

1st Year (Sem-I) BBA, University Examination, 2021(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)**SUBJECT: FUNDAMENTALS OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR****Paper Code: MAN 101 (CBCS Syllabus)****Time: 2 hours****Full Marks: 100****Attempt all questions; each question carries equal marks.****IMPORTANT INSTRUCTIONS**

Total time of exam is 3 hours, and this includes the submission of the answer script. Students will have to hand write the answers using plain A-4 paper and a blue/black pen. Student's Name, Class roll number (as mentioned in the list uploaded on the website) and Page numbers has to be mentioned on each page of the answer script.

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1.

- a) As per the three rules of Graicunas' Span of Management, if any organisation maintains four subordinates per supervisor in each level, then how many relationships should the Supervisor be aware of? Explain the three types, with mathematical deduction of the number of relationships under each type.
- b) 'Nikita and Sanjay completed their BBA and started working in a multinational company at the same level. Both of them worked hard and were happy with their employer. Sanjay had the habit of back-biting and wrong reporting about his colleagues to impress his boss. All the employees in the organisation knew about it. At the time of performance appraisal, the performance of Nikita was judged to be better than Sanjay. Even then their boss, Mohan, decided to promote Sanjay stating that being a female, Nikita would not be able to handle the complications of a higher post.'

Identify and explain the principle of management which was not followed by this, in the multinational company.

 $[(3+3+4)+(5+5)=20]$

2.

- a) 'Radhika opens a jewellery showroom in Jaipur after completing a course in jewellery designing. She has employed eleven persons in her showroom. For greater productivity, she divides the work into small tasks and each employee is trained to perform his/her specialised job. The sales persons are allowed to close a deal with a buyer by giving a maximum of 10% discount, whereas the decision to give any further discount rests with Radhika as the final authority. In the earlier days of starting of the business, five of her employees were asked to put in extra hours of work. In return she had promised to give them a special incentive within a year. Therefore, after six months when the business was doing well, she awarded a cash bonus

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to each of these employees to honour her commitment. However, when it comes to settling the conflicts among her employees, she tends to be more biased towards her female employees'.

In context of the above case:

- A. Identify and explain the various principles of management that are being applied by Radhika by quoting lines from the paragraph.
 - B. Identify and explain the principle of management which is being violated by Radhika by quoting lines from the paragraph.
 - C. State any one effect of the violation of the principle of management by Radhika as identified in part (B) of the question.
- b) Contemporary employees are especially sensitive to issues of fairness and how organizational leaders treat them.' Suggest how employees can be motivated to survive the competition.

[(4+4+2)+10=20]

3.

- a) Read the two given conditions carefully:

Condition 1 – Mr. Verma is late to office. But all others were on time. He is always late to office and to all programs outside office.

Condition 2 – Mr. Verma is late to office. His colleagues were also late. He is always late to office, but very punctual in all other places.

Analyze how you would perceive the difference between Mr. Verma's behaviour in the two situations in the light of the Attribution Theory of Perception.

- b) Critically analyze the statement – 'No universally accepted concept of leadership has emerged till date.'

[10+10=20]

4.

- a) 'Disney's popular characters are license for different items but McDonald's prototype is franchised.' – Based on the above statement, cite the differences between Licensing and Franchising.
- b) 'Centralisation or Decentralisation is a contingency based approach and cannot be same in all the aspects of the managerial practice.' – Elucidate the given statement based on different factors driving either Centralisation or Decentralisation.

[(5+5)+(5+5)=20]

5.

- a) 'Conflict management provides the opportunity to improve situations and strengthen relationships'. Discuss a few tips towards effective management of conflict.
- b) After finishing her degree in Mass Communication, Ms. Karuna joined a reputed multinational company as a public relations executive. The job was extremely demanding but she accepted it as a challenge as she considered herself quite capable of doing her work well. Despite the very long hours of work, she was very happy initially but, gradually, in spite of giving her best, she started feeling that the job was using all her energy. During this time, her parents, who had been in a strained relationship for a long time, decided to separate. Karuna went into depression and started taking antidepressants. Though the tablets provided her with some temporary relief, she developed feeling of defeat and lost the meaning of her life.
- A. Was Karuna in distress? Justify your statement.
 - B. Should Karuna continue with her present job?
 - C. Suggest suitable coping strategies for her.

