

BACHELOR OF BUSINESS ADMINISTRATION
III YEAR EXAMINATION, 2017
Paper - BBAD - 501
Corporate Governance

TIME: 3 HOURS

MAXIMUM MARKS: 100

(Answer all questions of section A, any six questions from section B and any four questions from section C)

SECTION A

(2X10=20)

Define the following in one or two sentences

1. Company
2. Partnership firm
3. Economic profit
4. Decanalization
5. Financial Shenanigans
6. Indian Accounting Standards
7. Interest Groups
8. Business ethics
9. Trade liberalization
10. Oppression

SECTION B

(6X5=30)

Answer any six questions.

1. What are different types of utility creation?
2. What is Joint Stock Company? What are its various types?
3. What are the merits of EVA concept?
4. Explain major risk factors of diffused ownership?
5. How will you differentiate Economic Profit with Accounting Profit?
6. What is meant by business? What are its different motives?
7. What do you mean by 'contestable market'?
8. What are the shareholders' rights for governance in a globalised environment?

SECTION C

(12 ½ X4=50)

Answer any four questions.

1. What are the qualifications and disqualifications of director? What are the circumstances under which directors of a company may be removed?
2. What is meant by Globalisation? What are its contributions to Indian economy?
3. Is corporate governance rating required? What are the advantages of credit ratings?
4. What are the acts not considered as mismanagement? What is meant by 'Investigation'?
5. What is the need for standardization of Accounting Standards? What do you mean by 'Multiplicity of Accounting Standards'?
6. What are the recommendations of SEBI committee based on views regarding whistle blower policy?

Bachelor of Business Administration

BBA IIIyear Examination, 2017

Marketing Research

BBAD-502

Time: Three hours

Max Marks:100

(Write your Roll No. at the top immediately on receipt of this question paper)

Answer all the questions of Section A, any six questions of Section B and any five questions of Section C.

SECTION A

Attempt all questions. Each question carries ONE mark.

(20x1=20 marks)

1. Marketing research is the study of problems, techniques and other aspects of marketing and related decision-making and their _____.
2. With the change from a seller's market to _____ market, it was deemed necessary to acquire information on the needs, preferences and evaluation of the consumer..
3. Marketing Research highlights issues and problems relating to _____ and consequently helps to solve them.
4. A marketing research design may be described as a series of advance _____ that, when taken together, comprises a master plan or model for the conduct of the investigations.
5. Decision- making may be defined as – ' a process of best selection from asset of alternative courses of action, which is supposed to meet objectives up to the satisfaction of the _____ maker..
6. The aim of decision theory is to _____ the decision-maker in choosing the best course of action..
7. Marketing information system is a computer-based system intended for use by particular marketing personnel at any functional level for the purpose of solving _____ problems.
8. Determining the attitudes of different marketing segments towards a product can be essential to developing a _____ strategy.
9. Communication involves the questioning of respondents to secure the desired information using a data collection instrument called _____.
10. Marketing research is based on either population (universe) enquiry or _____ enquiry.
11. Marketing researchers can use _____ or primary data or both, to satisfy their information-gathering needs.
12. Primary data collected by surveys, experiments or observations by the field investigators are hastily entered into _____.
13. _____ techniques that do not make restrictive assumptions about the shape of a population distribution when performing test of a hypothesis is known as non-parametric tests.
14. Multivariate analysis or multivariate techniques may be defined as the collection of methods for _____ data in which a dependent variable is represented in terms of several independent number of observations which are available to define such relationship.
15. _____ analysis is concerned with the measurement of a combination of two or more attributes that are important in marketing decisions from customers point of view.
16. _____ is a management process with dual aims-firstly to achieve its own aims and secondly, to serve the society by satisfying the wants of the people.

17. _____ marketing is a technique where the marketer plays a specialist role in a particular segment.
18. Product _____ is the development of a product line which meets the needs of a certain group of customers.
19. The final stage of survey research in international markets is to write the report for the user of the _____ findings.
20. The formal Marketing Research proposal can be viewed as a series of steps called the _____ process.

SECTION B (Short Answers)

Answer any **SIX** questions. Each question carries **Five** marks (6x5=30)

1. Differentiate between market research and marketing research?
2. "In-depth interviews are similar to individual case studies." Comment.
3. What is the 'expected value' approach to decision making?
4. Develop a suitable rating scale to measure consumer satisfaction of a product.
5. Discuss the various steps in questionnaire design.
6. What is a sample size? How can it be determined??
7. What are the steps involved in data processing?
8. What is test marketing?

