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BBA- 3rd Semester (New Scheme)

Examination, November-2023

MARKETING MANAGEMENT

Paper - BBAN-302

Time allowed : 3 hours]

[Maximum marks : 80

Note: Section-A consists of eight short answer type questions of two marks each and is compulsory.

Section-B attempt four questions in all, selecting one question from each unit. All questions carry equal marks.

Section-A

1. Describe the following:

- (a) Selling
- (b) Pricing
- (c) Information Search
- (d) MIS
- (e) Packaging

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- (f) Decline
- (g) Sales Promotion
- (h) CRM

Section-B

Unit-I

2. Define marketing. Define the process of marketing. Also explain its need in modern era.
3. Explain marketing environment. Discuss various environmental factors affecting the marketing management of a business.

Unit-II

4. What is consumer behavior? Discuss process of consumer decision-making in detail.
5. Define market segmentation. Discuss various forms of market segmentation and their importance.

Unit-III

6. Define product. Explain the stages of product life cycle.
7. What are the packaging and labeling decisions? Discuss its importance in marketing process.

Unit-IV

8. What is marketing distribution channels? Discuss the various types of marketing distribution channels.
9. What is sales promotion? Discuss various methods of sales promotion.

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CAPITAL MARKET

Paper - BBAN-303

Time allowed : 3 hours]

[Maximum marks : 80

Note: Attempt **five** questions in all. Question No.1 (Section-A), having **eight** short questions is **compulsory**. From **Section-B** attempt **four** questions (**one** question from each unit). All questions carry equal marks.

Section-A

1. Briefly explain the following:
 - (a) Meaning of Capital Market
 - (b) Features of developed Capital Market
 - (c) Difference between Primary and Secondary Market.
 - (d) Stock Market
 - (e) Importance of Share Market

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- (f) Trading in Securities
- (g) SIDBI Bank
- (h) Open ended Schemes

Section-B

Unit-I

- 2. Discuss the need and importance of Capital Market.
Discuss the major reforms in Capital Market. 16
- 3. Explain the features and types of Shares. 16

Unit-II

- 4. What is Initial public offering and mention the documents required for IPO? Write the advantages and disadvantages of raising funds through IPO. 16
- 5. Enumerate the steps taken by SEBI to improve the liquidity in Secondary Market. 16

Unit-III

- 6. What are the functions of NSDL and SHCIL? 16

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- 7. What is the importance of Debt market in Capital market? Briefly explain the participants in Debt market. 16

Unit-IV

- 8. Compare and Contrast the products and services offered by EXIM Bank and IDBI Bank. 16
- 9. Discuss the regulatory measures of SEBI related to the Mutual Funds. 16

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INTRODUCTION TO INFORMATION TECHNOLOGY

Paper - BBAN-304

Time allowed : 3 hours]

[Maximum marks : 50

Note : Attempt five questions in all, selecting one question from each Unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write a short notes on the following: 10
- (a) Macros
 - (b) Cells
 - (c) Objects
 - (d) Tally

Unit-I

2. Explain the following: 10
- (i) Creating and editing documents
 - (ii) Header and Footer

3. Describe the following: 10
- (i) Spelling and Grammar Tools
 - (ii) File Management and Printing

Unit-II

4. Explain in detail about Electronic Spreadsheet. 10
5. Describe the following: 10
- (i) Macros
 - (ii) Conditional formatting

Unit-III

6. Give a complete description about MS-PowerPoint. 10
7. How to add sound effects to your slides in PowerPoint? 10

Unit-IV

8. Describe Tally and its applications in detail. 10
9. What are the features integrated in Tally ERP 9? 10

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BBA-3rd Semester (New Scheme)
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ENVIRONMENTAL STUDIES
Paper - BBAN-305

Time allowed : 3 hours]

[Maximum marks : 80

Note : Attempt five questions in all, selecting one question from each unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes in 40-50 words: 8×2=16
- (i) What is Food Web?
 - (ii) What is solid waste management?
 - (iii) How would you manage land resources?
 - (iv) What is Noise pollution?
 - (v) What is Acid rain?
 - (vi) What is Aquatic ecosystem?
 - (vii) Give the example of artificial ecosystem.
 - (viii) Discuss the role of an individual in prevention of pollution.

Unit-I

2. Explain at least five renewable resources along with their advantages and disadvantages. 16
3. Explain in detail the role of an individual in conservation of land resources. 16

Unit-II

4. Explain the flow of Energy through various components of ecosystem. 16
5. What are the causes of air pollution? How can it be controlled? 16

Unit-III

6. Discuss major components of wasteland reclamation. Also state the methods and measures to reclaim the wasteland. 16
7. Explain causes and effects of acid rain on environment. 16

Unit-IV

8. How do you define pollution according to Air Prevention and Control of Pollution act 1981? 16
9. Discuss the salient feature of wildlife protection act. 16

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DISASTER MANAGEMENT

Paper - BBAN-306

Time allowed : 3 hours]

[Maximum marks : 80

Note : Attempt five questions in all, selecting one question from each unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes in 40-50 words: 8×2=16
- (i) Calorie force
 - (ii) Weathering
 - (iii) Western disturbances
 - (iv) Epidemic
 - (v) Basins
 - (vi) Anticyclone
 - (vii) Seismic waves
 - (viii) Tornado

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Unit-I

2. Explain types of soil erosion mostly observed in India by running water. Mention human activities responsible for soil erosion. How running water causes erosion and deposition resulting in disaster? 16
3. Discuss the phenomenon of precipitation, cloud classification and formation. 16

Unit-II

4. Epidemics such as Dengue fever are also considered as disasters whose management is now considered as a prime objective in developing countries like India. Discuss what preventive and control measures are needed to achieve long term, sustainable control of dengue epidemic in India. 16
5. What is meant by environmental pollution? Describe its types and remedies. 16

Unit-III

6. (a) Describe in brief the causes of climate change.
- (b) Why India is worried of disasters like flood and drought caused due to impact of climate change? Discuss its direct and indirect consequence for India. 16

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7. Write short notes on: 16

- (a) Urbanization and flooding
- (b) Determination of stability and safety factors for land sliding.

Unit-IV

8. What are the factors to be considered while planning and rebuilding works after a major disaster due to earthquake? What are the steps to be taken by the residents during an earthquake in residential building? 16
9. Write a detailed note on Tsunamis, their causes, location and disturbance in sea floor.

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