

**1<sup>st</sup> Year (Sem-I) BBA, University Examination, 2022**  
(1<sup>st</sup>/2<sup>nd</sup> 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.**

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### **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) 'Arvind Limited (formerly Arvind Mills) is a textile manufacturing Firm and has exclusive Product Format Franchise and marketing rights for various international apparel brands such as ARROW, USPOLO ASSN, TOMMY HILFIGER, GANT,IZOD etc, while McDonalds empowered Amit Jetia with Master Franchise Agreement through a Business Format Franchise Model.'- Based on the given statement differentiate Product Format Franchise from Business Format Franchise. Also elucidate the master Franchise Plan with a proper example.
- b) 'Forward and Backward Integrations are two lean management strategies adapted by many famous business houses'- Explain the statement with justifiable examples.

[10+10=20]

2.

- a) Manisha is a mid-level manager working as Team leader for Cloudrevel, a company involved in Instructional Designing. Her duties and job responsibilities are recruiting & training her teammates, Liaising with overseas business support manager, supervising whether the subordinates are meeting the daily quota of instructional designing or not, reviewing new designing and updating the team about it, negotiating and reconciling with the team mates in case of agitation. – Based on the caselet segregate the responsibilities under certain headings of managerial roles given by Henry Mintzberg.
- b) 'Money holds the key to work motivation in modern business organizations.' Do you agree? Discuss how managers use financial benefits to motivate workers.Is providing financial benefits the only way to prevent worker turnover?

[10+10=20]

3.

a) Read the two given situations carefully:

Situation 1 – Rajiv Gupta was turned down for a raise at work. As he discusses the bad news with his wife, he says, 'My boss was in a really terrible mood today. Next week I'll talk to him again.'

Situation 2 – Mr. Singh, Rajiv's manager, had assigned a team of employees to develop a custom sales training program for a client. As the project progresses, he continues to see problems in the work produced by Rajiv, and consequently turns down his raise.

Analyze how you would perceive the difference between Rajiv's and Mr. Singh's behaviour in the given situations in the light of the Attribution Theory of Perception.

b) Critically analyze the statement – 'A successful leader is not necessarily effective.' How would you describe an effective leader?

[10+10=20]

4.

a) Kanika and Amit completed their masters in management from same management college and started working in a multinational company at entry level as Management Trainee. Kanika was getting Rs.25,000 per month and Amit was getting Rs.30,000 per month as salaries for the same working hours. Also while the promotion was offered to the candidates, Kanika was given a lesser important designation than Amit considering the ever controversial maxim that women are not equally efficient as men. Which principle of management is being violated in this case? Name and explain the principle.

b) 'Henry Laurence Gantt's (1861-1919) Contribution to Scientific Management is still relevant to the manufacturing industries' – explicate the statement with proper justification.

[10+10=20]

5.

a) 'Beneath the cloak of formal relationships in every organization, there exists a more complex system of social relationships called informal groups'. Discuss.

b) 'Since confrontations create competition among various individuals and groups to develop methods for achieving goals more aggressively, organizations regard them as a way for higher performance.' Do you agree with the statement? Explain.

[10+10=20]

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**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) In how many different ways can 9 men be selected from 15 men so as always to (i) exclude 3 particular men (ii) include 3 particular men?
- b) How many different arrangements of the letters "BENGAL" can be made so that two vowels do not come together?
- c) In how many ways can 8 roses of different colors to be arranged to form a garland?
- d) If  ${}^nC_2 = 28$ , find n.

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

2.

- a) Simplify:  $x^{a-b} \cdot x^{b-c} \cdot x^{c-a}$
- b) Solve by Cramer's Method:  
 $2x - y - 4 = 0$   
 $x - 2y + 1 = 0$
- c) Find the roots of the equation  $x^2 + 5x + 6 = 0$ . Add the both the roots by 2 and find out the new quadratic equation?
- d) What are the uses of logarithm?

(3+6+8+3=20)

3.

- a) If  $A = \begin{bmatrix} 2 & -1 \\ -1 & 2 \end{bmatrix}$ ,  $U = \begin{bmatrix} 1 & 0 \\ 0 & 1 \end{bmatrix}$  and  $O = \begin{bmatrix} 0 & 0 \\ 0 & 0 \end{bmatrix}$  then prove  $A^2 - 4A + 3U = O$

- b) Simplify:  $[(3^{1/2} - 2^{1/2})/(3^{1/2} + 2^{1/2})]/[(3^{1/2} + 2^{1/2})/(3^{1/2} - 2^{1/2})]$

- c) Find the compound interest on Rs.6950 for 3 years if interest is payable half yearly, rate for first two years being 6% pa and for the third year 9% pa.

