

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION SECOND SEM
Subject Code: 2408000702010001
MAJOR-1-ECONOMICS FOR MANAGERS



Time: 2 hours

Max Marks: 50

Instructions:

1. Figures to the right indicates full marks of that question.
2. Substantiate your answer with suitable examples wherever required.

Q.1 Answer in brief. (Any Five) (10)

1. What do you mean by Equi-marginal principle?
2. Distinguish between perfect competition and imperfect competition.
3. What are the basic conditions of equilibrium of a firm in perfect competition?
4. What is an Iso-cost Line?
5. What is meant by marginal rate of technical substitution?
6. List out effects of Inflation.
7. Mention four features of monopolistic competition.

Q.2 Explain in detail the nature and scope of managerial economics. (14)

OR

Q.2 (A) Explain the short run equilibrium of a firm under monopoly market. (07)

Q.2 (B) What do you mean by perfect competition? Discuss features of perfect competition in detail. (07)

Q.3 Explain Features of Oligopoly and price rigidity under oligopoly market in terms of kinky demand curve. (14)

OR

Q.3 (A) Explain the Law of Variable Proportion with illustration and diagram. (07)

Q.3 (B) What is Iso-Quants? Discuss the properties of Iso-quants with suitable diagram. (07)

Q.4 Write Short Notes (Any THREE) (12)

1. Expansion Path
2. Types of Inflation
3. Types of Price Leadership
4. Discounting Principle
5. Degree of Price Discrimination

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION SECOND SEM
Subject Code: 2610000102011001
MAJOR-1-HUMAN BEHAVIOUR AND ORGANIZATION



Time: 2 Hours
Total Marks: 50

Instructions:

- 1. Figure to the right indicate full marks of a question.**

Q.1 Answer in brief (Any five) (10)

1. Define organizational behaviour.
2. How knowledge of OB will help managers to achieve organizational effectiveness?
3. Define E-Team.
4. What do you mean by group?
5. Give meaning of motivation.
6. State any two characteristics of leadership.
7. Define 'Power'.

Q.2 Explain the determinants of personality along with five Big Models in detail. (14)

OR

Q.2 A. Describe the different models of OB. (7)

Q.2 B. Discuss Herzberg Two factor theory. (7)

Q.3 Explain Transformational Leadership Theory and it's application in modern organization. (14)

OR

Q.3 A. Explain the process of formation of the group in detail. (7)

Q.3 B. Distinguish between Individual and Group conflict. (7)

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

1. Scope of OB
2. Terminal and instrumental values
3. Job involvement
4. Groupthink and Group shift.
5. Organizational culture

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION SECOND SEM
Subject Code: 2408000702020001
MAJOR-2-ORGANIZATIONAL BEHAVIOR



Time: 2 Hours
Total Marks: 50

Instructions:

1. All the questions are compulsory.
2. Figures to the right indicate marks.

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

1. Define "Organizational Behaviour".
2. Explain involvement with example.
3. Define Conflict.
4. What is Groups?
5. Define "Attitude".
6. Explain Extroversion personality trait.
7. Write any two characteristics of Attitude.

Q.2. (a) Discuss in details contributing Discipline of OB. (7)

(b) Discuss in details factors affecting job satisfaction. (7)

OR

Q.2. Explain in detail factors affecting perception. (14)

Q.3. (a) Discuss in details process of group formation. (7)

(b) Explain in detail determinants of personality. (7)

OR

Q.3. (a) Explain in details usefulness of groups. (7)

(b) Explain in details Halo Effect, Stereotyping and projection. (7)

Q4. Write Shorts note On: (Any Three) (12)

1. Pitfall of groups.
2. Johari Window.
3. Components of Attitude.
4. Formal and Informal groups.
5. Intra-Individual Conflict.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION SECOND SEM
Subject Code: 2610000102022001
MAJOR-2-MARKETING MANAGEMENT



[Marks: 50]

Time: 2 Hours

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

1. Answer the following questions in brief (any five) 10
- Define the term 'Marketing mix'.
 - What is customer value?
 - What is market segmentation?
 - Define the term "Consumer Behaviour"?
 - List down various classifications of product.
 - What do you mean by What do you mean by services?
 - What do you mean by service intangibility?
2. Explain the bases for segmenting consumer markets with examples. 14
- OR
- 2.(a) Explain five company orientations in brief-production, product, selling, marketing, holistic marketing concepts in brief. 07
- (b) Explain the consumer buying decision process with one suitable example. 07
3. Explain the elements of the marketing mix with examples. 14
- OR
3. (a) Write a brief note on packaging in marketing. 07
- (b) Explain the characteristics of services with suitable examples. 07
4. Write short notes on **any three** of the following: 12
- Marketing Environment (Indian Context)
 - Stimulus Response Model of consumer Behaviour
 - Product Line decisions
 - Determinants of pricing
 - 7Ps of Service Marketing

