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**Bachelor of Business Administration 3rd Semester
(2122)**

**ENGLISH AND BUSINESS COMMUNICATION
SKILLS**

Paper : BBA-201

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :—(1) Attempt all the parts of a question together.

(2) Write in neat and legible hand.

1. Answer any two questions in about 100-120 words each :

(a) What were the qualities that made Hughie Erskine popular with men and women ?

(b) How did Della and Jim react when they found that they could not 'use' their gifts ?

(c) What qualities of head and heart made Vikramaditya a well-loved King ?

(d) What 'sub-story' does Eleanor tell Bertram and with what motive ? 5

2. Write answer to any one of the following in 300-350 words each :

(a) Did Jim and Della sell their dearest possessions to no purpose ?

(b) The two women in the story 'fur' are a study in contrast. How do they differ from each other ? 10

3. Read the given passage and answer the questions :

Man has become very busy because he is always after material success. He has no time to stand and stare and think of the real significance of life. The cult of modern civilization is work. Wastage of a single minute is considered a crime. We have forgotten the uses of leisure. That is why modern man is a victim of neurosis, depression and hurry and worry. Today we always think of success. The idea of success is unlimited and so the time devoted to success is infinite. The result is that modern man is always under stress and strain and realise the value of leisure in daily life. He doesn't devote time to self introspection and is always restless. Leisure in life is so important that it gives man time to plan things in clam and quiet manner. In fact aggressiveness and restlessness are the banes of modern civilization. One must know that without proper leisure success has no meaning. According to an American writer the Devil is the busiest creature in the world. The divine in man loses the significance success in life is measured in terms of money. The idea of success has made us selfish without moral and social obligations. The uses of leisure are many. We can devote leisure to humanitarian work. It leads to lasting peace of mind. Money can buy pleasure but not happiness and freedom from anxiety and strain. Leisure spreads sunshine in our lives and those of others. One can use leisure for mental and spiritual

development. Therefore, one must spare some time for higher activities and creative mode of life.

Answer the following questions :

- (1) What is the situation of man in this material world ?
 - (2) What is the cult of the modern civilization ?
 - (3) What is the result of man's clamouring for success ?
 - (4) What is the importance of leisure in life ?
 - (5) List three uses of leisure of life. 5
4. Match the words in Column 'A' with their meaning in Column 'B' :

Column 'A'

(i) Wretched

(ii) Mound

(iii) Yearn

(iv) Frolicsome

(v) Stroll

(vi) Muster

Column 'B'

Collect

Playful

Walk

Want

Miserable

Hillock

5

5. Write a letter from a shopkeeper to a customer asking for the settlement of an overdue account.

OR

Write a letter to a Business House complaining against the incivility of an employee. 5

6. Draft any **four** of the following :
- (a) Write a memo to the Office Manager informing him of the purchase of the office chairs.
 - (b) Draft a Public Notice for a Free Vaccination Camp.
 - (c) Draft an auction notice for the sale of a plot of land.
 - (d) Draft a Tender Notice regarding construction of Boys Hostel in your college.
 - (e) Draft an advertisement for a newly launched car by your company. 10

7. Attempt any **two** of the following :
- (a) Write a note on the need and importance of business communication.
 - (b) What do you understand by grapevine ?
 - (c) Explain horizontal and vertical communication. 5

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Bachelor of Business Administration 3rd Semester
(2122)

OPERATION RESEARCH

Paper-BBA 202

Time Allowed : Three Hours] [Maximum Marks : 80

- Note :—(1) Attempt any four questions from Unit I.
(2) Attempt any two questions each from Unit II and Unit III.

UNIT-I

1. (a) What is degeneracy ? How it can be resolved in case of transportation problem ?
(b) Explain zero sum two person game with suitable example.
(c) Solve the following game :

		Player B	
		B1	B2
Player A	A1	8	10
	A2	12	6

- (d) In a factory, there are six jobs to perform, each of which should go through two machines A and B, in the order A, B. The processing timings (in hours) for the

jobs are given here. You are required to determine the sequence for performing the jobs that would minimize the total elapsed time.

Job	J1	J2	J3	J4	J5	J6
Machine A	1	3	8	5	6	3
Machine B	5	6	3	2	2	10

(e) Solve the following transportation problem using VAM :

Source	Destination			Supply
	A	B	C	
1	2	7	4	5
2	3	3	1	8
3	5	4	7	7
4	1	6	2	14
Demand	7	9	18	34

(f) A Director in a Management Institute has the problem of assigning courses to teachers with a view to maximizing educational quality in his Institute. He has available to him four professors namely A, B, C and D. Four courses must be cleared and after appropriate evaluation, the Director has arrived at the following relative ratings (100 = best rating) regarding the ability of each instructor to teach each of the four courses :

	Course 1	Course 2	Course 3	Course 4
Prof 1	60	40	60	70
Prof 2	20	60	50	70
Prof 3	20	30	40	60
Prof 4	30	10	30	40

How should he assign his staff to the courses to realize his objective ?

5 marks each

UNIT-II

2. Define Operations Research. Explain the scope and significance of operations research. Describe some methods of O.R.
3. What is linear programming problem ? What are the assumptions in formulating linear programming problem ? Explain main limitations of linear programming problem.
4. A farmer has 1,000 acres of land on which he can grow corn, wheat or soyabean. Each acre of corn costs Rs. 100 for preparation, requires 7 man-days of work and yields a profit of Rs. 30. An acre of wheat costs Rs. 120 to prepare, requires 10 man-days of work and yield a profit of Rs. 40. An acre of Soyabean costs Rs. 70 to prepare, requires 8 man days of work and yields a profit of Rs. 20. If the farmer has Rs. 1,00,000 for preparation and can count on 8,000 man-days of work, how many acres should be allocated to each crop to maximize profits ? Solve using simplex method.
5. A travelling salesman has to visit 5 cities. He wishes to start from a particular city visit each city once and then return to his starting point. Cost of going from one city to another is shown below. You need to find the least cost route.

