

Enrollment Number: _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAIB	Numerical Code: 0064
Subject Code	: BBAIB -101	Numerical Code: 0471
Subject	: Principles of Management	Total Marks : 70
Date	: 20/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Discuss in detail the nature of management.
2. Discuss the major characteristics of a profession.
3. Define planning. What are the steps involved in planning?
4. What is organising? Write a detailed note on characteristics of organising.
5. Discuss in detail manpower planning.

Section B (20)

Answer the following (any four)

1. Principles of directing.
2. Financial motivation.
3. Factors of leadership.
4. Types of communication.
5. Importance of control.
6. Techniques of co-ordination.

Section C

(A) Choose correct answer. (10)

- 1 Who is known as “The father of scientific management?”
a) Henry fayol b) Frank Gribreth c) Frederick Winslow Taylor d) Henry L. Gantt
- 2 Who wrote “The functions of the executives”?
a) Chester I. barnard b) Max weber c) Henry fayol d) Henry L. Gantt
- 3 Who headed a group of Harvard researchers experiments on worker productivity in 1924?
a) Abraham Maslow b) Elton mayo c) Douglas McGregor d) Max Muller
- 4 The full form of MIS is _____.
a) Managing Identity system b) Managing information system
c) Management information society d) Management information system
- 5 Lauding von bertalanffy is recognized as the founder of _____.
a) Management organization system b) Z theory c) General system theory d) Planning
- 6 In which year a chemistry student rangathan set out to sell shampoos with Rs. 15,000/- in his pocket?
a) 1883 b) 1983 c) 1993 d) 2002
- 7 Who has considered organizational chart “as a diagram of formal authority structure”?
a) Date b) Elton mayo c) Abraham Maslow d) Pigors
- 8 _____ is the process of putting right men on right job.
a) Recruitment b) Manpower c) Selection d) Planning

9. _____ is an inner psychological force which activates and compels the person to behave in a particular manner.
a) Motivation b) Organization c) Planning d) Management
10. Clayton alderfer developed the _____ theory of motivation.
a) ERG b) CRG c) GRC d) BRC

(B) Fill in the blanks with suitable answers. (05)

1. The term _____ refers to a line of demarkation between various managerial positions in an organization.
2. _____ Wrote "General and industrial management."
3. _____ observed that his patients are motivated by sequence of needs.
4. _____ proposes a hybrid form of management.
5. The first step in the decision making process is _____.

(C) Answer the following question in short. (05)

1. What is an organizational chart?
 2. Define "Recruitment".
 3. Who gave the hierarchy of needs theory?
 4. Who formulated the theory X and theory Y?
 5. What is communication?
-

Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAIB	Numerical Code: 0064
Subject Code	: BBAIB – 106	Numerical Code: 0476
Subject	: Business Organization	Total Marks : 70
Date	: 25/01/2015	Times : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. What do you mean by business? Explain the Scope of the business in today's competitive world; describe the characteristic of good business men.
2. Define the partnership organization? Explain the partnership organization and partnership deed in detail
3. Define the Company and describe the fundamental characteristics of a company in detail.
4. What do you mean by Co-operative enterprise? Explain the characteristics and objective of Co-operative Enterprise.
5. Define the public enterprises and explain the objective of public enterprises.

Section B (20)

Answer the following (any four)

1. Write short note on:
 - a. Micro- Environment of Business
 - b. Macro-Environment of Business
2. Explain advantage and disadvantage of Partnership Organization in detail.
3. Write short note on Memorandum of association
4. What do you know by article of association? Can it be altered? If so, how?
5. How would you scan Prospectus as an investor?
6. Write difference between public company and private company

Section C

(A) Choose correct answer. (10)

- 1 The industries which deals with breeding plants, or animals for their use in reproduction is known as
 - a) Genetic Industries
 - b) Extractive Industry
 - c) Manufacturing Industry
 - d) Construction industry
- 2 Sole Proprietorship is
 - a) Business owned by group
 - b) Business owned by two persons
 - c) Business owned by one persons
 - d) Business owned by three person
- 3 Public Company can be formed by minimum:
 - a) 7 persons
 - b) 10 persons
 - c) 1 person
 - d) 8 persons
- 4 Minimum number required for the establishment of a cooperative society is
 - a) 10 persons
 - b) 7 persons
 - c) 12 persons
 - d) 2 persons

