

A-1118

Total Pages : 3

Roll No.

BBA (N)-201

Introduction to Business Studies

Examination February, 2026

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.

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(1)

P.T.O.

1. Define Human Resource Management. Explain its importance in modern organizations and discuss the key functions of HRM.
2. What is Market Segmentation ? Explain the different bases of market segmentation. How does segmentation help a business firm in achieving its marketing objectives ?
3. Explain the concept of Training and Development. Discuss the need for training and describe various methods of employee training.
4. What is Financial Management ? Explain its objectives and discuss the scope of financial management in a business organization.
5. Define Inventory Management. Explain its objectives and discuss the techniques used for effective inventory control.

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. Explain the concept and objectives of Job Analysis.
2. What are the external sources of recruitment ?
3. Define Consumer Behaviour and state its importance.
4. Explain the role of Marketing Research in business decision-making.
5. What is Advertising ? Explain its main objectives.
6. Define Investment Decision and explain its significance.
7. What is Working Capital Management ? Explain its importance.
8. Define Capital Structure. What factors influence capital structure decisions ?