- d) Differentiate the following functions with respect to x:

- i.  $(1 + \cos x)/\sin x$
- ii.  $(3x^2 + 1)(x^3 + 2x)$

[6+4+5+(3+2)=20]

4.

- a) Find the area of a triangle whose vertices are  $(0,0)$ ,  $(1,2)$  and  $(-1,2)$ .
- b) Determine the ratio in which the line segment joining points  $(-2, 3)$  and  $(-4,6)$  is divided by the point  $(2, -3)$ .
- c) Find the equation of the circle whose radius is 3 units and which passes through the origin and has its centre on the x-axis.
- d) The coordinates of two points A and B are  $(-1, 2)$  and  $(2, -1)$  respectively. Find the equation and the slope of the line AB.

[5+4+5+6=20]

5.

- a) Find the equation of the straight line passing through the point  $(-3, 1)$  and perpendicular to the line  $5x-2y+7=0$ .
- b) Find the value of k for which the three lines are concurrent:  
 $X - y = 6$ ,  $4x - 3y - 20 = 0$ ,  $6x + 5y + k=0$
- c) Find the equations of the circle which passes through the points  $(4,1)$  and  $(6,5)$  and has its centre on the line  $4x+y=16$ .

[7+7+6=20]

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**SUBJECT: ENTREPRENEURSHIP DEVELOPMENT**  
**Paper Code: MAN 103 (CBCS Syllabus)**

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

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1.
  - a) Cite an example of a real entrepreneurial venture and elaborate on the specific barriers (any two) to innovation and creativity that you think the chosen venture might have overcome.
  - b) Can a business enterprise improve its profitability by enhancing its bargaining powers vis-a-vis customers and suppliers?  
(10+10=20)
2.
  - a) A franchisee stands somewhere between entrepreneurs and intrapreneurs – elucidate with an example.
  - b) Succession planning is critical to all businesses – briefly explain the importance of succession planning in family businesses.  
(10+10=20)
3.
  - a) Briefly state some of the factors that determine the financing requirements of a business venture.
  - b) Is a Merger the same as an Acquisition – why or why not?  
(10+10=20)
4.
  - a) Experts have time and again said, “Creativity is a wild mind and a disciplined eye. Creativity involves breaking out of established patterns in order to look at things in a different way. Creativity is seeing what everyone else has seen, and thinking what no one else has thought.” Give your opinion in favour or against the experts with the example of an existing entrepreneurial venture.
  - b) “Technical specifications should be thoroughly prepared in advance”, is an innovation myth. Justify the statement with two examples of existing entrepreneurial ventures that have overcome this myth.  
(10+10=20)

- 5.
- a) “Social entrepreneurship is a way to connect you to your life's purpose, help others find theirs, and make a difference in the world, all while eking out a living.” Choose a social entrepreneurship close to your heart and explain how a similar venture would have made a difference in the world while serving your life’s purpose.
  - b) The current era is witness to Indian women changing and emerging as successful entrepreneurs. Women are nowadays seen in non-traditional business sectors and are now cutting through the clutter of traditional views on businesses being conducted by men. Explain with an example of a woman entrepreneur what factors have contributed to this development.

(10+10=20)

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**SUBJECT: ENVIRONMENTAL SCIENCE**

**Paper Code: MAN 104 (CBCS Syllabus)**

**Time: 2 hours**

**Full Marks: 100**

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1.
  - a) How intrinsic value is different from instrumental value in the study of value?
  - b) Describe waste water treatment with flowchart.
  - c) Explain the methods of soil erosion control.
  - d) Briefly describe the IUCN Red list classification of species.

(4x5=20)
2.
  - a) Explain why zone of transition is wider in some of the ecosystem with example.
  - b) How the JFMC/FPC helps protecting and or conserving Forests?
  - c) Define the color coding for disposal of biomedical wastes.
  - d) Explain the working principle of geothermal energy.

(4x5= 20)
3.
  - a) Differentiate between in-situ and ex-situ conservation.
  - b) How ecosystem services act as an indicator for well being of individual or community?
  - c) In which year Wildlife Protection Act was enacted? Briefly describe the salient features of National Forest Policy 1988.
  - d) Briefly describe the disaster management cycle with suitable diagram.

(4x5=20)
4.
  - a) What was the main objective of the Indian Forest Act, 1927? Mention two important features of National Forest Policy 1988.
  - b) Distinguish between critical and strategic minerals. Explain the ecological and occupational health impacts of mining.
  - c) Describe the universal energy flow model with suitable diagram.
  - d) Explain two methods of particulate matter emission control.

(4x5=20)

5.

Write short notes on:

- a) Cartagena protocol
- b) Photochemical smog
- c) Eutrophication
- d) Ecocentrism

(4x5=20)