



# RAN-2408000703010001

S.Y.B.B.A. (NEP) (Sem. - III) Examination November - 2025

Marketing Management - Major

## सूचना : / Instructions

- (1) उपरोक्त दशविव विगतो उत्तरवही पर अवश्य लखवी.  
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

- Q. 1 Explain the Following in Brief. (Any Five) 10**
- Define Marketing Management.
  - List down various sources from where consumer can gather product Information.
  - List down any four elements of promotion mix.
  - What do you mean by POEM? (Only Concept)
  - Which of the following **is not** an element of Demographic Segment?
    - Age
    - Income
    - Occupation
    - Usage Pattern
  - What do you mean by First degree Price Discrimination?
  - Define Retailing.
- Q. 2 Differentiate Marketing Concept and Selling Concept. Also explain Scope of Marketing. 14**
- OR**
- Q. 2 a) Explain any two types of Factors Affecting Industrial Buying Behaviour in detail. 07**  
b) Differentiate Consumer Market and Industrial Market. 07
- Q. 3 Discuss the evolution of Digital Marketing. Also explain difference between traditional Marketing & digital Marketing in brief. 14**
- OR**
- Q. 3 a) Explain Product classification (any one type) in detail. 07**  
b) Explain Packaging with reference to Marketing Management in detail. 07
- Q. 4 Explain Any Three of the following in detail. 12**
- Functions of Wholesaling
  - Steps of developing effective communication
  - Strategies suitable for Decline Stage of Product Life Cycle
  - Technological Environment with reference to Marketing Management
  - Factors affecting Industrial Market (Any one factor)

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**S.Y.B.B.A. (NCF-NEP) (Sem. - III) Examination November - 2025**

**Human Resource Management (Major - 3)**

**Time: 2 Hours ]**

**[ Total Marks: 50**

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- Q.1 Answer any Five:** 10
1. Explain the concept of Training
  2. Define HRD.
  3. What is 'Workforce Diversity'?
  4. What is Industrial Relation?
  5. What is Job evaluation?
  6. What is Employee Stock Option Plan?
  7. Define Job Analysis
- Q.2 Explain in detail various functions of HRM** 14  
**OR**
- Q.2 (a) What is Performance Appraisal? Explain in detail process of Performance Appraisal** 07  
**(b) Explain in detail sources of recruitment** 07
- Q.3 Discuss in detail the functions of Trade Unions and Problems of trade unions** 14  
**OR**
- Q.3 (a) Explain in brief determinants of compensation.** 07  
**(b) Explain Selection Process in detail.** 07
- Q.4 Write Short Notes. (Any THREE)** 12
1. Components of Compensation
  2. Essentials of Collective Bargaining
  3. Krick Patrick Model of Training Evaluation
  4. Causes of Industrial Dispute
  5. HRIS



**RAN-2408000703050002**

**S.Y.B.B.A. (NCF-NEP) (Sem.- III) Examination November - 2025**

**AEC- English Communication Skills -1**

**Time: 1 Hour ]**

**[ Total Marks: 25**

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**SET - 2**

- Q.1. Answer the following questions briefly. (Any Five) (10)**
- Write any two barrier of listening process.
  - What is critical listening?
  - What is intelligibility in speaking?
  - Give the phonetic transcription of the words - teacher, boil.
  - She said, 'I do not wish to discuss it at this moment in time.'  
(Change the sentence into Indirect Speech)
  - The boy studied when his father came home from work.  
(Correct the sentence)
  - Oranges I brought were very sour. (Insert the article where necessary)
- Q.2. You have received an order for household crockery items from Prince Crockery, Gandhidham. Draft a letter of execution of this order. (8)**
- OR**
- Explain SQ3R technique of reading. (8)
- Q.2. Expand the idea: 'Slow and Steady Wins the Race.' (7)**
- OR**
- Rearrange the following passage. Give a suitable title to the passage. (7)**
- Soft drinks are marketed heavily through advertising, sponsorships, and celebrity endorsements. By the late 1800s, brands like Coca-Cola and Pepsi were introduced, revolutionizing the beverage industry. They emerged in the late 18th century when chemists began experimenting with carbonation to create refreshing beverages. The first commercially successful soft drink, soda water, was marketed as a health tonic in the early 19th century. Today, soft drinks are a global phenomenon, consumed in over 200 countries. They come in various types, including colas, lemon-lime sodas, fruit-flavored drinks, and energy drinks. Soft drinks, also known as sodas or carbonated beverages, are non-alcoholic drinks that typically contain carbonated water, sweeteners, and flavorings. Excessive consumption has been linked to health issues like obesity,

