

2408000703010001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (THIRD SEMESTER)
MAJOR-1-MARKETING MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **MAJOR-1-MARKETING MANAGEMENT**
 - c. Subject Code No : **2408000703010001**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in Brief: (Any Five)

10

- a) What do you mean by Need and Want with respect to Core Marketing Concept?
- b) What do you mean by Marketing?
- c) List down the stages of PLC.
- d) Define Digital Marketing.
- e) List down first four steps of Industrial Buying Behaviour.
- f) What do you mean by Price Discrimination?
- g) List down elements of Promotion mix

Q.2 Explain the Process of Consumer Buying Behaviour with example. **14**

OR

- a) Differentiate between Marketing Concept and Selling Concept. (Any Seven) **7**
- b) Explain Various reasons for emergence of Digital Marketing in India. **7**

Q.3 Draw Diagram of Product Life Cycle and explain the marketing strategies in detailed. **14**

OR

- a) Explain functions of distribution channel in detail **7**
- b) Explain Promotional Mix tools in detail **7**

Q.4 Write Short Notes on: (Any 3) **12**

- a) Social Media Marketing and E-mail Marketing.
- b) Any two factors affecting Consumer Buying Behaviour.
- c) Digital landscape.
- d) Functions of Packaging.
- e) Digital Marketing Model (Any One).

2408000703020001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (THIRD SEMESTER)
MAJOR-2-FINANCIAL MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
- b. Name of the Subject : **MAJOR-2-FINANCIAL MANAGEMENT**
- c. Subject Code No : **2408000703020001**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in brief any five:

10

1. Which share is called Hybrid share? Why?
2. What do you mean by capital budgeting?
3. Give meaning of inter corporate deposits.
4. What is working capital?
5. Explain DSO method of Monitoring Receivables.
6. What is Capital cost due to receivables?
7. List out the short-term sources of Fund.

Q.2 Apex company is considering the purchase of new machine with cost price of Rs. 2,75,000, salvage value Rs. 30,000 and economic life of 5 years. The earnings before depreciation and tax are as under:

14

Year	Profit before depreciation and tax	Discount rate at 12%
1	1,04,000	0.893
2	1,02,000	0.797
3	99,000	0.712
4	1,03,000	0.636
5	1,07,000	0.567

Assuming tax rate 35%, cost of capital 12%, working capital requirement of Rs. 25,000 and straight-line method of depreciation; Calculate i) ARR ii) NPV iii) PI

OR

- Q.2** (A) Write a detailed note on Traditional Vs Modern Phase of financial management. **7**
- (B) Discuss in detail all the functions of financial management. **7**
- Q.3** Discuss in detail features of equity shares with merits and demerits from company and investor point of view. **14**

OR

- (A) Explain any 2 methods for evaluating credit worthiness of Customer before granting Credit Period **7**
- (B) A proforma cost sheet of XYZ Ltd. provides the following information. You are required to estimate the working capital needed to finance production of 52,000 units annually.

Particulars	Amount per Unit (Rs)
Estimated cost per unit of production	
Raw material	40
Direct labour	15
Overhead Expense (excluding depreciation)	30
Total Cost	85

Additional Information:

- Consider one month as equal to 4 weeks
- Average raw material in stock one month
- Average work in progress half a month (assume 50% completion stage in respect of conversion cost and 100% in respect of raw material)
- Average finished goods in stock one month
- Credit allowed by suppliers one month
- Credit allowed to customers two months
- Time lag in payment of wages, average 1.5 weeks
- Expected cash balance Rs. 12,500

Q.4 Write short notes: (Any Three)

12

1. Relationship Between Financial Management and other discipline
2. Capital Rationing
3. Rights share
4. Factors affecting working capital requirement
5. Credit policy variables

2408000703030001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (THIRD SEMESTER)
MAJOR-3-HUMAN RESOURCE MANAGEMENT

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject: **MAJOR-3-HUMAN RESOURCE MANAGEMENT**
 - c. Subject Code No: **2408000703030001**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

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Student's Signature

Q.1 Answer in brief; (Any FIVE).

10

1. Define HRD
2. List down uses of Performance Appraisal.
3. What are skill inventories?
4. Explain in brief concept of HRIS
5. Why organization needs to provide training to their employees?
6. Define Industrial Relations.
7. What do you mean Orientation?

Q.2 A. Explain in detail operational functions of HRM.

