Power of Suppliers
2. Organization Capabilities
3. Strategic Mission
4. Business Level Strategies
5. Strategic Business Unit
6. Organizational Culture
7. Learning Organization
8. Innovation
9. Functional Structure
10. Company Budget

Section 'B'

(30marks)

Attempt any six:

1. Discuss Porter's Five Forces Model to evaluate Competiveness. (5)
2. How would the mission statements of a for-profit and a non-profit company differ? (5)
3. What is an integrative strategy? List its advantages and disadvantages. (5)
4. Explain the principal value of a mission statement. (5)
5. Why conflict may occur during objective setting activities? (5)
6. Discuss the limitations of differentiation strategy. (5)
7. What are technology strategies? (5)
8. Discuss the strategic management process. (5)

Section 'C'

(50 marks)

Attempt any five:

1. What is the function of teams in an organization? Discuss teams as an Organizational Resource.(10)
2. Elucidate the concept of Balanced Scorecard? Comment. (10)
3. Explain the concept of diversification. What is concentric diversification, horizontal diversification and conglomerate diversifications. (10)
4. Discuss Internal Analysis Framework.(10)
5. What are the four primary components of external analysis.(10)
6. What is the importance of Corporate Governance in today's Environment and why?(10)
7. Explain the steps involved in developing an integrative cost leadership and differentiation strategy.(10)

BACHELOR OF BUSINESS ADMINISTRATION
II YEAR EXAMINATION, 2017

BBAD – 302
BUSINESS LAW

TIME: 3 HOURS

MAXIMUM MARKS: 100

(ANSWER ALL QUESTIONS OF SECTION A, ANY SIX QUESTIONS FROM SECTION B AND ANY THREE QUESTIONS FROM SECTION C)

SECTION A

(2X10)

Define the following in one or two sentences. Each carries two marks.

- a. Gratuitous carrier
- b. Negotiation
- c. Instrument
- d. Inchoate instruments
- e. marine insurance
- f. Air carrier
- g. Memorandum of Association
- h. Debentures
- i. Voluntary winding up
- j. Agreement

SECTION B

(5X6)

Answer any six questions. Each question carries five marks.

- a. Who are stakeholders of a business firm?
- b. Explain the meaning of contingent contract?
- c. Distinguish between sale and Hire purchase agreement?
- d. What do you mean by 'Negotiable Instruments'?
- e. What do you mean by 'crossing of cheques'? discuss.
- f. What are different types of carriers? Discuss briefly.
- g. When is agency irrevocable?
- h. Who is a promoter? Explain duties and liabilities of a promoter.

SECTION C

Answer any four questions. Each question carries 12.5 marks.

(12.5 X 4)

- a. What is Bill of exchange? State its essential characteristics. How does a promissory note differ from Bill of Exchange.
- b. What remedies are available to a seller for a breach of contract of sale?
- c. Distinguish between condition and warranty? State the circumstances under which a condition can be waived and treated as a warranty.
- d. What is prospectus? Who are liable for misstatements in a prospectus? Explain the extent of civil and criminal liability for such misstatements.
- e. A, by a misrepresentation leads B erroneously to believe that 500 kilos of indigo are made annually at A's factory. B examines the account of the factory, which shows only 400 kilos of indigo have been made. After this, B buys the factory. Is contract voidable on account of A's misrepresentation.
- f. Explain the principles for determining when a sale takes place in a course of inter-state trade or commerce?

Your Roll No.....

BACHELOR OF BUSINESS ADMINISTRATION

II year Examination 2017

Paper – BBA – 303

Human Resource Management

Time: 3.00 Hours

Maximum Marks: 100

Answer ALL questions from Section A, any six questions from Section B and any four from Section C.

Section – A

1. Define in one or two sentences.

(10x2=20)

- a) Motivation
- b) Recruitment
- c) Performance Appraisal
- d) Reward
- e) Self development
- f) Transfer
- g) Grievance
- h) Interview
- i) Induction
- j) Grievance

Section B

(6x 5= 30)

Attempt any six questions.

- 2. Discuss the need and importance of Training
- 3. Define the Performance Appraisal and explain its limitations?
- 4. Explain the need of HRM.

5. Discuss the importance of employees' welfare in the organization.
6. What is the best method to fix wages in an organization?
7. Define manpower planning. Explain the various steps involved in manpower planning.
8. Write any short on any two:-
 - a) Job description
 - b) Job enlargement
 - c) Job enrichment
 - d) Job rotation
9. Differentiate between (any one):-
 - a) HRM and Personnel Management
 - b) Promotion and Transfer

Section C

(12.5 x 4= 50)

Attempt any four questions.

