

Dr. Jyoti Agrawal

BBA 1st year

Dr. Kamalika Gauria Legal Aspects of Indian Business

Short type questions:-

- Q1 Define void contract?
- Q2 What is quasi contract?
- Q3 What is meant by revocation of a proposal?
- Q4 What are remedies for breach of contract?
- Q5 What is agency of ratification?
- Q6 What is implied condition of merchantability?
- Q7 "Mere Silence is not a fraud". Comment.
- Q8 Discuss the case of Mohari Bibee v/s Dharmodas Ghosh
- Q9 Explain the difference between Right of Lien and Stoppage in Transit
- Q10 What do you mean by Company Secretary?
- Q11 What do you mean by Independent Director?
- Q12 What do you mean by Doctrine of Constructive Notice?
- Q13 What do you mean by "the holder in due course"?
- Q14 State the distinction between bills of exchange & cheque
- Q15 Difference between holder and holder in due course.

Long Type questions:-

- Q1 "All contracts are agreements but all agreements are not contracts." Explain.

Or

State briefly the position of a minor with regard to the

agreements entered into by him

Q2 Distinguish between contract of indemnity and guarantee. In which circumstances a surety is discharged from his liability?

OR

State the rights & duties of an agent towards his principal.

Q3 Define a contract of sale of goods. Distinguish between a sale & an agreement to sell.

OR

What is meant by unpaid seller? What are the rights of an unpaid seller against the goods? Explain.

Q4 What is "Negotiable Instrument"? Explain its characteristics and presumption?

OR

What do you mean by holder in due course? State the essentials. State the difference between holder and holder in due course.

Q5 "A company has a separate legal existence ~~other~~ other than of its members." Discuss the statement and state the circumstances under which the court may ignore this principal.

OR

"While the directors are the brains of the company, the secretary is its ears, eyes & hands." Discuss the position of a company secretary in the light of this statement.

Business Finance

Short Questions:

1. What is Financial Environment?
2. Distinguish between Direct and Indirect Finance.
3. What is meant by financial forecasting?
4. What do you mean by wealth maximization?
5. "Sound financial management is the key to the prosperity of corporations." Explain.
6. What is meant by under capitalization and over capitalization?
7. What is capital rationing?
8. What is IRR? Give its formula.
9. What is meant by operating cycle?
10. "Working Capital to a business is what blood circulation is for human body." Explain.
11. Differentiate between Stringent and Liberal Credit Policy.
12. Define ABC Analysis.
13. What is 'Fund from Operations'? How is it calculated?
14. What is meant by combined leverage? Give formula.
15. What is PV ratio? Give formula.

Business Finance

Short Questions:

1. What is the meaning of business financing?
2. What is meant by External Financing?
3. Give four functions of SEBI.
4. Define financial management.
5. State four functions of CFO.
6. Define Watered Capital.
7. What is weighted average cost of capital?
8. What is capital budgeting?
9. "Debt is the cheapest source of finance." Comment.
10. Give two alternate names of working capital.
11. What are delinquency cost?
12. What is Economic Order Quantity? Give formula.
13. Give three examples each of sources and application of funds.
14. Differentiate between operating and financial leverage.
15. What is Cost-Volume-Profit analysis?

Business Finance

Long Questions

1. What are financial intermediaries? Explain the role of financial intermediaries in business finance.
2. Discuss the tasks and responsibilities of a modern finance manager.
3. "As between under and over capitalization, the former is the lesser evil of the two, but still both should be discouraged and the ideal should be fair capitalization." Comment.
4. Calculate the operating cycle and working capital requirements from the following figures of Sonia Ltd:

	Balance as on 1 st April, 2009	Balance as on 31 st March, 2010
Stock of:	Rs.	Rs.
Raw Materials	21,750	26,250
Work in Progress	18,500	20,000
Finished Goods	21,000	27,000
Sundry Debtors	25,000	35,000
Creditors	17,350	20,000
Wages and Mfg. Expenses	-	1,12,500
Administration Expenses	-	10,000
Selling & Distributions Expenses	-	5,000
Purchase of Materials (All Credit)	-	1,24,000
Total Sales (All Credit)	-	3,00,000

Assume 360 Days in a year

5. The share capital of a company is Rs. 10,00,000 with shares of face value of Rs. 10. The company has debt capital of Rs. 6,00,000 at 10% rate of interest. The sales of the firm are 3,00,000 units per annum at a selling price of Rs. 5 per unit and the variable cost is Rs. 3 per unit. The fixed cost amounts to Rs. 2,00,000. The company pays tax at 35%. If the sales increase by 10%, calculate:
 - (i) Percentage increase in EPS
 - (ii) Degree of operating leverage at the two levels, and
 - (iii) Degree of financial leverage at the two levels.

