

(i) Printed Pages : 2 Roll No. ....

(ii) Questions : 14 Sub. Code : 

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Bachelor of Business Administration (FYUP) 3rd Semester  
(2125)

**PSYCHOLOGY FOR MANAGERS**

Paper : NBBA301 [Common With BBA Business Innovation &  
Entrepreneurship (FYUP) 3rd Sem. BBA Banking  
Financial Services & Insurance (FYUP) 3rd Sem.]

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any *four* short answer type questions from  
Section –A. Each question in this section carries 5 marks.  
Attempt any *two* essay type questions each from  
Section–B and C respectively. Each question in these sections  
carries 15 marks.

**SECTION—A**

1. Discuss the factors influencing personality.
2. Explain the components of attitude.
3. Discuss the concept of individual behaviour.
4. Differentiate motivation from morale.
5. Describe the qualities of a leader.
6. What is meant by interpersonal behaviour?

### SECTION—B

7. Outline the need and importance of organisational behaviour in today's environment.
8. What is the significance of understanding the personality of an individual in an organisation? Illustrate.
9. Define values. How are they different from attitude? How can attitude of an individual be measured?
10. Define perception. Discuss its process and elements.

### SECTION—C

11. Critically evaluate the theories of motivation.
12. What is transactional analysis? Explain its applications in detail.
13. What do you understand by leadership? Explain different styles of leadership.
14. Define conflict. Discuss the reasons that lead to organisational conflict.

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**Bachelor of Business Administration (FYUP) 3<sup>rd</sup> Semester  
(2125)**

**MARKETING MANAGEMENT**

**Paper : NBBA302 [Common with BBA Business Innovation  
& Entrepreneurship (FYUP) 3<sup>rd</sup> Sem. & B.B.A. Banking  
Financial Services & Insurance (FYUP) 3<sup>rd</sup> Sem.]**

**Time Allowed : Three Hours] [Maximum Marks : 80**

**Note :—** Attempt any **four** short answer type questions from Section - A. Each question in this section carries **5** marks. Attempt any **two** essay type questions each from Section - B and C respectively. Each question in these sections carries **15** marks.

**SECTION—A**

1. List and briefly explain stages of the Marketing Process.
2. What is Product Positioning? Give a simple example.
3. Explain the importance of Branding Decisions for a new product.
4. Explain Price Skimming as a pricing strategy.
5. What is Customer Relationship Marketing?
6. Explain the Intangibility and Perishability characteristics of services.

### SECTION—B

7. What is Marketing? Explain the nature and scope of marketing in a modern business environment.
8. Give an overview of the Marketing Environment. Discuss the impact of various environmental factors on marketing decisions in the Indian Context.
9. What is Market Segmentation? Discuss the various bases for segmenting a consumer market.
10. Explain the Product Life Cycle concept. Discuss the suitable marketing strategies that should be adopted by a company at each stage of the PLC.

### SECTION—C

11. What are Pricing Decisions? Discuss the key determinants of price that a company must consider before setting a price.
12. Explain the key characteristics, advantages, and disadvantages of Advertising and Personal Selling as promotional tools.
13. What are Marketing Channels? Explain the various channel functions that intermediaries perform to ensure products reach the final consumers efficiently.
14. What is Digital Marketing? Discuss the basic concepts and key components of digital marketing in today's business scenario.

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**Bachelor of Business Administration (FYUP) 3<sup>rd</sup> Semester  
(2125)**

**BUSINESS STATISTICS**

**Paper : NBBA 303 [Common with BBA Business Innovation  
& Entrepreneurship (FYUP) 3rd Sem. & BBA Banking  
Financial Services and Insurance (FYUP) 3rd Sem.]**

**Time Allowed : Three Hours] [Maximum Marks : 80**

**Note :—** Attempt **FOUR** short answer type questions from Section-A. Each question carries **5** marks. Attempt **TWO** questions each from Sections B and C respectively. Each question carries **15** marks.

