

QP CODE: 22100500



Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, APRIL 2022

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT11 - HUMAN RESOURCE MANAGEMENT

2017 Admission Onwards

65396528

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Differentiate between personnel department and HRM.
2. Briefly explain role of personnel department in the organisation.
3. What is meant by head hunters?
4. What is executive development and its features?
5. What is meant by paired comparison method?
6. What is meant by apprenticeship training?
7. Write notes on job description and job specification.
8. What do you mean by wages?
9. What do you mean by fringe benefits?
10. What do you mean by bonus?
11. What is bond of service?
12. What do you mean by Provident Fund?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Elaborate the objectives of HRM.
14. What all are the various features of manpower planning?
15. Give the advantages of selection.
16. Explain the limitations of performance appraisal.
17. Difference between job enlargement and job enrichment.
18. Define incentives. State its features.
19. What are the characteristics of profit sharing?
20. What are the constituents that should be included while drafting of charge sheet?
21. What are the significance of human resource records?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the structure of HRD in an organisation and also explain the challenges of HRM.
23. Critically examine the methods of off the job training.
24. Explain the meaning and factors affecting career planning.
25. Explain the process of job evaluation.

(2×15=30)





22100501

QP CODE: 22100501

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

9340A08B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is marketing?
2. What do you mean by demographic environment?
3. What is Rational Patronage buying Motives?
4. What is cobranding?
5. What is Bundle Packaging?
6. What is a Brand label?
7. How government regulation affects price?
8. What is Pre-Emptive Pricing?
9. What is Direct-Response Advertising?
10. Who is a Manufacturer's Salesmen?
11. What is marketing research?
12. What is mail survey?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the advantages of market segmentation.
14. What are the personal factors affecting consumer behaviour?
15. What do you mean by marketing mix? What are its components?
16. How can we classify products on the basis of use?
17. Explain the objectives of pricing policies.
18. What is market structure? What are its elements?
19. Explain the importance of sales promotion.
20. Explain the scope and functions of marketing research.
21. Explain the concept of marketing risk and types of risks.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Who is a consumer? What are the factors affecting consumer behaviour?
23. Discuss the marketing strategies that may be used at various stages of product life cycle.
24. Explain the importance of distribution channels. What are the various functions performed by wholesalers and retailers?
25. What is promotion? What are the factors affecting promotion mix? Explain various elements of promotion mix.

(2×15=30)





QP CODE: 22100502



22100502

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**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY

2017 Admission Onwards

65AC253A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by research?
2. Differentiate between descriptive research and analytical research.
3. Differentiate between Applied research and fundamental research.
4. Illustrate research problem with an examples.
5. What is meant by pilot survey?
6. What is meant by operational design?
7. Differentiate between sampling errors and non sampling errors.
8. Differentiate between primary data and secondary data.
9. Give any two advantages of primary data.
10. Write any two sources of secondary data.
11. What necessitates interpretation of research findings?
12. Differentiate between technical report and popular report.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Write short notes on:
 - a) Objectives of research
 - b) Criteria of good research
14. Describe the requirements of a good research.
15. Analyse the necessity of defining a research problem?
16. Explain the characteristics of a good sample design.
17. Write short notes on:
 - a) Simple random sampling
 - b) Stratified sampling
18. Explain the advantages and disadvantages of collection of data through questionnaire.
19. Describe the characteristics of secondary data.
20. What will you keep in mind while preparing a research report? Explain.
21. Explain the format of a research report.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the different steps in research process.
23. Explain the meaning, significance and features of a research design.
24. What is secondary data? Explain its sources, merits and demerits.
25. Explain the significance of a research report and narrate the steps involved in writing a report.

(2×15=30)





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**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Third Semester

Bachelor of Business Administration

COMPLEMENTARY COURSE - BA3CMT14 - BUSINESS LAWS

2017 Admission Onwards

72E71F4F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain the term "right in rem".
2. Define the term "void agreement".
3. "An agreement entered into on the basis of natural love and affection is valid even if not supported by consideration". Do you agree?
4. Explain the essentials of 'bilateral mistake'.
5. Explain the doctrine of frustration.
6. Explain the role of various parties in a contract of guarantee.
7. Explain 'general lien'.
8. What is pawn?
9. Define sub-agency.
10. Explain whether a principal has authority to revoke the authority of the agent unilaterally.
11. What are express conditions?
12. When is ownership transferred under an auction sale?





(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the various modes whereby an offer ceases?
14. What are the remedies available in case of a fraud?
15. What are the rights of an indemnity holder when a case is filed against him?
16. Explain the nature and extent of surety's liability.
17. Explain the rights and liabilities of a finder of goods.
18. What is meant by implied agency? Explain the various types of implied agency.
19. Explain the concept of 'personal liability of an agent'. Describe few situations where he is personally liable.
20. Explain the basic rules regarding transfer of ownership.
21. What are the rules regarding delivery of goods under a contract of sale?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the essential features of consideration.
23. Enumerate the duties of bailor and bailee in a contract of bailment.
24. Explain the rights of an agent.
25. Briefly explain the differences between a 'sale' and an 'agreement to sell'.

(2×15=30)

