

A-1099

Total Pages : 3

Roll No.

BBA(N)-201

**INTRODUCTION TO BUSINESS
STUDIES**

Examination, June 2025

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. What do you mean by HRM ? What are the objectives, nature and scope of HRM ?
2. What do you understand by STP ? Explain in details various basis of segmenting the market. How does segmentation help the marketing practice ?
3. What is working capital ? Differentiate between permanent working capital and temporary working capital.
4. What do you mean by consumer behaviour ? Explain the factors or determinants that affect consumer behaviour.
5. What do you understand by job analysis ? Explain the various steps involved in the process of Job Analysis.

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. What is positioning ? Explain with the help of suitable examples.

2. Explain the functions of financial management.
3. What are the various internal sources of recruitment ?
4. What are the various steps involved in the process of selection ?
5. Explain the benefits of maintaining inventory and objectives of inventory management.
6. Define capital structure and its concept also explain what does optimal capital structure mean.
7. Write a short note on Promotion mix.
8. What are the various functions of Human Resource Management ?