Business Finance

Long Questions

1. How stock exchange are regulated in India? Explain the role of SEBI in this connection.
2. What do you understand by financial management? Discuss its significance in business management.
3. What is financial planning? Discuss the factors affecting financial planning and also explain the steps in financial planning.
4. A company uses annually 50,000 units of an item each costing Rs. 1.20. Each order costs Rs. 45 and inventory carrying cost is Rs. 15% of the annual average inventory value.
 - (i) Find EOQ
 - (ii) If the company operates 250 days a year, the procurement time is 10 days and safety stock is 500 units, find Re-order level, maximum, minimum and average inventory.
5. From the summary cash account of X Ltd. prepare Cash Flow Statement for the year ended 31st March 2010 in accordance with AS-3 (Revised) using the direct method. The company does not have any equivalents.

Summary Cash Account for the year ended 31.03.2010

	Rs.		Rs.
Balance as on 1-4-2009	50,000	Payment of Suppliers	20,00,000
Issue of Equity Shares	3,00,000	Purchase of Fixed Assets	2,00,000
Receipts from Customers	28,00,000	Overhead Expenses	2,00,000
Sale of Fixed Assets	1,00,000	Wages and Salaries	1,00,000
		Taxation	2,50,000
		Dividend	50,000
		Repayment of Bank Loan	3,00,000
		Balance as on 31-3-2010	1,50,000
	32,50,000		32,50,000

BBA II Year

Academic Session 2017-18

Strategic Management – (Code: BBA-114)

Short Questions ()

- Q1. What do you mean by Strategic Management?**
- Q2. What are the important features of a strategy?**
- Q3. What is the difference between strategy and tactics?**
- Q4. What are the levels of strategy?**
- Q5. Distinguish between 'Strategic Management and Operational Management'.**
- Q6. What are the limitations of Strategic Management?**
- Q7. What is Organization's Mission?**
- Q8. Explain the concept of Goal.**
- Q9. What is the difference between vision and mission?**
- Q.10. What do you mean by Objectives?**
- Q11. What are the characteristics of a good mission.**
- Q12. discuss the major characteristics of effective goal.**
- Q.13 What is Environmental scanning?**
- Q14. What do you mean by external environment.**
- Q15. What is SWOT?**

BBA II Year

Academic Session 2017-18

Strategic Management – (Code: BBA-114)

Long Questions (20mm * 5)

Q1. Define Strategic Management. Explain its needs, importance and limitations. (20mm)

Q2. What do you understand by Strategy? Define different levels of strategies. (20mm)

Q3. Explain in detail, the role of strategic Management in decision making. (20mm)

Q4.” Strategic Management process should be dynamic, continuous and flexible. “Explain this statement and state the main features of Strategic Management process. (20mm)

Q5. Write a short note on:

a) Objectives & Goals.

b) Hierarchy of Objectives.

c) Vision & Mission.

Bachelor of Business Administration Part II

Paper III (2017-18)

Human Resource Management

Q1 Short answer type

- A) Define Human Resource Management.
- B) Write four importance of HRM
- C) List four functions of HRM
- D) Write the role of HRD
- E) What do you mean by 360 degree appraisal?
- F) List four external sources of recruitment
- G) Define job analysis.
- H) Give two differences between training and development.
- I) Write meaning of career development.
- J) Write steps for training process
- K) What is Job Rotation?
- L) Write four motivation techniques.
- M) Explain managerial grid in short.
- N) Write purpose of potential appraisal.
- O) Define Behaviorally Anchored Rating Scale.

Q2 Descriptive type questions

1. Define HRM and Explain role of HR department.

Or

Write detail note on HR environment in India.

2. Define HRP and give its process.

Or

“Recruiting is the discovering of potential candidate for actual or anticipated organizational vacancies.” What are the different sources of recruitment?

3. Explain concept of HRD. Describe major HRD sub-systems

Or

Define training and elaborate training methods.

4. Write note on any two

A. career planning and development

B. 360 degree appraisal

C. Merit rating

Or

What are the objectives of career planning, also state its limitations.

5. Explain any four theories of motivation in detail.

Or

Write essay on different leadership styles

Bachelor of Business Administration

Paper III (2017-18) *P II year*

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Marketing Management

Short Answer Type Question

- What do you understand by "Marketing"?
- Explain the difference in Marketing and selling.
- What do you mean by Green-Marketing?
- In brief, explain four components of Marketing Mix.
- Discuss Micro Environment and its components.
- What is the nature of Consumer behaviour
- What are the roles of women in buying behaviour of Indian Consumers
- What do you mean by market segmentation?
- What are the bases of market segmentation?

Define Product life-cycle.

Differentiate in Durable & Non-Durable Products.

What is Brand, Brand Name and Brand-Mark,

Write a detailed note on "Patent".

Define 'Pricing'. Explain influencing factors of price determination.

What do you mean by distribution channels. Describe factors affecting choice of channel of Distribution.

Marketing Management

Long Answer Type Questions

1. Marketing Mix is a mix of mixes: Explain the statement alongwith marketing components.
 2. What is Consumer behaviour? Discuss the determinant factors of Consumer behaviour.
 3. Define Pricing. Explain influencing factors of Price determination. Discuss the importance of pricing.
 4. What do you understand by channel of distribution. Discuss the factors affecting choice of a distribution channel.
5. Write short Notes on :-
1. Integrated Marketing Communication.
 2. The AIDA concept.
6. What is the meaning of Advertising media? Discuss the points considered while selecting a media of advertising.