[10+(3+3+4)=20]

1st Year (Sem-I) BBA, University Examination, 2021
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: BUSINESS MATHEMATICS
Paper Code: MAN 102 (CBCS Syllabus)

Time: 2 hours**Full Marks: 100****Attempt all questions; each question carries equal marks.**

IMPORTANT INSTRUCTIONS

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1.
 - a) There are 2 cases:
Case 1: How many ways we can make a team of 5 players from 5 players?
Case 2: How many ways we can arrange 5 players in a queue?
Which technique among permutation and combination you will use in each of the above mentioned cases and why?
 - b) 20 students are to be seated in a round table out of which 2 students will always seat together. How many ways the students can be arranged in the round table?
 - c) How many ways the word "BUSINESSMATHEMATICS" can be arranged?
 - d) There are 8 batsmen, 6 bowlers and 2 wicket keepers in a cricket squad. How many ways you can arrange them to form a team of 11 players so that
 - i. The team has exactly 7 batsmen and exactly 1 wicket keeper
 - ii. The team has at least 7 batsmen and exactly 1 wicket keeper
 - e) 12 candidates are called for an interview. Among them 4 candidates do not meet the criteria and they are rejected. How many ways 6 candidates may be selected by the panel?
[(2+2)+3+3+(3+5)+2=20]
2.
 - a) Prove that:
$$x^{(a-b)} \cdot x^{(b-c)} \cdot x^{(c-a)} = 1$$
 - b) Arrange in ascending order of magnitude: (working must be shown)
$$2^{54}, 3^{36}, 5^{18}, 6^9$$

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c) If $x = 2^{2/3} + 2^{1/3}$ show that $x^3 - 6x = 6$

d) Find the value of $\log_2 \log_2 4$

e) Find the roots of the equation:

$$x^2 - 9x + 20 = 0$$

Multiply the first root by 5 and second by 6. With these new roots find the new quadratic equation.

f) Prove that:

$$\log(75/16) - 2\log(5/9) + \log(32/243) = \log 2$$

$$[2+2+4+2+5+5=20]$$

3.

a) Solve the following system of three linear equations using Cramer's rule.:

$$x+2y+3z = -5$$

$$3x+y-3z = 4$$

$$-3x+4y+7z = -7$$

b) Define with one example each: (i) Null Matrix, (ii) Square Matrix, (iii) Diagonal Matrix, (iv) Unit Matrix.

c) The sum of n terms of two arithmetic progressions are in the ratio $3n+1:n+4$, find the ratio of the 4th terms.

d) If S be the sum, P the product and R the sum of the reciprocals of n terms in G.P., prove that,

$$P^2 = (S/R)^n$$

$$[6+4+5+5=20]$$

4.

a) Find the compound interest on Rs.6950 for 3 years if interest is payable half yearly, rate for first two years being 6% p.a. and for the third year 9% p.a. Also find the simple interest equivalent of the compound rate. [Given $\log 6950 = 3.8420$, $\log 1.03 = 0.0128$, $\log 7820 = 3.8932$, $\log 1.045 = 0.0191$, $\text{Antilog } 3.8932 = 7820$ and $\text{Antilog } 3.39314 = 8539$]

b) A machine, the life of which is estimated to be 10 years, costs Rs.10000. Calculate its scrap value at the end of its life, depreciation on the reducing installment system being charge at 10% p.a. [Given $\log 3 = 0.4771$, $\text{Antilog } 3.542 = 3483.37$]

c) Find the ratio in which the line joining $(-5,1)$ and $(1,-3)$ divides the straight line segment joining $(3,4)$ and $(7,8)$.

$$[(5+3)+5+7=20]$$

5.

a) Find the equation of two straight lines through the point $(2,-1)$ making an angle of 45 degrees with the line $6X+5Y-1=0$. Show that these lines are at right angles to one another.

b) What is the equation to a circle whose centre is at $(5,-3)$ and radius is 7 units? Give the equation of any other circle which is concentric to this circle.