SECTION C (Long Answers)

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

1. What do you understand by the term research design? Explain the different types of research design?
2. Why is it necessary to estimate the value and cost of information before conducting research?
3. Describe marketing information system as a communication process. Illustrate with examples
4. Identify the type of scale (nominal, ordinal, interval, or ratio) being used in each of the following. Please explain your reasoning.
5. What is stratified sampling? When would you use a disproportionate stratified sample? How does it differ from proportionate sampling?
6. What is the significance of using multiple discriminant analysis? Explain in brief the technical details involved in such a technique.
7. What are the special requirements for overseas marketing research? How are they different from domestic market research?

Roll No.....

BACHELOR OF BUSINESS ADMINISTRATION

III YEAR EXAMINATION, 2017

Paper-BBAD-503

SALES MANAGEMENT

Maximum Time: 3 Hours

Maximum Marks: 100

(Write your Roll No. immediately on receipt of this question paper.)

Answer ALL questions of Section A, any SIX questions of Section B and any FIVE questions of Section C.

Section-A

(1X20=20)

Fill in the blanks:

1. In a _____ method the sales territory is designed in the form of spokes which radiate from the hub.
2. _____ is a type of competition in which there are large number of sellers of a generic kind of product but each seller's brand is differentiated from every other brand.
3. _____ theory given by J A Howard explains buying behaviour in terms of buying decision.
4. _____ involves manufacturer marketing activities directed at channel intermediaries.
5. _____ consists of a variety of company sponsored promotional activities that supplement both advertising and personal selling.
6. _____ is one of the pioneers in the area of television retailing.
7. The types of recruitment sources that can be employed are _____.
8. The major purpose of _____ testing is to identify the various aspects of a person's behaviour such as intelligence, achievements, interests, aptitude, personality traits, etc.
9. _____ is a conceptual framework which describes the stages through which a sales person passes in his career cycle.
10. Few of the important and appropriate methods of sales training are _____.
11. The three basic types of compensation plans are _____.
12. In a _____ employees can buy shares of the company at a discounted price and become shareholders of the company.
13. Herzberg in his dual factor theory identified hygiene factors which included _____.
14. Vroom's Expectancy Theory is based on the concepts of _____.
15. _____ are the basic tools used for the monitoring of sales personnel.
16. A _____ is a quantitative goal assigned to a sales unit relating to a particular period of time.
17. _____ shows the fluctuation of buying power of the masses and consumer food market indexes.
18. _____ is a method of Sales Budgeting which is used by large companies facing tough competition.
19. The various factors influencing ethics in sales management are _____.

20. Channels of distribution are established to eliminate the following kinds of barriers _____

SECTION-B

(5X6=30)

- Q1. Enumerate the various factors to be considered in designing a distribution channel.
- Q2. What is the importance of ethics in sales management? Discuss the various factors influencing ethics.
- Q3. Discuss the need and importance of evaluating performance of the sales personnel.
- Q4. What do you understand by sales budget and what is its purpose?
- Q5. How does Adam's Inequity theory motivate and demotivate the sales force?
- Q6. Define sales promotion and describe briefly various types of sales promotion.
- Q7. What is the relevance of size of sales force and territory design in strategy formulation?
- Q8. Briefly describe the various stages of Sales Management Cycle?

SECTION-C

(10x5=50)

- Q1. How do the selling theories influence the Buyer decision process? Explain with reference to AIDA theory.
- Q2. Describe in brief the various types of interviewing techniques used for selection of sales personnel.
- Q3. Discuss in detail the various types of compensation plans along with their advantages and disadvantages.
- Q4. What do you understand by modern retailing? Compare and contrast the modern retailing methods with the traditional retailing methods.
- Q5. How do quotas motivate the salesmen? Describe the needs and importance of quotas.
- Q6. Discuss the changing pattern of retail in the modern times. Elaborate on the major retail organizations prevalent in India.
- Q7. Discuss in brief the different methods of forecasting sales in sales management.

Bachelor of Business Administration

Examination III Year 2017

Paper- BBAD- 504

Total Quality Management

Time: Three Hours

Maximum Marks:100

(Write your Roll No at the top immediately on receipt of this question paper)

Answer all the questions of Section A, any six question of Section B and four question of Section-C

Section-A

Attempt all.