- 5 All are the form of private ownership organization, except
 a) Partnership firm b) Individual ownership firm
 c) Joint stock company d) Department undertaking
- 6 Transportation, Insurance ,Health all are fall under
 a) Service industry b) Construction industry
 c) Manufacturing industry d) Genetic industry
- 7 Following all are the economic objectives of cooperative enterprises, Except
 a) To encourage necessary and cheaper production b) To provide goods at fair price
 c) To arrange cheap and necessary capital d) To provide moral education
- 8 Following all are the characteristics of Public Utility, Except
 a) Supply of essential products or service b) Inelastic Demand
 c) Unduly heavy fixed capital investment d) Cash trading
- 9 Following all are advantages of cooperative society, Except_
 a) Easy to form b) Open membership c) State patronage d) Limited Size
- 10 Those persons who simply lend their names to the firm are known partners.
 a) Nominal partner b) Active partner c) Dormant partners d) Profit partner

(B) True/False

(10)

1. Those partners who simply contribute to the capital of the firms but do not take any part in its management are known as Sleeping partners.
 2. Partnership deed is agreement between company and its important customers
 3. There seems to no difference between Business and Profession
 4. Private company can invite subscription from public to its share and debentures
 5. Hindu Law: Dayabhaga Law is applicable to all over India
 6. In the co-operative society principle of voting right is "One member One vote"
 7. Assembly of business elements is the second stage in promotion of company.
 8. Joint ownership in which one country (domestic country) provides factory premises, building raw materials, power and labors. While the other country (foreign country) supplies capital machinery, technology and skill is considered as forms of joint venture.
 9. Registration of partnership legally compulsory under the partnership act 1932.
 10. Environment analysis correctly describes the future of Business a)
-

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAIB	Numerical Code: 0064
Subject Code	: BBAIB - 107	Numerical Code: 0477
Subject	: Business Economics	Total Marks : 70
Date	: 27/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. What are the different Branches of Economic studies?
2. Discuss in detail: Law of Demand.
3. Importance of Limitations of Macro-economics: Explain briefly.
4. What is monopoly? Mention main features of Monopoly.
5. Explain Ricardian theory in details.

Section B (20)

Answer the following (any four)

1. Modern Theory of population
2. Barter system
3. Short form demand of Long - term demand
4. Law of supply
5. Perfect competition
6. Types of Bank

Section C

(A) Choose correct answer. (10)

- 1 Average cost is a statistical ratio:
Total demand d) None of above
- 2 Ricardian Theory of
(a) income (b) Demand (c) Supply (d) Rena
- 3 Rent is a payment mode for the use of
(a) Management (b) income (c) supply (d) land
- 4 Profit means
(a) Total income - Total cost (b) Total cost - total income
(c) Total demand - Total supply (d) Total supply - Total demand
- 5 GATT . An agreement signed at?
(a) Delhi (b) Shanghai (c) Tokyo (d) Geneva

(B) Do as directed. (10)

1. Full form of GATT
2. What is macroeconomics?
3. True or False:
 - a. Under monopoly he / she was full control over supply and price
 - b. Duopoly is a market situation in which there are more than two producers or sellers of an almost identical product.
4. _____ is known as the father of economic science. (Adam smith, lord rob - bins)

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAIB	Numerical Code: 0064
Subject Code	: BBAIB-108	Numerical Code: 0478
Subject	: Principles of Insurance	Total Marks : 70
Date	: 28/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. What is Risk Reduction? State and Explain different loss reduction measures.
2. What is the role of insurance in economic development?
3. Which are the different intermediates in insurance?
4. What is insurance interest? State the circumstances in which insurance interest exists.
5. Distinguish between immediate annual and deferred annuity.

Section B (20)

Answer the following (any four)

1. Explain the concept of Non-Life-insurance
2. Define proximate clause. State the guidelines determining insurance liability.
3. State the essentials of insurance contract.
4. Explain utmost Good Faith in detail.
5. Distinguish between Fundamental risk and Particular risks.
6. Explain Static and Dynamic risks.

Section C

(A) Choose correct answer. (10)

- 1 All the Life insurance Policies are combination of the following two types of policies.
a) Pure Endowment & Term insurance b) Health & Medical insurance
c) Fire & Marine insurance d) All of the above
- 2 Under fire, which type of insurance policy can be taken?
a) Specific Policy b) Floating Policy c) Ordinary Policy d) All of the above
- 3 Personal Accident insurance Social Security Scheme (PASS) was introduced in which year?
a) 1984 b) 1985 c) 1986 d) 1989
- 4 Which of the following is not Principles of insurance?
a) Indemnity b) Guarantee c) Proximate Clause d) None of the Above
- 5 In which year Indian Contract Act was established
a) 1972 b) 1872 c) 1956 d) 1870

(B) Fill in the blanks with suitable answers. (10)

1. Give the Full name of IRDA
 2. Define Risk
 3. Explain the types of Marine Policy
 4. Give the classification of General insurance Products
 5. What is subrogation?
-

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAIB	Numerical Code: 0064
Subject Code	: BBAIB-109	Numerical Code: 0479
Subject	: Marketing Management	Total Marks : 70
Date	: 29/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. What do you understand by marketing? Write the difference between marketing and selling? Explain the marketing process in detail.
2. Explain the Product Life Cycle and marketing strategy in each stage with relevant example.
3. Explain the Diversification strategy in detail, Give Example of related and unrelated diversification.
4. Do you agree that "Branding and Packaging increase the sales of product", Justify your answer with relevant example?
5. Explain the sales process in detail.