7

B. Discuss on detail process of performance appraisal

7

OR

A. Explain in brief off-the-job training methods.

7

B. Discuss in detail Krick Patrick model of training evaluation. 7

Q.3 A. Explain in detail concept of Job description and Job Specification with the help of example. 7

B. Explain in detail Internal and External Sources of recruitment. 7

OR

A. Discuss in detail problems faced by trade union in India. 7

B. Explain in detail machinery for settlement of dispute. 7

Q.4 Write short notes on: (Any TWO). 12

1. Process of Selection
2. Process of collective Bargaining
3. Any Four methods of Performance Appraisal
4. Causes of Industrial Dispute

2408000703040001
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (THIRD SEMESTER)
MDC-BUSINESS STATISTICS

[Time: As Per Schedule]

[Max. Marks : 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **MDC-BUSINESS STATISTICS**
 - c. Subject Code No : **2408000703040001**
2. Sketch neat and labelled diagram wherever necessary.
 3. Figures to the right indicate full marks of the question.
 4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in brief; (Any FIVE)

10

- 1) What is primary data?
- 2) Define mean.
- 3) Find mean of the following observations: 7, 2, 0, 5, -3, 1, 0, 2, 8, 2.
- 4) Define correlation
- 5) Write the properties of regression coefficient.
- 6) What is hypothesis?
- 7) Ten individual are chosen at random from a population and their mean height and standard deviation are 67.8 and 2.856 respectively. Test the hypothesis that the mean height of the population is 66.

Q.2 (a) Find mean of the following frequency distribution:

5

<i>class</i>	0-4	5-9	10-14	15-19	20-24	25-29	30-34
<i>f</i>	3	9	16	35	19	12	6

- (b) (1) Find Range and Relative range from the following distribution. 5
 10, 11, 12, 13, 14, 15, 16, 17, 18.
- (2) Find Standard deviation and coefficient of standard deviation from the following observations. 60, 45, 25, 40, 70, 32.

OR

- (a) (1) Find mode of the following observations: 5
 3, 5, 4, 5, 6, 5, 2, 2, 1, 5, 7, 2.
- (2) Find median of the following observations:
 13, 17, 22, 8, 19, 14, 20, 6.

- (b) Find mean deviation and coefficient of mean deviation for the following frequency distribution. 5

x	10	10.50	11	11.50	12	12.5	13	13.5	14
f	2	4	10	15	20	18	12	6	3

- Q.3** (a) Find correlation coefficient using product moment method. 5

x	48	49	50	51	52	53	54	55	56
y	98	100	88	102	95	125	120	110	125

- (b) Find the equations of regression lines from the following data. 5

x	3	2	-1	6	4	-2	5	7
y	5	13	12	-1	2	20	0	-3

OR

- (a) The ranks of Ten students on two subjects are given below. Find Spearman's rank correlation coefficient. 5

x	3	5	8	4	7	10	2	1	6	9
y	7	6	2	8	4	3	10	9	5	1

- (b) The two regression lines are $x + 2y - 5 = 0$ and $2x + 3y - 8 = 0$, and $S_x^2 = 12$, find \bar{x} , \bar{y} , S_y^2 and r . 5

- Q.4** (a) Ten students were given intensive coaching for a month in statistics. The scores obtained in test 1 and 5 are given below: Does the score from test 1 to test 5 show an improvement? Test using pair-t test. 5

No. of students	1	2	3	4	5	6	7	8	9	10
Marks in 1 st test (before coaching)	50	52	53	60	65	67	48	69	72	80
Marks in 5 th test (after coaching)	65	55	65	65	60	67	49	82	74	86

- (b) Four salesmen were posted in different areas by a company. The number of units of commodity x sold by them are as follow: Perform One Way ANOVA to test the hypothesis that there is no significant difference in the performance of four salesmen. 5

A	B	C	D
20	25	24	23
19	23	20	20
21	21	22	20

OR

- (a) A certain drug is claimed to be effective in curing colds. In an experiment on 1500 persons with cold, 600 were given the drug and 900 were given sugar pills. The patients' reactions to the treatment are recorded in the following table: Use Chi Square to test effectiveness of treatment. 5

Treatment	Helped	No effect	Total
Drug	70	530	600
Sugar pills	155	745	900
Total	225	1275	1500

- (b) A company appoints 4 salesmen A, B, C, D and observes their sales in 3 seasons: summer, winter, and monsoon. The figures (in lakhs) are given in the following table. Set up two-way ANOVA table for the data. 5

Season	Salesman			
	A	B	C	D
Summer	36	36	21	35
Winter	28	29	31	32
Monsoon	26	28	29	29

Q.5 Short Note (Any Two)

10

- 1) Various sources of secondary data collection
- 2) Scope of Business statistics.
- 3) Type I and type II errors
- 4) Measure of central tendency.

