Roll No. .....

29704

BBA 4 Years-NEP 2nd Semester (Supplementary) Examination – May, 2026

HUMAN BEHAVIOUR AND ORGANIZATION

Paper : 25IMSI402DS01

Time : Three hours] *[Maximum Marks : 70*

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : This paper consists of two sections (Section **A** and **B**). Section **A** is ***compulsory*** and carrying seven short questions of two marks each while Section **B** consists of eight questions of fourteen marks each. The students shall be required to attempt four questions from Section **B** selecting ***one*** question from each unit. All questions carry equal marks.

SECTION – A

1. Write Short Note on the following :

(a) OB models

(b) Values

(c) e-teams

(d) Leadership styles

(e) Group cohesion

(f) Cross-cultural management

(g) Self-efficacy theory

SECTION – B

UNIT – I

2. Explain the importance of human behavior in organizations. Discuss the challenges of OB in today's scenario.

3. Explain the historical development of organizational behaviour. Also explain the various disciplines contributing to OB.

UNIT – II

4. Explain the concept of personality. Discuss the determinants of personality and explain the Big Five personality traits.

5. Define motivation. Discuss major theories of motivation including Maslow's Need Hierarchy and Herzberg's Two-Factor Theory.

UNIT – III

6. Discuss different types of conflicts in organizations and methods for conflict resolution. How to create team players from individual building ?

7. Differentiate between group and team with suitable examples. Discuss the Five-Stage Model of Group Development.

UNIT – IV

8. Explain the concept of organizational culture. Discuss its functions, importance, and impact on employee behavior.

9. Compare Ohio and Michigan studies of leadership behavior. What insights do they provide for managers ?

Roll No. .....

29705

BBA 4 Year NEP 2nd Semester (Supplementary) Examination – May, 2026

MARKETING MANAGEMENT

Paper : 25IMSI402DS02

Time : Three hours] *[Maximum Marks : 70*

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

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

1. Define the following in brief :

(a) Holistic Marketing

(b) Market Segmentation

(c) Experiential Marketing

(d) BCG matrix

(e) Promotional Mix

(f) Online Payments

(g) Green Marketing

UNIT – I

2. "Marketing begins before production and continues even after the transaction." Discuss the nature and scope of marketing in the light of this statement.

3. Explain the process of market and competition analysis. How can firms gain a competitive advantage through effective analysis ?

UNIT – II

4. Explain different targeting strategies adopted by firms. How do companies select the most appropriate target market ?

5. Describe the Stimulus-Response Model of consumer Behaviour and explain its main elements.

UNIT – III

6. Explain Product Life Cycle (PLC). Discuss marketing strategies at each stage.

7. Explain marketing channel decisions. Discuss the role and importance of intermediaries in distribution channels.

UNIT – IV

8. Critically analyze ethical issues in marketing. How can companies ensure social responsibility in their marketing practices ?

9. Discuss rural marketing and its challenges in India.

Roll No. .....

29706

BBA 4 Years-NEP 2nd Semester (Supplementary) Examination – May, 2026

BUSINESS ECONOMICS

Paper : 25IMSI402DS03

Time : Three hours] *[Maximum Marks : 70*

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : This paper consists of *two* Sections (Section **A** and **B**). Section-**A** is ***compulsory*** and carrying seven short questions of **2** marks each while Section-**B** consists of eight questions of **14** marks each. The students shall be required to attempt ***four*** questions from Section-**B** selecting ***one*** question from each Unit. All questions carry equal marks.

SECTION – A

1. Explain the following terms :

(a) Normative economics

(b) Indifference curve

(c) Monopolistic

(d) NDP

(e) Elasticity of demand

(f) Budget lines

(g) Sustainable economic development

SECTION – B

UNIT – I

2. Explain the economic problem of scarcity and choice. How does it lead to the central problems of an economy ?

3. Explain the concept of elasticity of supply. Discuss its measurement and determinants.

UNIT – II

4. What is the production function ? Explain its assumptions and properties.

5. Explain the law of Equi-marginal utility and its importance.

UNIT – III

6. Discuss the features of monopoly. How does it differ from perfect competition ?

7. Why is price rigidity common in oligopoly ? Explain with reasons.

UNIT – IV

8. Write short note on :

   (a) GDP

   (b) GNP

9. Describe poverty as a major challenge in India. Explain it causes and solution.

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29805

BBA 4 Year (NEP) 2nd Semester (Supplementary) Examination – May, 2026

ESSENTIALS OF ECONOMICS

Paper : 24IMSI402DS02

Time : Three hours] *[Maximum Marks : 70*

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : This paper consists of two sections (Section **A** and **B**). Section **A** is ***compulsory*** and carrying seven short questions of two marks each while Section **B** consists of eight questions of fourteen marks each. The students shall be required to attempt four questions from Section **B** selecting ***one*** question from each unit. All questions carry equal marks.

SECTION – A

1. Write Short Note on the following : $2 \times 7 = 14$

(a) Command economies

(b) Laissez-faire Economic System

(c) Working of a Multiplier

(d) National Income

(e) Exchange Rate

(f) Corruption

(g) Inflation

SECTION – B

UNIT – I

2. Discuss the nature and significance of economics in daily lives. Why both normative and positive economics are essential for a comprehensive understanding of economic issues. 14

3. Explain the basic problems of an economy in detail. Discuss the implications of scarcity on consumer choices and resources allocation in an economy. 14

UNIT – II

4. Identify and analyze the key factors that influence productivity growth in an economy. How do these factors collectively contribute to the well-being of a nation ? 14

5. Explain the economic significance of distinguish between saving and investment. Analyze the factors that impact individual decisions to save. 14

UNIT – III

6. Define Central Bank. Discuss the functions of central bank. Also explain the role of central bank in economic development of an underdeveloped country. 14

7. Describe the concept credit creation in detail. How does the commercial bank create credit ? State the limitations of credit creation. 14

UNIT – IV

8. Discuss the relationship between human development and Global warming. How do these challenges intersect and why is it crucial to consider environmental sustainability with the framework of human development ? 14

9. Discuss the causes of unemployment and poverty and their interconnections. Suggest possible solutions to reduce poverty and unemployment. 14
