

A-1272

Total Pages : 3

Roll No.

BBA(N)-201

(Introduction to Business Studies)

2nd Semester Examination, Session December 2024

Time : 2:00 Hrs.

Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions) 2×19=38

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

1. Explain selection process by providing suitable examples. Also discuss the importance of selection process in an organisation.
2. What is the significance of working capital for a manufacturing firm ? What will be the consequences of shortage and excess of working capital ?
3. What is modern concept of marketing ? In what ways the modern concept of marketing is different from traditional concept of marketing ?
4. What do you mean by appropriate capital structure ? What factors might a firm consider while making capital structure decision ?
5. What does training means ? Describe the variuos on the job and off the job training methods.

Section–B

(Short Answer Type Questions) 4×8=32

Note :- Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. Investment, Financing and Dividend decisions are all inter- related comment.
2. Outline in brief the concept of segmentation, targeting and positioning.
3. Distinguish with the help of examples between “selling” and “marketing”.
4. What is the need of training in an organisation ?
5. Write a short note on 360 degree performance appraisal technique.
6. Define marketing research. What is the need to conduct marketing research ?
7. What is the difference between profit maximization and wealth maximization objective in financial management ?
8. Describe the EOQ model.
