

BBA 2nd Year

Marketing Research

NOTE- Attempt all question. All questions carry equal marks. Each question must be answered in maximum 800 words.

Q.1 Explain research process.?

Q.2 Elaborate various survey methods ?

Q.3 Throw light on sample design ?

Q.4 What are the various stages of marketing research process ?

Q.5 What are types of consumer behavior ?

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Marketing Management

NOTE- Attempt all question. All questions carry equal marks. Each question must be answered in maximum 800 words.

Q.1. Explain the importance of marketing ?

Q.2. Concept of marketing mix ?

Q.3. Packaging and it's objectives ?

Q.4. What is meant by product planning ?

Q.5. What do you mean by market segmentation and it's bases. ?

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Project Management

NOTE- Attempt all question. All questions carry equal marks. Each question must be answered in maximum 800 words.

- Q.1. What is Project Management & explain its Importance ?
- Q.2. Explain the Concept of Lifecycle of Project Management ?
- Q.3. Explain Network planning Technique in Project Management ?
- Q.4. What is meant by Project Financing ?
- Q.5. Explain Limitation & Advantages of Project Financing ?

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Financial Management

NOTE- Attempt all question. All questions carry equal marks. Each question must be answered in maximum 800 words.

- Q.1 What do you mean by finance function. discuss the tools of financial analysis. ?
- Q.2 Difference between cash flow statement and fund flow statement. ?
- Q.3 What is working capital. discuss the operating cycle method of working capital. ?
- Q.4 Discuss the pay back period method and Net present value method of capital budgeting. ?
- Q.5 What is dividend policy. discuss the determinants of dividend policy. ?

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Human Resources Management

NOTE- Attempt all question. All questions carry equal marks. Each question must be answered in maximum 800 words.

- Q.1 What do you mean by human resource management and describe its functions ?
- Q.2 Explain Methods of performance appraisal ?
- Q.3. Explain internal and external sources of recruitment ?
- Q.4. Write Importance of job evaluation ?
- Q.5. Explain Grievance handling procedure ?

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Organization Behaviour

NOTE- Attempt all question. All questions carry equal marks. Each question must be answered in maximum 800 words.

- Q.1 What do you mean by OB ? explain Nature & Scope of OB ?
- Q.2 What are the disciplines Controlling in OB ?
- Q.3. What do you mean by Perception ? explain its process ?
- Q.4. Explain Coping Strategies of stress Management ?
- Q.5. What do you mean by Attitude & Values ? Write Components of Attitude ?