(2x10=20)

Define the following in very brief.

- Q1. Humillity.
- Q2. TQM.
- Q3. Re engineering.
- Q4. Benchmark.
- Q5. HALT.
- Q6. Quality Circle.
- Q7. Quality Planning.
- Q8. Kaizen.
- Q9. Just in Time.
- Q10. Pareto Analysis.

Section-B

(5X6=30).

Attempt any six questions.

- Q1. Quality is conformance to specifications Elucidate.
- Q2. Define Quality Management and its Strategy
- Q3. What are the various characteristics of TQM?
- Q4. Discuss the key factors for imparting Quality.

Q5. What are the various problems in managing Quality controls?

Q6. Why BPR is needed.

Q7. Discuss the use of Pareto Analysis.

Q8. Discuss in brief about the labour relations in TQM.

Section-C

(12.5X4=50).

Attempt any four questions.

Q1. Discuss the different phases of final phases in TQM.

Q2. What are the different stages of 5-S implementation.

Q3. Explain the concept and Principles of TQM.

Q4. Leaders are born not made. Do you agree? Explain.

Q5. Explain the key factors which evaluated risk in P-FMEA.

Q6. Explain what are five absolutes of Philip B. Crosby Quality Mgt.

Roll No. _____

BACHELOR OF BUSINESS ADMINISTRATION
IIIRD YEAR EXAMINATION 2017
JAMIA HAMDARD

Paper Code: BBAD-601

Paper Title: CONFLICT MANAGEMENT & NEGOTIATION SKILLS

Note: Write your roll no. immediately on the receipt of this paper.

Maximum Time: 03 Hours.

Maximum Marks: 100

Section A.

Fill in the blanks. Each question carries 1 mark, attempt all (1x20= 20 Marks)

1. Conflict implies both opposing interests or goals and opposing or _____
2. _____ conflict occurs with awareness of the existence of the latent conditions.
3. The 1954 experiment in Oklahoma is called the _____
4. _____ conflict arises between the employees or departments at the same level.
5. Conflict is not always _____
6. Conflict management style is often viewed in terms of a two _____
7. Derr has argued in favour of contingency approach to conflict management consisting of three strategies _____ and _____
8. Any negotiation must have two components _____ and _____
9. The people can be categorized into three broad types viz _____ and _____
10. Bargaining is a process in which each party tries to get _____
11. An agreement is not successful until it has been _____ implemented.
12. Anger is a _____ emotion and it's usually entirely curable by a good dose of time.
13. A _____ is a revision of a previous position you have held and justified publicly.
14. The latest extreme form of third-party assistance is _____, in which a _____ works with the two parties to help treat agreement.
15. The closing phase of negotiation has _____ stages.
16. If you are stuck in a _____ that has reached a standstill, and you have no other way of breaking the log jam, your opponent's anger might be just the _____ to do it.
17. _____ negotiators know how to harp on our fears of missing out on a good thing.
18. In some situations, you can tactfully state that your opponent's " _____ " is what is blocking the treatment
19. _____ is a more direct form of help.
20. Many new loan agencies specialize in _____ to people who traditionally have problems in getting loans.
- 21.

Section B

Attempt any 6 questions. Each question carries 5 marks (6x5 =30 Marks)

1. Discuss the following terms briefly
 - (a) PDG
 - (b) Tracking Game
 - (c) Robbers cave experiment

P.T.O

2. What are the broad basis of conflict organization, explain with relevant examples.
3. What is conflict simulation technique?
4. Write short notes on the following :
 - (a) Power play
 - (b) Bargaining
 - (c) Collaboration
5. Discuss the concept of negotiation, with examples.
6. How is an agreement formulated?
7. What are the 3 most common negotiating fears? Briefly discuss.
8. What should you know about a property before negotiating?

Section C

Attempt any 5 questions. Each question carries 10 marks (5x10=50 Marks)

1. State the differences in goal orientations between marketing and manufacturing. Also discuss the types of inter-organizational conflict.
2. Discuss appropriate situations for resulting conflict handling modes.
3. Elaborate the various conflict management strategies followed in an organization.
4. Why is it necessary to build goodwill with your opponent and how will you build it. Discuss citing examples.
5. What are the various ways to describe the procedures followed by negotiators?
6. List down the various things that you should never mention when you negotiate.
7. How will you make negotiations with a loan officer/ under easler?