1. Discuss in detail the step involved in the selection process?
2. You are an HR manager of Kingfisher. You are supposed to design a training programme for ground staff. What principles and on the job training methods you would use in designing the programme.
3. Explain the method of performance evaluation?
4. Explain the relative merits and demerits of internal and external sources of requirement.
5. What are the elements of an effective grievances redressal system? Why it is necessary?
6. Explain the various systems of wages determination in India.

**Bachelor of Business Administration
II Year Examination, 2017**

**BBA-304
Organization Behaviour**

Time: 3 hours

MM: 100

Section: A

[20 Marks]

**Answer All Question Each Questions, Each Carry Two Marks
(Write Short notes on the following)**

1. Human Dignity
2. Instrumental Value
3. Esteem need
4. Flexible disciplinary
5. Intra-individual Conflicts
6. Informal Leadership
7. Group Cohesiveness
8. Informal Organization
9. Rumors
10. Resistance to Change

Section: B

[5X6=30 Marks]

Answer Any Six Question, Each Question Carry Five Marks

1. A leader is become a good manager. Is it true, discuss
2. Write a short note on the Hawthorne Experiment
3. Explain various characteristics of personality.
4. Discuss the various nature and importance of motivation in an organization.
5. Are organizational conflicts always dysfunctional? Explain
6. Make a distinction between formal and informal group.
7. How does an informal organization affect the functioning of the formal organization?
8. In what ways can management departmentalized?

Section: C

[5X10 = 50 Marks]

Answer Any Five Questions, Each Questions Carry 10 Marks

1. Define organization behaviour. What result do administrations seek when they practice organizational behaviour?
2. Distinguish between descriptive and predictive theories of personality.
3. Give the standard features of theory X and theory Y as propounded by Prof. McGregor and also discuss their suitability in modern times.
4. Analyse the pros and cons of alternative approaches to the management of conflicts in an organization.
5. What are the basic types of groups in an organization? Distinguish between formal and informal groups.
6. A supervisor can be effective only if he understands fully the dynamic of the group working under his supervision. Discuss the statement bringing out clearly the concept of group dynamics.
7. Discuss various leadership styles. How will you secure effective leadership in the management of an organization?

School of Open & Distance Learning
Jamia Hamdard

Annual Examination - 2017
BBA II Year
Paper Code - BBAD - 401

Mathematics for Business and Economics

MM: 100
Time: 3 hour

Answer all questions of Section A. Any six of Section B and any four questions of Section C.

Section - A

(Total: 10 x 2 = 20 Marks)

- 1) A Parabola in the locus of a point such that its distance from a fixed point is always equal to its perpendicular distance from a fixed line. (True / False)
- 2) A matrix consisting of m rows and n columns, where $m=n$, is called rectangular matrix. (True / False)
- 3) Limit of a constant is constant itself. (True / False)
- 4) Derivative of a constant is unity (one). (True / False)
- 5) Maxima of total revenue occurs at a level of output where elasticity of demand is unity. (True / False)
- 6) Euler's theorem states that that $X \frac{\partial z}{\partial x} + Y \frac{\partial z}{\partial y} = z$ (True / False)
- 7) $\int 5x dx = \frac{5x^2}{2} + c$ (True / False)
- 8) $\int_a^a f(x) dx = 0$ (True / False)
- 9) A series in which each successive terms is obtained by multiplying the preceding term by a constant quantity is called an arithmetical progression. (True / False)
- 10) The set of all possible feasible solutions is called feasible region. (True / False)

(Section - B)

(6 x 5 = 30)

- 11) Find the distance between the pair of points:
P (-5, -2) and Q (-3, -4)
- 12) If $A = \begin{bmatrix} 2 & 4 \\ 1 & 7 \end{bmatrix}$ and $B = \begin{bmatrix} 3 & 1 & 6 \\ 0 & 4 & 2 \end{bmatrix}$ find AB
- 13) Evaluate the limit: $\lim_{x \rightarrow 3} \frac{x^3 - 27}{x - 3}$
- 14) Integrate $\int \frac{\cos(\log x)}{x} dx$
- 15) Define Linear Programming problem (LPP).
- 16) Evaluate $\int_{-3}^3 (x^3 + x) dx$

- 17) If the demand equation is $X_d = 100 - 8p$ and supply equation is $X_s = 3p^2$, find equilibrium values of price and quantity.
 18) Discuss the continuity of the function $f(x) = 2x^2 - x + 5$ at $x = 4$

(Section - C)

(12.5 x 4 = 50)

19) If $A = \begin{pmatrix} 1 & 4 & 3 \\ 4 & 2 & 1 \\ 3 & 2 & 2 \end{pmatrix}$, find A^{-1}

20) A company decides to set up a small production plant for manufacturing electronic clocks. The cost of initial set up is Rs 9 lakhs. The additional cost for producing each clock is RS 300. Each clock is sold at Rs. 750. During the first month 1500 clocks are produced and sold:

- Determine the total cost function $c(x)$ for the production of x clocks.
- Determine the revenue function $R(x)$ and the profit function $P(x)$.
- How much profit or loss the company incurs during the first month when all the 1500 clocks are sold?