2408000703050002
EXAMINATION APRIL 2025
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(THIRD SEMESTER)
AEC-ENGLISH COMMUNICATION SKILLS - I

[Time: As Per Schedule]

[Max. Marks:25]

Instructions:

1. Fill up strictly the following details on your answer book
 - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (THIRD SEMESTER)**
 - b. Name of the Subject : **AEC-ENGLISH COMMUNICATION SKILLS - I**
 - c. Subject Code No : **2408000703050002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions in brief (Any Five)

10

1. Explain Linguist barriers of Listening.
2. Explain SQ3R techniques of reading.
3. What is a jargon?
4. Give the phonetic transcription of the words, chair, leak
5. Please take us to visit an industry the students said to their teacher. (convert the sentence into direct speech)
6. Sita saw he's friend at a restaurant.(correct the sentence)
7. -----Elephant is a huge animal.

Q.2 Draft a letter sympathizing with your employee on the loss of a family member.

8

OR

Draft a notice to your employees regarding change in the office schedule to enable the organization meet the project deadlines.

8

Q.3 Write a paragraph on Importance of Writing skills.

7

OR

Read the following passage and answer the questions below:

7

Welcome to God's own country; One of India's most beautiful states, Kerala, is an exotic cocktail of the very best that nature can offer. Soak in the flavors of this tropical paradise, among the beauty of pencil-slim coconut Palma, where the flowers are especially bright and their fragrance especially strong. When God created Kerala, He wanted it to be remembered as a land of abundance. So, there are tons of coconuts and cashews, heaps of spices and generous amounts of fish. Add to that a generous sprinkling of rivers, mountains and some of the world's finest beaches. What you get is a land of natural wonders that attracts visitors from all over the world.

Kerala is just the place for you if you love variety. There is something here to please everyone. You are sure to fall in love with the serene beauty of Kerala's magical backwaters. When you have experienced that, you can sample the excitement of Kerala's bustling cities' or retreat into the villages to see at firsthand how time can stand still. Better still, take a trip to the spice gardens in the hills, to inhale the fragrance of fresh cardamoms. If that makes your taste buds tingle and fills you with deems of food, you need not worry. Kerala's cuisine is known for its spices, hot flavors. The coconut and the spices give the food especially the seafood a pungency that is enhanced by tamarind. Your meal would be incomplete without appam, rasam, fish curry and some delicious payasam. To wash it down, sip the naturally refreshing water of a tender coconut. And, when you have had your fill, move into the markets to shop for gold, handicrafts, spices, cashewnuts and coffee. Bargain- hunters will never have a problem since English is spoken and understood everywhere in Kerala.

Questions:

1. What is the other name used for Kerala in this passage? Can you figure out the reason for this from the passage?
2. Why is Kerala described as a land of abundance?
3. What is special about the food that one finds in Kerala?
4. Why do foreigners visit Kerala?

5. What are some of the attractions of Kerala? Mention at least five.
6. Give suitable title of the passage.
7. Give the synonym of paradise.

2408000703070001
EXAMINATION MAR-APR - 2025
BACHELOR OF BUSINESS ADMINISTRATION
(NCF-NEP) (THIRD SEMESTER)
VAC-BHARATIYA GYAN PARAMPARA PRAVISHTI

[Time: As Per Schedule]

[Max. Marks: 25]

Instructions:

1. नीचे दशविव विगतो उत्तरवडी पर अवश्य लखवी.

Fill up strictly the following details on your answer book

- a. Name of the examination : **B.B.A. (NCF-NEP) (SEM. III)**
b. Name of the Subject : **VAC-BHARATIYA GYAN
PARAMPARA PRAVISHTI**
c. Subject Code No : **2408000703070001**
2. Sketch neat and labelled diagram wherever necessary
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

English Version

[Max. Marks: 25]

Q.1.