-----END-----

Directorate of Open & Distance Learning
Jamia Hamdard

Bachelor of Business Administration

Examination III Year 2017

Paper- BBAD- 602

Environmental Management

Time: Three Hours

Maximum Marks:100

(Write your Roll No at the top immediately on receipt of this question paper)

Answer all the questions of Section A, any six question of Section B and four question of Section-C

Section-A

Answer all questions in very brief.

(2X10=20).

Define the following in very brief.

- Q1. Sustainable Development.
- Q2. Biodiversity.
- Q3. Food Chain.
- Q4. Ecosystem.
- Q5. Habitat.
- Q6. EMS.
- Q7. Environmental Aspect.
- Q8. Hazardous Waste.
- Q9. Reusing.
- Q10. Ozone Depletion.

Section-B

Answer any six questions.

(5x6=30)

- Q1. Describe the important steps which are required in attaining sustainable development.
- Q2. Why do the managers need to study Environmental Management?
- Q3. Why is it important for a manager to have knowledge about the functioning of ecosystem?
- Q4. What are Ozone layer and its functions?
- Q5. What are CFC's? How does it affect to the environment.
- Q6. What are EMS standard. Discuss in brief.
- Q7. What is the relationship between manufacturing and environmental protection.
- Q8. What is eco-Labeling? Define with examples.

Section-C

Answer any four questions.

(12.5x4=50)

- Q1. Describe the greenhouse effect. Prioritize the specific means for combating Global Warming.
- Q2. What is Montreal Treating? What impacts it has on Industry?
- Q3. What are the basic principles of ISO 14001?
- Q4. How would you carry out the disposal of Hazardous wastes?
- Q5. Discuss the major environmental problems associated with the industries.
- Q6. Write an account of Environmental protection Industry in India.

School of Open & Distance Learning
Jamia Hamdard
Annual Examination - 2017
BBAD - 603
Leadership

Time: Three Hours

Maximum Marks: 100

Section A

(1x20=20)

Answer all questions. Each carry one marks.

1. Some personality traits may lead people naturally into leadership roles. This is the..... theory.
2. Different people require different of leadership.
3. Leadership models help us to what makes leaders act the way they do.
4. Anything that prevents understanding of the message is a..... to communication.
5. Rewards should not be given on every occasion for good.....
6. The performance appraisal or evaluation is one of the most powerful..... tools available to a leader.
7. Skills are the knowledge and abilities that a gains throughout life.
8. Nature may be our internal guide, but..... is our explorer that has the final say in what we do.
9. The tutor / coach is the..... on role for the trainer.
10. A correct vision is vital for long term personal and organizational
11. Sometimes a leaders inspiring personality alone can foster.....
12. is the psychological term for shrinking individual responsibility in a group setting.
13. style of leadership allows the employee to make the decision.
14. Martin Luther King did not say, "I have a very good.....", he shouted, "I have a.....!"
15. The message or core idea you wish to consists of both verbal symbols and nonverbal symbols.
16. Providing feedback is accomplished by paraphrasing the words of the.....

17. People speak at to..... Words per minute.
18. Roles are the positions that are defined by a set of about behavior of any job incumbent.
19. A team is a..... of people coming together to collaborate.
20. Leaders play different roles in an

Section B

(6x5=30)

Attempt any six question out of eight.

1. Write a note on "Power and Leadership."
2. What are the barriers to communication?
3. What do you mean by "counseling"? Discuss the steps in counseling.
4. Discuss the general characteristics of leaders.
5. Which style of direction do you think is best – coaching or directing?
6. What do you mean by "team"? Discuss its characteristics features.
7. Define the term "Social Loafing". How they affect group activity?
8. Discuss some influencing leadership styles.

Section – C

(5x10=50)

Attempt any five questions out of seven:

1. Define leadership. Explain the Bass theory of Leadership.
2. Discuss communication process? Why effective communication is important for leadership?
3. What are the non- verbal behaviours of communication? Discuss.
4. What do you mean by "leaders traits"? Differentiate between characters and traits.
5. What are the five stages of team growth. Discuss in detail.
6. Why change is needed in today's business organizations? Briefly explain the four stages organization go throughout their growth.
7. Define motivation. What are the two things on which person's motivation depends?