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) &
NON NEP SECOND SEM
Subject Code: 2408000702030001
MINOR-MANAGEMENT OF MSMES



[Time: 2 Hours]

[Total Marks:50]

Q-1 Answer in brief (Any Five)

[10]

1. Give definition of MSMEs.
2. What is udyam portal?
3. Why MSMEs have high capacity to generate employment in India?
4. MSMEs support large scale companies. Explain with example.
5. Give example of any two intellectual property rights.
6. Why there are fewer industrial disputes in MSME enterprise?
7. List down any 4 objectives of MSME.

Q-2 Give detailed explanation of registration procedure of MSMEs. Also list down the benefits of MSME registration.

[14]

OR

Q-2 (A) Write a detailed note on features of MSMEs.

[07]

Q-2 (B) Explain intellectual property with example. Discuss in detail copyright.

[07]

Q-3 Discuss in detail the challenges faced by MSMEs in India.

[14]

OR

Q-3 (A) Explain in detail advantages of MSMEs in India in current scenario.

[07]

Q-3 (B) Explain in detail the concept of trademark and duration of registration.

[07]

Q-4 Write Short Notes (Any Three)

[12]

1. MSMEs-A driving force for national growth
2. Opportunities for MSME in India ;
3. Counterfeit goods and intellectual property
4. Types of intellectual property
5. Patents

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION SECOND
SEM
Subject Code: 2610000102033001
MINOR-MEDIA LITERACY AND CRITICAL THINKING



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks.
3. Mention your options clearly.

Q.1 Answer the following Question. (Any five).

(10)

1. What is media literacy?
2. What do you mean by Critical Thinking?
3. Define the term media text with examples.
4. Define media consumption patterns.
5. What is the role of algorithms in media consumption?
6. What is media ethics?
7. What is self regulation in media?

Q.2 Explain how the semiotic analysis can be used to deconstruct a advertisement.

(14)

OR

Q.2 A. Explain the impact of Media Representation influence Societal attitude with examples.

(7)

Q.2 B. Explain the influence of digital platforms on audience behaviour.

(7)

Q.3 Explain techniques for critically evaluating media content and analysing audience consumption patterns.

(14)

OR

Q.3 A. Discuss the key ethical principles that guide media professionals.

(7)

Q.3 B. Discuss the regulatory framework governing media content in India.

(7)

Q.4 Write Short note on (Any THREE)

(12)

1. Importance of Digital Citizenship
2. Significance of media literacy
3. Textual Analysis
4. Media Production V/s Media Distribution
5. Media literacy evolved in India.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION SECOND SEM
Subject Code: 2610000102044001
MDC-BUSINESS ECONOMICS



Instructions:

1. Figures to the right indicate the full marks of that question.
2. Substantiate your answer with suitable examples wherever required.

Q.1 Answer In brief. (Any Five)

[10 Marks]

1. What do you mean by National Income?
2. Define Micro and Macroeconomics.
3. What is Marginal cost and Marginal revenue?
4. List out the characteristics of an oligopoly market.
5. What do you mean by Individual Demand?
6. Define Return to Scale.
7. Distinguish between Perfect Competition and Monopoly.

Q.2 Define Microeconomics. Discuss its scope, advantages, and limitations.

[14 Marks]

OR

Q.2 (A) Explain the Law of Variable Proportion with an illustration and diagram.

[07 Marks]

Q.2 (B) What is cost analysis? Explain the different types of costs and the relationship between Marginal cost and Average cost?

[07 Marks]

Q.3 Discuss the firm's price and output determination in the short-run and long-run under conditions of Perfect Competition.

[14 Marks]

OR

Q.3 (A) Explain in detail the methods of measuring National Income with proper illustrations.

[07 Marks]

Q.3 (B) Discuss the challenges faced by the Indian Economy.

