

Roll. No. : .....

# **BBA (N)-201**

**Second Semester Examination, 2024 (June)**

**Bachelor of Business Administration (BBAN-23)**

**[Introduction to Business Studies]**

**Time : 2 Hours ]**

**[ Maximum Marks : 70**

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**Note :** This paper is of seventy (70) marks divided into two (2) 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)**

**Note :** Section 'A' contains five (5) long answer type questions of Nineteen (19) marks each. Learners are required to answer any two (2) questions only. **2 × 19 = 38**

1. Explain the scope of Human Resource Management (HRM) and its importance in modern organizations. Provide

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examples to illustrate how HRM contributes to organizational success.

2. Describe the process of job analysis in detail, including its purpose, methods, and outcomes. Discuss the importance of job analysis in human resource management, citing examples of how it influences various HR functions such as recruitment, selection, and training.
3. Explain the role of marketing management in achieving organizational objectives. Discuss the key components of marketing management and how they contribute to creating value for customers and building strong brand equity.
4. Describe the concept of market segmentation and its importance in marketing strategy. Discuss the different bases for segmenting consumer markets and provide examples of products or services that utilize each segmentation basis.
5. Explain the key objectives of financial management in an organization. Discuss the significance of financial management in maximizing shareholder wealth and ensuring the long-term sustainability of the business. Provide examples to illustrate the role of financial management in decision-making processes.

## **SECTION—B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (8) short answer type questions of Eight (8) marks each. Learners are required to answer any four (4) questions only. **4 × 8 = 32**

1. Define recruitment and selection.
2. Explain the difference between training and development.
3. Define compensation management and briefly explain its significance in attracting and retaining talent.
4. Define consumer behavior and explain why it is important for marketers to understand consumer behaviour when developing marketing strategies.
5. Describe the steps involved in conducting market research.
6. Explain the role of advertising management in the marketing mix.
7. Define capital structure and explain its significance in financial management.
8. Describe the importance of inventory management in financial management.

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