diabetes, and dental problems. In response, many companies now offer low-sugar, diet, or zero-sugar alternatives. However, soft drinks are often criticized for their high sugar content and lack of nutritional value. Flavorings, such as fruit extracts or synthetic compounds, give each brand its unique taste. The primary ingredients in most soft drinks are water, sugar or artificial sweeteners, and carbon dioxide for fizz. Despite controversies, their convenience and variety ensure they remain a popular choice worldwide. The industry has also innovated with functional beverages, such as those infused with vitamins or caffeine.

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# RAN-2408000703040001

## S.Y.B.B.A. (NEP) (Sem. - III) Examination November - 2025

### MDC - Business Statistics (Paper - IV)

Time: 2 Hours ]

[ Total Marks: 50

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**Q. 1 Answer the following questions (Any 5 out of 7) 10**

- 1) What is Primary Data?
- 2) Define Mean with example.
- 3) Find Range and relative range from the following observations:  
72, 68, 75, 80, 65, 70, 78
- 4) What is negative correlation?
- 5) What is Regression?
- 6) Explain Alternate hypothesis with example.
- 7) A company claims that the average weight of its product is 28 grams. A sample of 12 products shows a mean weight of 30 grams with a standard deviation of 3 grams. Using a 5% significance level, test whether the actual mean weight is different from the claimed mean.

**Q. 2 (a) Find Mean and Median of the following frequency distribution. 07**

Observation	10	11	12	13	14	15	16	17	18
Frequency	2	5	10	28	36	21	17	12	9

(b) Find standard deviation and coefficient of standard deviation from the following observations: 12, 15, 18, 20, 25 07

**OR**

**Q. 2 (a) Find the mode of the following frequency distribution: 07**

Class	16-20	21-25	26-30	31-35	36-40	41-45	46-50
Frequency	5	17	25	32	12	6	2

(b) Find mean deviation and coefficient of mean deviation of the following observations: 25, 30, 28, 32, 35, 40, 45 07

**Q. 3 (a) Find correlation coefficient using Karl Pearson's coefficient method. 07**

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

(b) Find the equations of regression lines from the following data. 07

x	28	41	40	38	35	33	46	32	36	33
y	30	34	31	34	30	26	28	31	26	31

**OR**

- Q. 3 (a)** Two salesmen A and B are working in a certain district. From a sample survey conducted by the Head office the following results were obtained. State whether there is any significant difference in the average sales between the two salesmen:

07

	Salesmen	
	A	B
No. of sample	20	18
Average Sales	170	205
SD	20	25

- (b)** Four machines A, B, C and D are used to produce a certain kind of cotton fabrics. Samples of size 4 with each unit as 100 square meters are selected from the outputs of the machines at random, and the number of flaws in each 100 square meters are counted, with the following result.

07

Do you think that there is a significant difference in the performance of four machines? Perform one way ANOVA.

A	B	C	D
8	6	14	20
9	8	12	22
11	10	18	25
12	4	9	23

- Q. 4** **Attempt any three.**

12

- 1) Write a short note: Types of Graphs and Charts
- 2) Write a short note: Measurement of Dispersion
- 3) Interpretations of Correlation coefficient
- 4) Eight students were given a MCQ test and after one month coaching, they were given another test of the similar nature. The 2, -2, 6, -8, 12, 5, -7, 2 values gives the increase in their marks in the second test over the first. Do the marks indicate that the students have gained from the coaching?
- 5) A company wants to test whether training has any effect on employee performance. A sample of 100 employees was taken, and the data are as follows: Among 50 trained employees, 35 showed good performances and 15 showed poor performance. Among 50 untrained employees, 20 showed good performance and 30 showed poor performances. Use chi-square test at 5% significance levels; test whether training and performance are independent.