7 – MCQ (2 Marks each) (Any 5 out of 7)

(10)

1. What was the important contribution of Aryabhata in understanding the rotation of the earth?
- (A) Describe the rotation of the earth on its axis
(B) To prove that the earth is stationary
(C) Calculation of speed of light
(D) Performance of gravitational pull
2. Dhacca muslin weighed only a few grains?
- (A) It had a count of 1000 (B) It had a count of 100
(C) It had a count of 500 (D) It had a count of 200

3. What is unique about the Shiva Linga in the Jambukeswar Temple?
(A) It is made of soil
(B) It is never touched
(C) It is always submerged in water
(D) It represents the fire element
4. Which Vedic text mentions music?
(A) Yajurveda (B) Samaveda
(C) Rigveda (D) Atharvaveda
5. What is a key component of the Indian knowledge system that addresses mental stress?
(A) Western psychotherapy techniques (B) Yoga philosophy
(C) Modern pharmacology (D) Self-help books
6. What does "Shruti" mean in the context of Vedic texts?
(A) That which is written (B) That which is seen
(C) That which is heard (D) That which is memorized
7. Which Vedanga is considered the "mouth of the Veda Purusha"?
(A) Shiksha (B) Vyakarana
(C) Nirukta (D) Chhanda

Q.2. Write Following Answers (15)

Q.2. (a) Short Notes (Any 1 out of 2) (05)

1. Global relevance of Indian knowledge tradition
2. Indian Music

Q.2. (b) Short Notes (Any 1 out of 2) (05)

1. Agriculture in Ancient India

2. Arthashastra of Acharya Kautilya

Q.2. (c) Short Notes (Any 1 out of 2) (05)

1. Explain: Gandharvaveda and Sthapatyaveda
2. Antiquity and Modernity of Metallurgy

Gujarati Version [Max. Marks: 25]

પ્ર.૧. 7 – MCQ (દરેકનો ૨ માર્ક્સ) (૭ માંથી કોઈ પણ ૫) (10)

1. પૃથ્વીના પરિભ્રમણને સમજવામાં આર્યભટ્ટનું મહત્વનું યોગદાન શું હતું?
 - (A) પૃથ્વીના તેની ધરી પર પરિભ્રમણનું વર્ણન
 - (B) પૃથ્વી સ્થિર છે તે સાબિત કરવું
 - (C) પ્રકાશની ગતિની ગણતરી
 - (D) ગુરુત્વાકર્ષણીય ખેંચાણનું પ્રદર્શન
2. ઢાકાના મલમલનું વજન માત્ર કેટલા ગ્રેન હતું?
 - (A) 1000
 - (B) 100
 - (C) 500
 - (D) 200

3. જમ્બુકેશ્વર મંદિરના શિવલિંગની શું વેશેષતા છે?
- (A) તે માટીનું બનેલું છે
(B) તેને ક્યારેય સ્પર્શવામાં આવતું નથી
(C) તે હંમેશા પાણીમાં ડૂબી જાય છે
(D) તે અગ્નિ તત્વનું પ્રતિનિધિત્વ કરે છે
4. કયા વૈદિક ગ્રંથમાં સંગીતનો ઉલ્લેખ છે?
- (A) યજુર્વેદ (B) સામવેદ
(C) ઋગ્વેદ (D) અથર્વવેદ
5. ભારતીય જ્ઞાન પ્રણાલીનું મુખ્ય ઘટક શું છે જે માનસિક તણાવને ઓછું કરે છે?
- (A) પશ્ચિમી મનોરોગ ચિકિત્સા તકનીકો (B) યોગ ફિલોસોફી
(C) આધુનિક ફાર્માકોલોજી (D) સ્વ-સહાય પુસ્તકો
6. વૈદિક ગ્રંથોના સંદર્ભમાં "શ્રુતિ" નો અર્થ શું છે?
- (A) જે લખાયેલ છે (B) જે દેખાય છે
(C) જે સાંભળવામાં આવે છે (D) જે યાદ છે
7. કયા વેદાંગને "વેદ પુરુષનું મુખ" તરીકે ગણવામાં આવે છે?
- (A) શિક્ષા (B) વ્યાકરણ
(C) નિરુક્ત (D) છંદ

પ્ર.ર. નીચેના જવાબો લખો (15)

પ્ર.ર. (અ) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)

1. ભારતીય જ્ઞાન પરંપરાની વૈશ્વિક આવશ્યકતા
2. ભારતીય સંગીતકળા

પ્ર.ર. (બ) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)

1. પ્રાચીન ભારતમાં કૃષિવિજ્ઞાન
2. આચાર્ય કૌટિલ્યનું અર્થશાસ્ત્ર

પ્ર.ર. (ક) ટૂંકનોંધ લખો (૨ માંથી કોઈ પણ ૧) (05)

1. સમજાવો: ગાંધર્વવેદ અને સ્થાપત્યવેદ
2. ધાતુશાસ્ત્રની પ્રાચીનતા અને આધુનિકતા

***** END *****