[07 Marks]

Q.4 Write Short Notes (Any Three)

[12 Marks]

1. Kinked Demand Curve
2. Determinants of Elasticity of Supply
3. Types of Revenue
4. GDP & NDP
5. Law of Demand

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) &
NON NEP (SECOND SEM)
Subject Code: 2408000702040001
MDC-ENVIRONMENTAL AND ECOLOGICAL MANAGEMENT



Time: 2 Hours
Total Marks: 50

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate marks allotted to that question.

Q.1 Answer in brief (Any Five)

(10)

1. Define the terms environmental studies.
2. Explain in brief contribution of any 2 people working for environmental conservation.
3. Differentiate between renewable and non renewable sources of energy
4. Enlist any 4 uses of Water resources.
5. What is ecosystem? State types of artificial ecosystem.
6. Define the terms rain water harvesting.
7. What is sustainable development?

Q.2 List down the importance to study environmental studies. Explain various institutions in India working for environmental protection.

(14)

OR

Q.2 (A) Discuss the causes and threats of deforestation in environment.

(7)

Q.2 (B) Explain effects of Water pollution.

(7)

Q.3 What is ecosystem? Explain in detail with diagram the biotic and abiotic components of ecosystem.

(14)

OR

Q.3 (A) Explain in detail Water cycle and oxygen with diagram.

(7)

Q.3 (B) Write a detailed note on mineral resources.

(7)

Q.4 Write Short Notes(Any Three).

(12)

1. Food chain and types of food chain.
2. Causes and effects of Air pollution.
3. Disaster Management of Earthquake.
4. Causes and effects of Solid waste management.
5. Urbanization and its problems caused to human beings.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION SECOND SEM
Subject Code: 2610000102066001
SEC-EMERGING TECHNOLOGIES AND APPLICATION



Time: 2Hours
Total Marks: 30

Instructions:

1. All questions are compulsory.
2. Figure to the right indicate full marks.
3. Mention your options clearly.

Q.1 Answer the following: (ANY FIVE)

(10)

1. State any two uses of cloud computing in business.
2. Define Industry 4.0
3. Define Internet of Things (IoT).
4. What is Block in Block Chain Technology?
5. Give two examples of application of AR.
6. What is Cryptocurrency?
7. What is meant by immutability in Blockchain?

Q.2. Define Cloud Computing. Explain cloud service models in details. Also Explain challenges in cloud computing.

(15)

OR

Q.2 (A) Explain Difference between AR & VR.

(8)

Q.2 (B) Explain benefits & Challenges of Industry 4.0

(7)

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION (SECOND
SEMESTER)
Subject Code: 2610000102077001
VAC-INDIAN CONSTITUTION AND BUSINESS IN INDIA
(BHARATIYA BANDHARAN BHARATIYA VYAVSAY)



Time: 1 hour

Total Marks: 25

Q.1 Answer in brief. (Any FIVE)

(10)

1. What is meant by Sovereignty?
2. Explain the role of RBI in Indian Economy.
3. Define Preambles.
4. Why is the Constitution important for Citizens?
5. State the challenges associated with Fiscal federalism in India.
6. Discuss the role of Article 23 in preventing labour exploitation in industries.
7. Explain the business relevance of Article 51 A(g).

Q.2 Explain Fiscal Federalism Article 301 to 307 Pertaining to Trade and Commerce.

(15)

Q.2 Write following answers.

- (a) Explain the meaning, nature and importance of the Indian Constitution.
- (b) Describe the salient features of the Indian Constitution.

(7)

(8)

Veer Narmad South Gujarat University
Bachelor of Business Administration (NCR-NEP) Examination
(Second Semester)

AEC - Advanced Communication Skills in Gujarati - 1

Subject code: 2408000702050001 /2408000702050002



Time : 1 Hours]