- c) Prove that the lines $3X-4Y+5=0$, $7X-8Y+5=0$ and $4X+5Y=45$ are concurrent.
- d) Find dY/dX , if $Y^X = X^{\sin Y}$
- e) State the conditions for reaching (i) maximum, (ii) minimum, and (iii) a point of inflection

$$[(3+2)+(3+1)+4+3+(1+1+2)=20]$$

1st Year (Sem-I) BBA, University Examination, 2021
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: ENTREPRENEURSHIP DEVELOPMENT
Paper Code: MAN 103 (CBCS Syllabus)

Time: 2 hours**Full Marks: 100****Attempt all questions; each question carries equal marks.**

IMPORTANT INSTRUCTIONS

Total time of exam is 3 hours, and this includes the submission of the answer script. Students will have to hand write the answers using plain A-4 paper and a blue/black pen. Student's Name, Class roll number (as mentioned in the list uploaded on the website) and Page numbers has to be mentioned on each page of the answer script.

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1.
 - a) 'Effective leadership is not about making speeches or being liked.' List the three basic leadership styles, and their limitations.
 - b) 'Strategy is a plan of action.' Illustrate the strategic management process. (10+10=20)
2.
 - a) 'Entrepreneurs need to be aware of the various forms of businesses.' List the different forms of ownerships in business.
 - b) 'A business is likely to die in the absence of growth.' Briefly state the various types of growth strategies a firm can undertake. (10+10=20)
3.
 - a) 'A society where women are not allowed to maximize their potential misses out on growth and innovation.' List the barriers that women entrepreneurs in India have to face.
 - b) What causes conflicts in family businesses? List the steps to resolve them. (10+10=20)
4.
 - a) 'Entrepreneurship is the result of a process that applies both creativity and innovation to capitalize on marketplace opportunities.' In light of this statement, use the example of a real entrepreneurial venture and showcase how the entrepreneur applied creative ideas with the purposeful action and structure of a business.
 - b) Discuss with an example a real social entrepreneur and showcase why social entrepreneurs are unique and few. (10+10=20)

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5.

a) The following two are considered to be innovation myths:

“big projects will develop better innovations than smaller ones”

“technology is the driving force of innovation and success”

Use a real life example of an entrepreneurial venture and describe how it has been able to break **one of the above two myths.**

b) Recall an entrepreneurial venture and discuss how it has built a place for itself in the market through growth strategy(ies). Use the Ansoff matrix to answer this.

(10+10=20)

1st Year (Sem-I) BBA, University Examination, 2021
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: ENVIRONMENTAL SCIENCE
Paper Code: MAN 104 (CBCS Syllabus)

Time: 2 hours**Full Marks: 100****Attempt all questions; each question carries equal marks.****IMPORTANT INSTRUCTIONS**

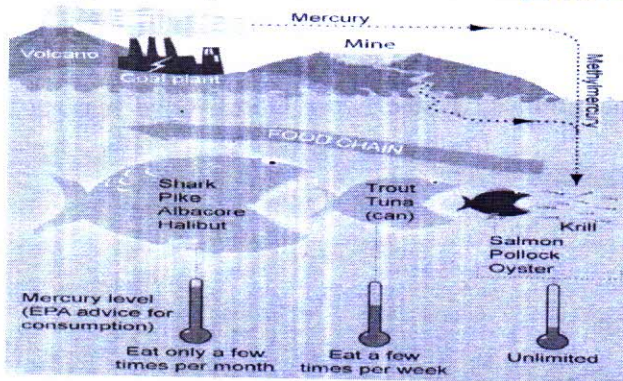
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1.
 - a) Explain how environmental movements helped in forest conservation. Give examples.
 - b) Discuss the potential of alternative energy resources in India.
 - c) Traffic jams are one of the reasons for an increase in noise and air pollution in the city. What steps you can suggest to control noise and air pollution?
 - d) How the category No 4 biomedical waste (Schedule I) is collected, treated and disposed according to the Biomedical Waste Rule, 2016.

