

Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBA(OLD)	Numerical Code: 0061
Subject Code	: BBA (OLD)-202	Numerical Code: 0359
Subject	: Indian Economics & Environment Management	Total Marks : 70
Date	: 21/01/2015	Time : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. Write detailed note on Mixed economy.
2. What are the reasons of population explosion in India?
3. Is planning a failure in India? - give your views in brief.
4. Suggestions given by Chakravarty Committee.
5. Write a detailed note on Environmental Impact Assessment. (EIA)

Section B (20)

Answer the following (any four)

1. Economic development
2. External Trade and investment
3. Urban Infrastructure
4. Sources of pollution
5. Recycling
6. Kyoto protocol

Section C

(A) Choose correct answer. (10)

1. Economic development means,
(a) Increase in income (b) increase in industrial production
(c) More output and change in technical and institutional arrangements
(d) All of these above
2. India is a
(a) Mixed economy (b) capitalist economy (c) socialist economy (d) none of these
3. How much world's population does India support?
(a) 2.4% (b) 1.5% (c) 50% (d) 75%
4. Government appointed government appointed National Income committee in post-independence period in the year.
(a) 1954 (b) 1994 (c) 1949 (d) 1951
5. One strategy of poverty alleviation is
(a) To provide cash dolls (b) To provide productive employment
(c) To increase industrial production (d) None of these

- 6 First five year plan (1951) emphasised more on
(a) Industrial development (b) poverty removal
(c) agriculture development (d) all these
- 7 Government can influence business activities through fiscal measures- whose belief is this?
(a) P. C. Mahalanobis (b) government of India
(c) Keynes (d) planning commission
- 8 Which type of energy source be used for sustainable development?
(a) Non-renewable energy (b) renewable energy
(c) conventional energy (d) none of these
- 9 Acid rain is the result of emission of sulphur dioxide and nitrogen oxides when.
(a) Population increase (b) melting of ice at poles
(c) Petroleum is burnt through vehicles (d) none of these.
- 10 Environmental Impact Assessment was first introduced in
(a) USA (b) India (c) Japan (d) Russia

(B) Give Answer in One/Two Sentence.

(10)

1. Economic growth and economic development are two terms, indicating same meaning.
 2. India is a developing economy.
 3. Income tax is levied by state government.
 4. At the time of beginning of five year plans (1951-52), service sector was the highest contributor in National Income.
 5. Poverty is a social phenomenon.
 6. JNNURM is a scheme to improve rural infrastructure, launched by UPA government.
 7. Hyperinflation can be controlled by central bank using policy of money contraction.
 8. ETP is meant for treating air pollution.
 9. Generally, solid waste disposal is done through landfill in the world.
 10. Ultraviolet rays are helpful to living creatures.
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Term End Examination January-2015

Course	: BBA(OLD)	Numerical Code: 0061
Subject Code	: BBA(OLD)-209	Numerical Code: 0366
Subject	: Business Strategies	Total Marks : 70
Date	: 29/01/2015	Time : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. What is role proprietorship what are the advantages & disadvantages of role proprietorship.
2. Discuss the overview of lassos in business ethics.
3. Explain the process of data collection.
4. What is SWOT analysis? What are the ascs of swot analysis?
5. Explain the factors affecting the social orientation?

Section B (20)

Answer the following (any four)

1. Explain important steps in developing an effective communication.
2. Discuss briefly the types of cost on export marketing.
3. In short explain the types of strategies.
4. What is product life cycle explain with diagram.
5. Discuss the factors intrhucencing packing decision.
6. What are the steps in new product development?

Section C

(A) Multiple Choice Questions. (10)

- 1 Which is not the type of business?
a) Construction b) Education services c) Charity d) Manufacturing
- 2 Which among the following does not come under business ethics?
a) partnership b) role proprietorship
c) Limited liability partnership d) none of these
- 3 Which is not the component of marketing mix?
a) Product b) Place c) Promotion d) Marketing
- 4 What does the 'O' in SWOT analysis means _____.
a) Operation b) Opportunity c) Objective d) None of these
- 5 The strategy of ansoof market mix contains.
a) Diversification b) Problem child c) Problems childrens d) None of these
- 6 Which is not the social responsibility model?
a) Economic b) Indifferent c) Discretionary d) None of these

- 7 Which is not the adverse impact of technological backwardness an exports?
a) High lost b) Infrastructure bottlenecks c) Good quality image d) None of these
- 8 What does not come under fasonal selling Process?
a) Presale preparation b) Presentation c) Evaluation & Control d) None of these
- 9 Which comes under the pricing objectives?
a) Regulation of margins b) Market skimming
c) Profit maximization d) None of these
- 10 Which government factor effects effort pricing?
a) Taxes b) Cash recovery c) Disposal of surplus d) None of these

(B) True or False.

(10)

1. The full form of FAS is free alongside ship.
 2. Corporation is not a form of ownership.
 3. Mining is a form of business.
 4. An interest is a payment to shareholders in proportion to their holdings.
 5. Dissolution in the triggering event that begins the winding up of a partnership.
 6. Merger is a transaction that allows one corporation to merge into another corporation.
 7. Marketing research is the function which links the consumer, customer & public to the market through information used to identity & define marketing opportunities & problems, generate, refine & evaluate marketing actions, monitor marketing performance & improve understanding of marketing as a process.
 8. Industry & trade associations cannot influence the behavior of the times by establishing professional & ethical codes & norms, education & collective decisions.
 9. Communication mix has only two elements (tools or channels), vi2, sales promotion & public relations.
 10. Breakeven price is the price for a given level of output at which these is neither any loss nor profit.
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Term End Examination January-2015

Course	: BBA (OLD)	Numerical Code: 0061
Subject Code	: BBA (OLD)-303	Numerical Code: 0369
Subject	: Service Marketing	Total Marks : 70
Date	: 02/02/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Explain Theodore Levitt's approach in classifying services
2. Explain augmented services offering as a concept.
3. Explain strategies to improve productivity.
4. Explain forms of travel and tourism consumer and trade promotion schemes.
5. Write a note on media services marketing.

