



23126952

QP CODE: 23126952

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

Bachelor of Business Administration

COMPLEMENTARY COURSE - BA3CMT14 - BUSINESS LAWS

2017 Admission Onwards

D713DBBF

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define the term "proposal".
2. What is misrepresentation?
3. What do you mean by 'mistake'? Briefly explain.
4. Explain the term 'maintenance'.
5. What is a novation?
6. What is 'subrogation'?
7. Define bailment.
8. Define pledge.
9. Who is a del credere agent?
10. What happens when an agent acts for a principal who is not in existence?
11. Define sale.
12. What is caveat emptor?

(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. Who is bound to perform a contract?
15. What are the rights of an indemnity holder when a case is filed against him?
16. Explain how a surety is discharged by the act or conduct of the creditor.
17. What are the duties of a bailee?
18. Explain the right to indemnity of an agent in a contract of agency.
19. Is it right to say that a delegate shall not further delegate?
20. What are the rules regarding delivery of goods under a contract of sale?
21. What is an auction sale? Explain the rules relating to auction sale.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What are the rules relating to minor's contract?
23. What are the rights and liabilities of a finder of goods?
24. When is a principal liable for the acts of an agent?
25. Explain various types of goods that may form subject matter of a contract of sale based on the provisions of Sale of Goods Act and examples drawn from your life.

(2×15=30)





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**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT11 - HUMAN RESOURCE MANAGEMENT

2017 Admission Onwards

A11F0067

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. Explain manpower plans in the context of process of manpower planning.
3. What is data bank?
4. What is meant by off the job training?
5. What is grading system?
6. What is promotion?
7. What are the objectives of job design?
8. What do you mean by wages?
9. What do you mean by profit sharing?
10. Explain the concept of VRS.
11. State and explain any two essentials of good record keeping.
12. What do you mean by Provident Fund?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Explain the importance of HRM.
14. Describe the challenges of HRM
15. What are the situational factors affecting recruitment?
16. What are the suggestions to improve performance appraisal?
17. What are the advantages of job evaluation?
18. Explain concepts of wages.
19. Explain any different types of fringe benefits in India.
20. What are the constituents that should be included while drafting of charge sheet?
21. Explain the Industrial Employment (standing orders) Act, 1946.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Define HRM. Explain the organization structure of HR department in organisation.
23. Explain the method/techniques of executive development Programme.
24. Explain the elements of career management Programme.
25. Explain the types of incentives.

(2×15=30)





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**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

FCBACF5D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is 'production concept' of marketing?
2. What is Product Buying Motive?
3. How occupation influence consumer behaviour?
4. What is line extension?
5. What is product life cycle?
6. What is Family packaging?
7. What is Price skimming?
8. Who is a Full-service merchant wholesaler?
9. What are the components of promotion mix?
10. What is Price-pack deal?
11. Who is a Mystery shopper?
12. What is Product Development Risk?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. What is the importance of market segmentation?
14. Who is a consumer? What are the difference between customer and consumer?
15. Explain the concept of marketing mix.
16. What are the things to be considered while selecting a label for the product?
17. Define pricing. Why it is considered as an important marketing function?
18. What are different types of market structure?
19. What are the major channels used for direct marketing?
20. Why marketing research is considered as important to a marketer?
21. Explain the scope and functions of marketing research.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the various functions of marketing.
23. What is branding? What are different types of brands? What are the important things to be considered while selecting a brand name?
24. What is pricing? Why pricing is considered as an important function? What are the factors affecting a firm's pricing decision ?
25. What is an advertisement? What are the various medias used for advertisements in India? Also explain different types of advertisements.

(2×15=30)





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**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT13 - RESEARCH METHODOLOGY

2017 Admission Onwards

01E5B61A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. List out the steps in research process.
2. What is meant by historical research?
3. Which type of research is based on qualitative measurements? Give two examples.
4. How do you define a research problem?
5. What is meant by experience survey?
6. Illustrate independent variable with example.
7. What is meant by non sampling error?
8. What is meant by primary data?
9. What are the tools available for collecting primary data?
10. What is meant by review of literature?
11. What are the types of research reports?
12. What is oral report ? What are its demerit?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Elaborate on Research methods Vs. Methodology.
14. What do you mean by research? Explain it's significance in modern times.
15. Illustrate the process of defining a research problem.
16. Explain the meaning and significance of research design.
17. Write short notes on: a) Cluster Sampling b) Multistage sampling
18. Explain the criteria of selecting a method for data collection.
19. State the advantages of collecting primary data.
20. Explain the importance of interpretation in research.
21. Explain the structure of a research report.

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

22. What is research? What are its objectives and uses?
23. Research design is the blue print of a research'. Substantiate.
24. Examine the features and sources of secondary data.
25. Explain the significance of a research report and narrate the steps involved in writing a report.

(2×15=30)