BISA 11 year
Marketing Management

Short Answer type Questions

1. → What are the Marketing Functions?
2. → "Exchange is the basis of Marketing". Explain the statement.
3. → Explain the meaning and role of E-marketing.
4. → Enumerate 4 P's and 4 C's of Marketing mix.
5. → Discuss the factors affecting Marketing Environment.
6. → What do you mean by organisational buying behaviour?
7. → Discuss the theories of buying behaviour of Consumer.
8. → Explain the strategies of market segmentation.
9. → Which are the stages of Product life cycle?
10. → Explain the various components/aspects of a Product.
11. → What is After-sale Service? Discuss the needs & methods of After-Sales Services.
12. → What is Trademark? Classify difference in Brand & Trademark.
13. → Discuss in brief the various objectives of Pricing.
14. → What is Sales promotion? Describe the characteristics.
15. → Discuss the methods of sales-promotion in brief.

Marketing Management

Long Answer Type Questions

1. What do you understand by "Marketing & Selling". Distinguish between both.
2. Define Product life Cycle. Explain the different stages of Product life Cycle.
3. What do you understand by Product Development? Explain the process of Product Development.
4. What is the meaning of Promotion-Mix. Give main components of Promotion-Mix.
5. Describe the elements of Marketing Communications Mix.
6. Write the meaning & characteristics of Rural Markets. Describe the growing significance of rural markets.

Organisational Behaviour

BBA

Short answer Type Questions :

- Q1. What is organisational behaviour?
- Q2. List some emerging trends in organisational behaviour?
- Q3. Discuss MBIT model?
- Q4. What is extroversion and introversion in personality?
- Q5. Explain ERG theory of motivation?
- Q6. Discuss the relationship between motivation and behaviour?
- Q7. What is the concept of learning?
- Q8. Write a note on reinforcement?
- Q9. What is group behaviour?
- Q10. What is brain storming technique?
- Q11. Define leadership?
- Q12. What are different leadership skills?
- Q13. What is role conflict?
- Q14. What are various types of conflict?
- Q15. What is stress?
- Q16. Discuss various stages of stress?
- Q17. What is organisation reward system?
- Q18. Describe positive and negative rewards.
- Q19. What is power?
- Q20. What are various tactics to gain process?

Long answer Type Questions

Q1. Define organisational Behaviour? Explain the role of O.B in today's business Organisation?

Q1. "Is study of organisation behaviour useful for management studies". If yes then, why?

Q2 Explain the concept of personality? How does it determine the behaviour of an individual.

Or

Q2. What are various personality theories? How will you integrate various theories to get a satisfactory theory of personality?

Q3 "Expectancy theory is one of most complex, intricate and logical theories of motivation." Examine the truth in this statement.

Or.

Q3 "You can't motivate managers. They are self-profiled you just get out of their way if you really want performance." Comment.

Q4 What different theories of group formation. Do they explain group formation performance fully? How?

Or

Q4 Write a short note on:

→ Free-rein leadership

→ Managerial Grid

→ Behavioural approach to leadership.

Q5 "Coping strategies for stress can be adopted at individual level as well as organisation level." Explain these strategies and their role for preventing and more effectively managing stress.

Or.

Q5 How can so called "new pay" techniques help solve some of the major challenges facing today's organisation? Give some specific examples.

BBA III Year
Paper-II
Indian Management Thought and Business Leaders

Q1 Short answer type

- a. Define Values.
- b. Give meaning of ethics and ethos.
- c. List 10 companies in business ethics.
- d. What do you mean by morals?
- e. What is the relevance of values in management?
- f. Give two differences between western and Indian values.
- g. Define spirituality.
- h. Give supreme message of Bhagvad Gita.
- i. Write note on Gandhiji's trusteeship principle.
- j. Write some ethical learning's from Ramayana.
- k. Write note on Ajim Premji as business leader.
- l. What is core competence theory of C.K.Prahlad?
- m. Give note on Vivekanands teaching
- n. Through light on economic ideas of Kautilya
- o. Write note on Sunil Bharti Mittal as First Generation entrepreneur

Q2 Descriptive answer type

1. Define values. Write detail note on role of values in management.

Or

Elaborate the importance of yoga in management.

2. State the dimensions of Vedic Management.

Or

Correlate the teachings of Bhagwad Gita with Modern management.

3. Write an essay on the contributions of C.K. Prahlad to management.

Or

Write detail note on Mahatma Gandhi as Indian Thinker.

4. Why G.D. Birla known as Business Leader?

Or

Write note on leadership style of Dhirubhai Ambani.

5. What learning do we get from Narayana Murthy as business leader?

Or

What entrepreneurship lesson do you learn from Azim Premji?

BBA III Year

Paper-II

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