21) Find maxima and minima of the function $f(x) = x^3 + 6x^2 + 12x + 1$.

22) Evaluate the Integral $\int x^2 \sin x \, dx$.

23) (a) Find the sum of 15 terms of the series : 10, 15, 20, 25,.....

(b) Determine the increase in income by an additional investment of Rs. 80 crores if the marginal propensity to consume is 0.8.

24) Differentiate the following $\left(\frac{dy}{dx} \right) :$

(i) $Y = X^a$

(ii) $y = X^3 + 3^X + 3^3$

(ii) $Y = \frac{X - \cos x}{\sin X + X}$

Roll No.....

**BACHELOR OF BUSINESS ADMINISTRATION
II YEAR EXAMINATION, 2017
Paper- BBAD-402
FINANCIAL MANAGEMENT**

Maximum Time : 3 Hrs

Maximum Marks : 100

SECTION A

Choose the correct option. Each Question carries 2 marks, attempt all (20 Marks)

- Q1 What is the full form of DSCR as used in capital budgeting.
a. Debt service convergence ratio. c. Debt several convergence ratio.
b. Debt service coverage ratio. d. Debt single coverage ratio.
- Q2 What is the full form of EVA as used in capital budgeting.
a. Engel value added c. Economic value added
b. Economic vigour added d. Exotic value added
- Q3 What is gross working capital?
a. Total assets c. Total contingent assets
b. Total Current Assets d. Total Current Assets - Total current Liabilities
- Q4 What is Net Working Capital?
a. Total Current Liabilities c. Total Assets - Contingent Liabilities
b. Total Assets - Total Liabilities d. Total Current assets - Total current Liabilities
- Q5 According to recent CFO's survey, average time allocated to working capital management from the total time available is closest to.....
a. 10% c. 27%
b. 57% d. 75%
- Q6 Which of the following is not a part of current assets?
a. cash c. land
b. marketable securities d. trade debtors
- Q7 Which of the following is not a part of current liabilities?
a. trade creditors c. short term borrowings
b. bank overdraft d. equity share capital

- Q8 What does EOQ stand for?
 a. Economic Order Quintiles
 b. Ergonomic order quantity
 c. Economic order quantity
 d. Eccentric Ominous quantity
- Q9 According to Miller and Modigliani, dividends are
 a. relevant
 b. high
 c. irrelevant
 d. low
- Q10 According to Gordon and Lintner, cost of equity as the dividend payout is reduced.
 a. increases
 b. decreases
 c. remains same
 d. becomes zero.

SECTION B

Each question carries 5 marks, attempt any 6.

(30 Marks)

- Q 1 What is Capital Budgeting?
- Q2 What is Financial Management?
- Q3 What is Working Capital Management?
- Q4 What do you mean by Dividend Policy?
- Q5 What do you mean by Buyback of shares? What are its advantages?
- Q6 What do you understand by Gordon and Lintner's, Bird in the hand theory?
- Q7 What is Litzenberger and Ramaswamy's tax preference theory?
- Q 8 What do you understand by cost of capital? What are its applications?

SECTION C

Answer in detail. Each question carries 10 Marks, attempt any 5 (50 Marks)

- Q1 Explain the ten fundamental principles of finance?
- Q2 Discuss the Investment appraisal methods?
- Q3 What is the goal of the company?
- Q4 What is operating cycle and cash cycle?
- Q5 What is Receivables management?
- Q6 What is Inventory management?
- Q7 What are the factors affecting dividend policy?

Bachelor of Business Administration

BBA II year Examination, 2017

Advertising Fundamentals

BBAD-403

Time: 3 hours

Max Marks:100

SECTION A

Attempt all questions. Each question carries ONE mark.

(1x20=20 marks)