		To City				
		A	B	C	D	E
From City	A	-	2	6	10	8
	B	12	-	5	22	4
	C	18	14	-	6	14
	D	26	4	3	-	10
	E	9	6	10	2	-

15 marks each

UNIT-III

6. It is a game between two players where A is maximizing player and B is minimizing player. Player A wins B's coin if the two coins total are equal to odd number and loses his coin if total of two coins is even. It is game of 1, 2, 5, 10 and 50 rupees coins. Determine the pay off matrix, the best strategies for each player and the value of game to A.
7. A small project consisting of eight activities has the following characteristics :

Time estimate in weeks				
Activities	Preceding activity	Most optimistic time	Most likely time	Most pessimistic time
A	NONE	2	4	12
B	NONE	10	12	26
C	A	8	9	10
D	A	10	15	20
E	A	7	7.5	11
F	B,C	9	9	9
G	D	2	3.5	7
H	E,F,G	5	5	5

- (i) Draw the PERT network for the project.
 (ii) Prepare the activity schedule for the project.
 (iii) Determine the critical path.
8. Differentiate between PERT and CPM. What are the applications of PERT and CPM in business ?
9. Explain in detail the sequencing problem. What are the different classification of sequencing problems ? Explain its application in business. 15 marks each

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Bachelor of Business Administration 3rd Semester

(2122)

MARKETING MANAGEMENT

Paper : BBA 203

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any **FOUR** short answer type questions from Section-A. Attempt **TWO** questions each from Sections B and C respectively.

SECTION—A

(Each question carries 5 marks)

1. Answer any **FOUR** of the following :—
 - (a) What is Green Marketing ?
 - (b) List down the steps in new product development process.
 - (c) Outline various packaging decisions.
 - (d) What is Direct Selling ?
 - (e) What is packaging ?
 - (f) What is Indoor advertising ?

SECTION—B

(Each question carries 15 marks)

2. You are going to market to purchase a new Jacket for attending a friend's wedding. What factors would you keep in mind while buying the Jacket ?
3. Suggest the STP strategy to a new FMCG company that wants to introduce a new set of herbal toothpastes. Also give justification for choosing such strategy.
4. Explain the traditional and modern concepts of marketing.
5. Explain in detail the steps involved in marketing research process.

SECTION—C

(Each question carries 15 marks)

6. What is the relevance of Customer relationship management in today's marketing environment ?
7. Explain in detail the different types of distribution channels. Also discuss their benefits and limitations.
8. Discuss different pricing policies and strategies.
9. Suggest a promotion mix for a new cosmetics company that wants to introduce a new set of lipsticks. Also give reasons for suggesting such promotion mix.

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Bachelor of Business Administration 3rd Semester
(2122)

ECONOMICS OF MONEY AND BANKING

Paper : BBA-204

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— (1) Section A is compulsory. Attempt any four questions. Each question carries 5 marks.

(2) From Sections B and C attempt any two questions. Each question carries 15 marks.

SECTION— A

1. Attempt four questions :

- (i) Differentiate between different types of Money.
- (ii) List the qualities of Good Monetary System.
- (iii) Differentiate between E-banking and EFT.
- (iv) Explain the process of Cheque Truncation System (CTS).
- (v) Explain the concept of money multiplier in determination of money supply.
- (vi) State the importance of capital adequacy.

SECTION—B

2. (a) Explain the Keynesian Model explaining theory of demand of money.
(b) Highlight the main features of Fisher's quantity theory of money.
3. Explain Baumol and Tobin Inventory Theoretic Approach.
4. Discuss the various causes of inflation. Explain the effects of inflation. Discuss the monetary measures to control inflation.

SECTION—C

5. Discuss the Banking structure in India. Explain functions of RBI in managing financial stability in the country.
6. What are the different types of risk management ? What are the steps in risk management process ? What are the methods used to manage risk ?
7. Discuss the guidelines to manage asset liability in Indian Banking Industry. What are the techniques used to manage risk in banking sector ?
8. Describe the advantages and disadvantages of traditional and electronic payments systems. Discuss the Security threats in e-banking. Describe the role of RBI in addressing the security issues in e-payment system.

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Bachelor of Business Administration 3rd Semester
(2122)

LEGAL FRAMEWORK FOR COMPANIES

Paper : BBA-205

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :—(1) Attempt any **four** questions out of **six** from Unit I.
Each question carries **5** marks.

(2) Attempt any **two** questions from Units II and III.
Each question carries **15** marks.

UNIT-I

1. (a) Define company.
- (b) One person company.
- (c) Pre-incorporation contracts.
- (d) Distinguish between Transfer and Transmission of shares.
- (e) 45BA system.
- (f) Extra ordinary meeting. 4×5=20

UNIT-II

2. Explain the various characteristics of a company with special emphasis on Separate Legal Entity.
3. Discuss the various clauses of MOA and procedure for its alteration.

4. Define the doctrine of constructive notice and Indoor Management. Explain the exceptions to Indoor Management.

5. State the various liabilities for mis-statement in the prospectus.

2×15=30

UNIT-III

6. State the provisions of the Companies Act, 2013 relating to issue of shares at premium and discount.

7. How are the Directors appointed under Companies Act ?

8. Discuss the rights, responsibilities and liabilities of a Director under Companies Act.

9. Explain the pre-requisite of Annual General Meeting.

15×2=30