Section B (20)

Answer the following (any four)

1. Explain the marketing mix in detail with relevant example.
2. Write short note on:
 - a. Classical conditioning
 - b. Operant conditioning
3. Discuss the Product mix concept with appropriate examples of any company.
4. Explain the pricing policies with relevant example.
5. Write short note on Inventory Management
6. Explain the marketing research process in detail.

Section C

(A) Choose correct answer. (10)

- 1 One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being
 - a) product, positioning, place, and price
 - b) promotion, place, positioning, and price
 - c) place, promotion, production, and positioning
 - d) product, price, promotion, and place
- 2 All are the stages of the product life cycle, except
 - a) Introduction
 - b) Growth
 - c) Success
 - d) Decline
- 3 In marketing, the seller engages in the mass production, mass distribution, and mass promotion of one product for all buyers.
 - a) group
 - b) mass
 - c) general
 - d) segmented
- 4 Free sample given to the consumer is consider as
 - a) Advertising
 - b) Personal selling
 - c) Sales promotion
 - d) Direct selling

- 5 Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called
- a) business markets b) global markets
c) consumer markets d) nonprofit and governmental markets
- 6 When the Marlboro Man was depicted in advertising as a rugged outdoor, tough cowboy type, this was done to establish what is called a
- a) trademark b) brand name c) brand personality d) psychological approach to advertising
- 7 The traditional view of marketing is that the firm makes something and then ir.
- a) markets b) sells c) distributes d) prices
- 8 Marketing management is
- a) managing the marketing process
b) monitoring the profitability of the companies products and services
c) selecting target markets
d) the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value
- 9 The consumer usually purchases frequently, immediately, and with a minimum of effort.
- a) specialty goods b) shopping goods c) personal goods d) convenience goods
- 10 The American Marketing Association defines a as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."
- a) holistic product concept b) product concept c) service concept d) brand

(B) True/False

(10)

1. Advertisement is not paid form of communication:
2. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
3. Consumers are less price sensitive to low-cost products or items they buy infrequently.
4. A Functional Discount is offered by a manufacturer to trade-channel members if they will perform certain functions, such as selling, storing, and record keeping
5. A product depth is the set of all products and items a particular seller offers for sale.
6. The consistency of the product mix refers to how closely related the various product lines are in end use, production requirements, distribution channels, or some other way.
7. A market segment consists of a group of consumers who share a similar set of needs and wants.
8. In the sales process during approach stage salesman comes face to face with prospects.
9. Diversification occurs when firms seek to enter a new market with a completely new product.
10. Quantity discount is given to encourage a customer to make bulk purchase order.

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAIB	Numerical Code: 0064
Subject Code	: BBAIB-110	Numerical Code: 0480
Subject	: Principles of Banking	Total Marks : 70
Date	: 30/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Which measures of Money supply adopted by Reserve Bank of India?
2. Write notes on Types of inflation.
3. Mention Advantage and Disadvantage of Branch Banking and Unit Banking.
4. Write notes on organized sector of Indian Money Market
5. Explain Types of Financing for Banks

Section B (20)

Answer the following (any four)

1. Sources of money supply.
2. Window dressing.
3. Development functions of RBI.
4. Gold Deposit Scheme.
5. New scheme of Farmer's credit card.
6. Functions of Commercial Banks.

Section C

(A) Choose correct answer. (10)

- 1 Which is the primary function of money?
a) Measure of Value b) Transfer of value C) Liquidity d) Utilization of resources
- 2 Which is the primary function of a Bank?
a) Purchase of securities b) Locker facilities
c) Acceptance of fixed deposits d) ATM facility
- 3 Which is the unorganized sector?
a) Call Money Market b) Certificate of Deposits
c) Commercial Bills Market d) Money Lenders
- 4 ATM means
a) All-time money b) Automated Teller Money
c) Accepted Time Money d) All teller money
- 5 Which is the duty of Merchant Bankers?
a) To get fixed deposits b) To collect the loans
c) Portfolio management d) None of the above.

(B) Fill in the blanks with suitable answers. (10)

1. _____ classifies the holder of money into the groups.
2. A _____ bank is one who in the ordinary course of business receives money and honoring cheques.
3. The loans which are matured within _____ days are considered as short term loan.
4. Common communication network is called as _____.
5. A reference year established for purposes of comparison and indication of trends is known as _____.