1. Advertising is controlled, _____ information and _____ by means of mass communications media.
2. The first ad in any language to be printed on a circulated sheet appeared in _____ news pamphlet in about 1525.
3. Our advertising in the last couple of decades has made much progress in terms of technical _____, copy and graphics.
4. _____ Organizations perform a vital function in the advertising communication process by providing information or entertainment to the audiences and thereby provide an environment for the advertiser's message.
5. The basic functions performed by the advertising department are planning and budgeting, administration and execution, co-ordination within company, _____.
6. _____ is an independent organization that provides one or more specialized advertising and promotion related services to assist companies in developing, preparing and executing their _____ and _____ programs..
7. Marshall McLuhan says, "The medium is the message." This means that an ad message is interpreted and influenced by the environment in which it is received and communicates an image that is independent of the _____.
8. When ads change consumer _____ in high-involvement situations, it is quite natural to assume that this occurs because the consumers learn from the advertising message and this change in attitude towards the brand is the result of learning.
9. Peter Web found that _____ placed either at the beginning or the end of commercial breaks was less prone to be affected by clutter than ads placed in the middle.
10. Brand attitude is the consumer's _____ and expression of inner feelings that reflect whether the consumer is favorably or unfavorably predisposed towards the brand (a product, service, or a retail store etc) to meet a need or want.
11. According to David Aaker, "brands have _____ because they have high awareness; many loyal consumers; a high reputation for perceived quality; propriety brand assets such as access to distribution channels or to patents; or the kind of brand associations. (such as personality associations)."
12. Understanding specific _____ problems is often the key to developing an appropriate advertising campaign.
13. The DAGMAR approach has had enormous influence on _____ planning process and objective setting.
14. The media planners must be experts in the marketing plans, advertising objectives and _____ strategy of their clients.
15. Present day advertising on Internet can be classified as ad banners, web sites, ad buttons, _____, interstitials and classified ads.

16. Advertising _____ appeals and sometimes helps create or shape the consumers' problems, goals and desires.
17. David Ogilvy in his famous book "Confessions of an Advertising Man" popularized the idea of _____ image.
18. Visual elements are a major component in _____ advertising and are the responsibility of artists and/ or photographers.
19. Media plan determines the best way to reach the _____ with the advertiser's message.
20. Pre-tests may be conducted as early as _____ generation to rough execution to testing.

SECTION B (Short Answers)

Answer any **SIX** questions. Each question carries **Five** marks (5x6=30)

1. How would you differentiate between product and corporate advertising?
2. What is the role and function of an account executive?
3. Discuss the human communication process.
4. Why is it important for promotional planners to understand consumer behavior?
5. What is DAGMAR approach?
6. What are the principal methods of media scheduling?
7. What are the advantages and limitations of television as a medium?
8. What is storyboard? What is its role?

SECTION C (Long Answers)

Answer any **FIVE** questions. Each question carries **Ten** marks (5x10=50)

1. Some critics say that advertising creates materialism in the society. Is it correct? Discuss.
2. Why is client – advertising agency relationship important? Suggest ways to improve client – agency relationship.
3. Discuss the implications of Foote, Cone and Belding model on advertising decisions.
4. Name three products where fear appeals can be used effectively. Write one appeal for each product.
5. What approaches are used in determining advertising budget? Discuss the advantages and limitations of each method.
6. How can advertisers use Internet to their advantage? What are the advantages and drawbacks of Internet advertising?
7. What are the most important elements of creative brief? What is the role of creative brief?

**Bachelor of Business Administration
II Year Examination, 2017**

**BBA-404
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

Time: 3 hours

MM: 100

Section: A

[20 Marks]

**Answer All Question Each Questions, Each Carry Two Marks
(Write Short Answer only)**

- Q1: Explain Types of Start UPS in entrepreneur.
- Q2: Explain Gordon Method.
- Q3: What do you mean by innovator?
- Q4: Use of Employment generation.
- Q5: What do you mean by brainstorming?
- Q6: Explain the term 'Synectics'.
- Q7: Why R & D required for starting new Business?
- Q8: What do you mean by 'Integrated Marketing Support'?
- Q9: what is the use of Container Freight Station?
- Q10: Explain the importance of Institutional Credit.

Section: B

[5X6=30 Marks]

Answer Any Six Question, Each Question Carry Five Marks

- Q1: What is opportunity analysis? Explain with example
- Q2: What is business plan? Explain with example.
- Q3: Which definition of entrepreneurship best describes your idea of what an entrepreneur is?
- Q4: Discuss the meaning and definition of small scale sector.
- Q5: What is the purpose of financial plan to the potential investor?
- Q6: Discuss the role of NSIC in promotion of small-scale industries.
- Q7: Discuss the major impact of WTO on small-scale sector.
- Q8: Define quality in different aspect of life? With suitable example.

Section: C

[5X10 = 50 Marks]

Answer Any Five Questions, Each Questions Carry 10 Marks

- Q1: What are all problems faces by entrepreneur while starting business in India?
- Q2: Give some reasons, why individual entrepreneur might succeed in bringing a product to market where the government of large corporation would fail.
- Q3: What are the major impacts of liberalization on SSI? Explain in detail.
- Q4: what factors present in our society could account for the differences between male and female entrepreneurs today? How do you think men and women entrepreneurs will different in a period of 10 years?
- Q5: Prepare a list of problems associated with the fast-food industry that could be used for a problem inventory analysis. How would the result generated by the analysis be of use to a potential fast-food entrepreneur?
- Q6: what is break-even? What assumptions are made in break-even analysis? What is the effect of an increase in selling price of break-even?
- Q7: What are the various policies which were framed by OECD countries for small scale sector?