**SECTION—A**

1. Distinguish between primary data and secondary data.
2. What are the properties of regression coefficient?
3. Draw less than and more than ogives from the data given below:

Marks	No. of Students
0-5	4
5-10	6
10-15	10
15-20	10
20-25	25

Marks	No. of Students
25-30	22
30-35	18
35-40	5

4. If the covariance between X and Y variables is 10 and the variance of X and Y are respectively 16 and 9, find the coefficient of correlation.
5. Compute 3 yearly moving averages for the following data :

Year	Actual Value
1981	7
1982	8
1983	9
1984	11
1985	10
1986	12
1987	8
1988	6
1989	5
1990	10

6. The coefficient of variation of a series is 58%. The standard deviation is 21.2. What is the arithmetic mean?

#### SECTION—B

7. "Statistics are numerical statements of facts in any department of inquiry and placed in relation to each other." Comment and discuss the characteristics of Statistics.
8. The median and mode of the following wage distribution of 230 workers are known to be Rs. 33.5 and Rs. 34 respectively. Three frequency values from the table however are missing.

Find the missing values:

Wages in Rs.	No. of Workers
0-10	4
10-20	16
20-30	-
30-40	-
40-50	-
50-60	6
60-70	4
<b>Total</b>	230

9. The mean and standard deviation of 200 items are found to be 60 and 20 respectively. If at the time of calculations, two items were wrongly taken as 3 and 67 instead of 13 and 17, find the correct mean and standard deviation. What is the correct coefficient of variation?
10. Find the correlation coefficient between age and playing habits of the following students using Karl Pearson's coefficient of correlation method :

Age	15	16	17	18	19	20
No. of students	250	200	150	120	100	80
Regular Players	200	150	90	48	30	12

### SECTION—C

11. Define Index Numbers. Discuss the problems in the construction of Index Numbers. Discuss their uses.

12. Regression equations are :

$$8x - 10y + 66 = 0$$

$$40x - 18y = 214$$

$$\text{Variance of } x = 9$$

Calculate :

- The mean values of  $x$  and  $y$ .
- Standard deviation of  $x$  and  $y$ .
- Coefficient of correlation between  $x$  and  $y$ .

13. Calculate Fisher's Ideal Index from the following data and show that it satisfies both the time reversal and factor reversal tests:

Commodity	1980		1990	
	Price	Total Expenditure	Price	Total Expenditure
A	8	100	10	90
B	10	60	11	66
C	5	100	5	100
D	3	30	2	24
E	2	8	4	20

14. Below are given the annual production (in thousand tons) of a fertilizer factory:

Year	1977	1978	1979	1980	1981	1982	1983
Production	70	75	90	91	95	98	100

- Fit a straight line trend by the method of least squares and tabulate the trend values.
- Convert your annual trend equation into a monthly and quarterly trend equation.
- What is the rate of growth of production per month?

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**Bachelor of Business Administration (FYUP) 3<sup>rd</sup> Semester  
(2125)**

**GOODS & SERVICES TAX**

**Paper : NBBA 304 [Common With BBA Business Innovation  
And Entrepreneurship (FYUP) 3rd Sem. & BBA Banking  
Financial Services And Insurance (FYUP) 3rd Sem.]**

**Time Allowed : Three Hours] [Maximum Marks : 80**

**Note :—** (1) Attempt any 4 questions from Section A. Each question carries 5 marks.

(2) Attempt any 2 questions each from Sections B & C respectively. Each question carries 15 marks.

**SECTION—A**

1. Differentiate between Direct Tax and Indirect Tax.
2. What is Composition Levy Scheme?
3. Define Electronic Credit Ledger.
4. Write a short note on GST Eco System.
5. How is 'Time of Supply' determined for supply of goods through vouchers?
6. Under what circumstances, the registration of a dealer is cancelled?

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### SECTION—B

7. What are the shortcomings of previous tax structure in India leading to need of a new tax regime?
8. Discuss in detail persons liable for registration under GST.
9. Explain various classes of officers appointed under GST. What kind of powers are granted to officials as per GST Act?
10. What is Input Tax Credit? Explain its significance.

### SECTION—C

11. Explain in detail about interstate supply of goods and services under GST.
12. Discuss various exemptions available under GST in detail.
13. Discuss in detail the rules for determining place of supply of goods.
14. Explain various penalties which are imposed u/s 122 of GST Act.