Section B (20)

Answer the following (any four)

1. House price to Household income ratio in India standing at 6.2 is well above 5.25 average. Is it due to supply constraints? Explain.
2. Marketing through consortiums - Short note
3. Critical Success Factors in services marketing - Short note
4. Market research in Indian Banks - Short note
5. Emerging marketing mix of IT sector - Short note
6. Emerging trends in advertising services marketing - Short note

Section C

(A) Choose correct answer. (10)

- 1 A customer is the most important visitor, was said by _____
(mahatma gandhi, silvester stalon, stalin)
- 2 _____ Institutions integrate forward in to professional services and systems integrators.
(Training, teaching,. mining)
- 3 _____ Interest and expenses are three main factors for deciding premium.
(Martiality, mortality, longevity)
- 4 It is _____ for hotel to exercise differential pricing. (Easy, difficulr, indifferent)
- 5 _____ is a problem faced by IT industry. (Diversity, uniformity, richness)
- 6 Before deregulation of _____ approved each route of airlines. (CAB, CAD, CAG)
- 7 Prices of _____ is less understood by first time users of services.
(Tangibles, intangibles, goods)
- 8 Promotion includes _____. (advertising, aversion, pricing)
- 9 _____ suggests services cannot be stored. (Intangibility, heterogeneity, inseparability)
- 10 _____ Goods are packaged goods. (Search, experience, Levitt)

(B) True/False

(10)

1. Doctors getting trained in dictation is a process I in medical transcription process.
 2. Systems integration requires a one stop shop approach.
 3. Oriental Govt. Security Life assurance company's premium ratings were adopted by LIC in 1956.
 4. How much to spend for ads? Is the most important decision to be taken in advertising?
 5. Outdated research techniques are methodological problems.
 6. CRSs lists thousands of routes and fares.
 7. Core services are built with auxiliary or peripheral services.
 8. For service industries traditional marketing mix was adequate.
 9. Services can be inventoried.
 10. Experience goods are evaluated after purchase.
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Term End Examination January-2015

Course	: BBA (OLD)	Numerical Code: 0061
Subject Code	: BBA (OLD) – 306	Numerical Code: 0372
Subject	: E – Commerce	Total Marks : 70
Date	: 05/02/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Write only names of seven unique features of E-Commerce Technology. Explain any two of it
2. Write only name of various E-commerce advantages. Explain any two advantages in details.
3. Write only name of various level of OSI reference model. Explain any two layers in details.
4. Explain various online promotional tools for promoting web site.
5. Explain the advantages and disadvantages of various types of cables.

Section B (20)

Answer the following (any four)

1. Compare : E-Commerce -I and E-Commerce – II
2. List and explain various types of E-Commerce.
3. Explain various E-commerce web site hosting services.
4. Write only name of various payment methods. Explain any two methods in brief.
5. Explain feature and advantages of the shopping basket website.
6. List various critical success factors for EC.

Section C

(A) Attempt the following. (10)

1. Write full-form of I. EDI II. EFT
2. What do you mean by VAN?
3. Write any two drawbacks of Fiber Optic Cable.
4. What are various services available on the ERNET?
5. Write full-form of I. HTML II. SSL

(B) Do as Directed. (10)

1. Where is firewall installed? What types of traffic are passed through firewall?
 2. What are the elements of SWOT analysis?
 3. Explain Stability and Reliability of the web.
 4. Write any four key factors which are responsible for growth of the Web.
 5. Write only name of various types of websites.
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Term End Examination January-2015

Course	: BBA(OLD)	Numerical Code: 0061
Subject Code	: BBA(OLD) - 307	Numerical Code: 0373
Subject	: Introduction to Technology Management	Total Marks : 70
Date	: 06/02/2015	Time : 1.00 to 02.00

Section A (30)**Answer the following (any three)**

1. What are various categories of computer based on size of computers? Explain Sewer computer.
2. What do you understand by the term "Software"? What are various types of software?
3. Explain relational database model.
4. Discuss various types of computer network.
5. What is a client/server technology? What are characteristics of client/server technology?

Section B (20)**Answer the following (any four)**

1. What are various characterostos of Printers?
2. Explain any two useful features of E-mail.
3. Write a short note on Wi-Fi.
4. Explain MICR with its advantages and disadvantages.
5. List and explain basic components of Decision Support System.
6. Write a note on Electronic Fund Transfer.

Section C**(A) Attempt the following (MCQ). (10)**

- 1 Which of the following is not an example of Input device?
A. Keyboard B. Mouse C. Monitor D. Lighpen
- 2 Operating system is an example of which type of software?
A. System Software B. Application Software
C. General Purpose Software D. Application Software
- 3 A blte has how many bits?
A. 2 B.4 C.6 D.8
- 4 A private network which uses a public network to connect remote sites or users is known as
A. LAN B. MAN C.WAN D.VPN
- 5 Which of the following is not a correct measurement unit of a printer?
A. CPS B. CPM C. LPS D. PPM

(B) Do as Directed. (10)

1. Convert the 110.101 from binary number to decimal number.
2. Write full-form of I. RAM II. ROM
3. Write only name of any four types of databases
4. Write the task of bridge for computer network
5. Write only name of any two General purpose software.