[Total Marks : 25

Instructions 1) All questions are compulsory. 2) Figure to the right indicate full marks. 3) Illustrate your answer with necessary example, if required.	Seat No.: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <div style="border: 1px solid black; border-radius: 10px; width: 100%; height: 80px; margin: 10px auto; display: flex; align-items: center; justify-content: center;">Student's Signature</div>
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- પ્રશ્ન : ૧ નીચેના પ્રશ્નોના ટૂંકમાં જવાબ આપો. (ગમે તે પાંચ) (૧૦)
- (૧) પ્રત્યાયનની એક વ્યાખ્યા આપો.
 - (૨) પ્રત્યાયનની પ્રક્રિયા માટે જવાબદાર કોણ રહે છે?
 - (૩) પત્રલેખનના પ્રકાર જણાવો.
 - (૪) અરજી એટલે શું?
 - (૫) નિમંત્રણ પત્રનો ઉપયોગ મોટા ભાગે કયા કાર્યક્રમ માટે થાય છે?
 - (૬) પ્રમાણપત્ર કઈ પ્રક્રિયા માટે મહત્વના ગણાય છે?
 - (૭) સંવાદલેખનમાં ધ્યાનમાં રાખવાની બે બાબતો જણાવો.
- પ્રશ્ન : ૨ (અ) તમારા મિત્રની માતાનું અવસાન થયું છે તેને આશ્વાસન આપતો પત્ર લખો. (૦૫)
અથવા
તમારી સોસાયટીમાં નિયમિત સફાઈ થતી નથી તે અંગેની ફરિયાદ યોગ્ય અધિકારીને કરો.
- પ્રશ્ન : ૨ (બ) તમારી શાળા તરફથી હોશિયાર વિદ્યાર્થીને સ્કોલરશીપ અપાય છે તે મેળવવા માટે તમે તમારી શાળાના આચાર્યને સંબોધીને અરજી લખો. (૦૫)
અથવા
અરજી લેખન માટે મહત્વની ચોકસાઈઓ જણાવો.
- પ્રશ્ન : ૨ (ક) 'માતૃભાષા દિવસ' અંતર્ગત વક્તૃત્વ સ્પર્ધામાં નિર્ણાયક તરીકે હાજર રહેવા બુહારી કોલેજના આચાર્યને નિમંત્રણ આપતો પત્ર તૈયાર કરો. (૦૫)
અથવા
પ્રમાણપત્રના ફાયદાઓ જણાવો.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Examination April 2026
BACHELOR OF BUSINESS ADMINISTRATION (SECOND
SEMESTER)
Subject Code: 2610000102055002/2408000702050002
AEC-ADVANCED SKILLS IN HINDI : THEORY & PRACTICE



हिंदी प्रत्यायन कौशल

सूचना: दाहिनी ओर प्रश्नों के अंक दर्शाए गए हैं।

निम्नलिखित में से किन्हीं पाँच बहुविकल्पी प्रश्नों के उत्तर दीजिए:

(10)

1. भाषा सम्प्रेषण में सबसे महत्वपूर्ण साधन कौन-सा है?
(A) इशारे (B) भाषा (C) हाव-भाव (D) उपरोक्त में से कोई नहीं
2. पत्र लेखन में "सम्बोधन" के बाद किस चिह्न का प्रयोग किया जाता है?
(A) पूर्ण विराम (B) अल्पविराम (C) प्रश्नवाचक चिह्न (D) विस्मयादिबोधक चिह्न
3. प्रमाण पत्र की वैधता किस पर निर्भर करती है?
(A) हस्ताक्षर पर (B) सील/स्टाम्प पर
(C) संस्था की आधिकारिकता पर (D) उपरोक्त सभी
4. रेडियो को हिंदी में क्या कहा जाता है?
(A) समाचार पत्र (B) आकाशवाणी
(C) दूरदर्शन (D) ध्वनि यंत्र
5. सरकारी पत्र की भाषा-शैली कैसी होनी चाहिए?
(A) काव्यात्मक (B) अलंकारिक
(C) तटस्थ, स्पष्ट और संक्षिप्त (D) व्यंग्यात्मक

६. WWW का पूर्ण रूप क्या है?

- (A) World Wide Web (B) World Wide Wait
(C) Web Wide World (D) World Wide Wire

७. गुजरात में 1918 के खेड़ा सत्याग्रह के दौरान गाँधीजी के साथ कौन प्रमुख नेता के रूप में उभरे थे?

- (A) मोरारजी देसाई (B) सरदार वल्लभभाई पटेल
(C) इंदुलाल याज्ञिक (D) रविशंकर महाराज

८. क्षेत्रफल के अनुसार भारत का सबसे बड़ा राज्य कौन सा है?

- (A) उत्तर प्रदेश (B) महाराष्ट्र
(C) राजस्थान (D) मध्य प्रदेश

९. गुजरात में आए चक्रवात के कारण हुए नुकसान की सहायता के लिए आवेदन पत्र तैयार कीजिए।

(08)

अथवा

२. सोशल मीडिया के हो रहे दुरुपयोग के लिए एक शिकायती पत्र तैयार कीजिए। (08)

३. अपने जन्म दिन पर निमंत्रण देते हुए मित्र को पत्र लिखिए। (07)

अथवा

४. जन्म के प्रमाणपत्र का नमूना तैयार कीजिए। (07)