(4x5=20)

2.
 - a) What does the picture depict below? Define the impact of the incident.



- b) What role does keystone species play in an ecosystem?

[P.T.O]

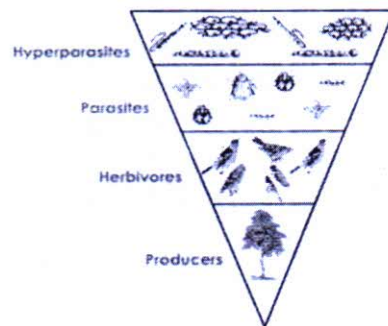
- c) How social, environmental and economic pillars are linked together to achieve sustainable development?
- d) Which of the following according to you is the major cause for loss of biodiversity amongst the four main causes of loss of biodiversity (Habitat loss and fragmentation, alien species invasion, over-exploitation and co-extinctions)? Justify your pick.

(4x5=20)

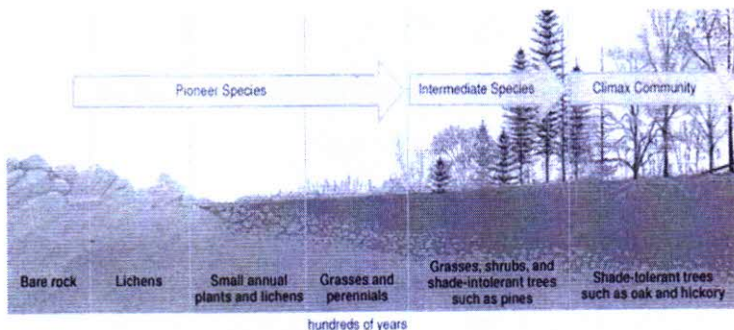
3.
 - a) What is the role of sacred groves in the biodiversity conservation?
 - b) How social, economic and environmental aspects are linked with Municipal Solid Waste Management?
 - c) What is Cartagena protocol? Mention two salient features of Environment Protection Act, 1986.
 - d) Ecocentrism rules over anthropocentrism. Justify.

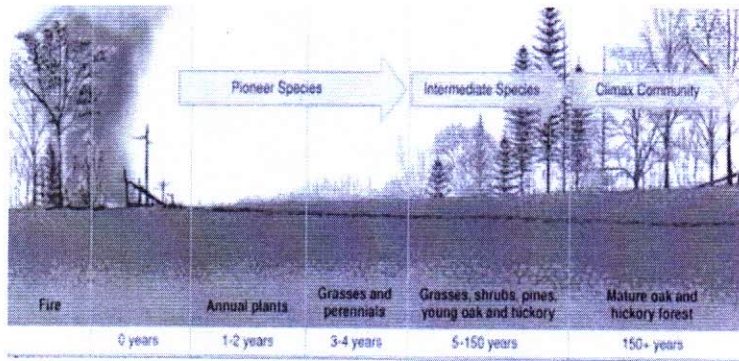
(4x5=20)

4.
 - a) Mention four steps of natural resource management that could help in attaining food security of a rural community.
 - b) What does the picture below depict? Explain why pyramid of energy is considered best for ecosystem study?



- c) How provisional ecosystem services are valued? Give example.
- d) What is the major difference noticed in the two pictures. Give reasons to support your answer.





(4x5=20)

5.

- a) India is a mega diverse country. Give reasons.
- b) Why ecological modeling is important in study of species distribution?

(2x10=20)