

## II B.B.A. II Semester MODEL QUESTION PAPER

## HUMAN RESOURCE MANAGEMENT

(For BBA)

Time: 3 Hrs.

Max. Marks: 70 M

Answer Question No.1 compulsorily

Answer **ONE Question** from **EACH UNIT**

Assume suitable data if necessary

10 x 2 = 20 Marks

			CO	KL	M
1.	a).	Define HRM.	1	1	2
	b).	Cite the Functions of HRM?	1	2	2
	c).	What is Job Analysis?	2	1	2
	d).	Write down the steps in Recruitment Process	2	2	2
	e).	Mention Steps in Training	3	2	2
	f).	What are various Training Methods	3	1	2
	g).	What do you know about Objectives of Compensation.	4	1	2
	h).	Is there a need of Performance Appraisal	4	2	2
	i).	Define Industrial Relations	5	1	2
	j).	What do you know about Industrial Disputes	5	1	2

5 x 10 = 50 Marks

UNIT-1					
2.	a).	Generate various Functions of HRM	1	1	5
	b).	Criticize on the changing role of HRM	1	2	5
<b>OR</b>					
3.	a).	Identify the Role of HR Manager	1	1	5
	b).	Summarize the Nature, Significance and Scope of HRM	1	2	5
<b>UNIT-2</b>					
4.	a).	Explain the Concept of Human Resource Planning	2	2	5
	b).	Analyze the Placement and Induction of new candidates in an Organization?	2	2	5
<b>OR</b>					
5.	a).	Spell out various Sources of Recruitment with an Example	2	2	5
	b).	Evaluate Job Analysis Vs Job Description Vs Job Specification	2	2	5
<b>UNIT-3</b>					
6.	a).	Analyze the Significance and Scope of Training	3	2	5

	<b>b).</b>	Outline the Steps in Training	<b>3</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>7.</b>	<b>a).</b>	Review various Methods of Training	<b>3</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Categorize Training Vs Development	<b>3</b>	<b>2</b>	<b>5</b>
		<b>UNIT-4</b>			
<b>8.</b>	<b>a).</b>	Interpret the Importance of Performance Appraisal	<b>4</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	List the Process of Performance Appraisal	<b>4</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>9.</b>	<b>a).</b>	Review the Significance and Process of Job Evaluation	<b>4</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Identify the Objectives and Components of Compensation	<b>4</b>	<b>2</b>	<b>5</b>
		<b>UNIT-5</b>			
<b>10.</b>	<b>a).</b>	Discuss the Significance and Objectives of Industrial Relations	<b>5</b>	<b>1</b>	<b>5</b>
	<b>b).</b>	Analyze Grievance Redressal Procedure	<b>5</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>11.</b>	<b>a).</b>	Criticize the Process of Collective Bargaining	<b>5</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Summarize the Objectives and Types of Collective Bargaining	<b>5</b>	<b>2</b>	<b>5</b>

**CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS**

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

## II B.B.A. II Semester MODEL QUESTION PAPER

## RESEARCH METHODOLOGY

(For BBA)

Time: 3 Hrs.

Max. Marks: 70 M

Answer Question No.1 compulsorily

Answer ONE Question from EACH UNIT

Assume suitable data if necessary

10 x 2 = 20 Marks

			CO	KL	M
1.	a).	What is research, and why is it important?	1	2	2
	b).	Discuss simply ethical issues in business research?	1	2	2
	c).	What is sampling design, and why is it important?	2	2	2
	d).	Difference between random and non-random sampling techniques.	2	2	2
	e).	What is survey research, and how is it conducted?	3	2	2
	f).	Write the process of preparing a research report	3	2	2
	g).	What is a hypothesis, and how is it formulated?	4	2	2
	h).	Differentiate between null and alternative hypotheses	4	3	2
	i).	List out the foundational elements of research?	5	3	2
	j).	How do you ensure the quality of a research report?	5	3	2

5 x 10 = 50 Marks

		UNIT-1	CO	KL	M
2.		Explain the nature and importance of research with suitable examples..	1	2	10
		OR			
3.		Discuss the steps in the research process with a neat diagram.	1	2	10
		UNIT-2			
4.		Explain primary data and secondary data with examples.	2	2	10
		OR			
5.		What is a questionnaire? Explain the steps in designing a questionnaire	2	2	10
		UNIT-3			
6.		Explain personal interviews, telephone interviews and self-administered questionnaires	3	2	10
		OR			
7.		Describe the preparation and presentation of a research report.	3	2	10

		<b>UNIT-4</b>			
<b>8.</b>		Distinguish between <b>null hypothesis and alternative hypothesis.</b>	<b>4</b>	<b>3</b>	<b>10</b>
		<b>OR</b>			
<b>9.</b>		What are <b>errors in hypothesis testing</b> ? Explain Type I and Type II errors.	<b>4</b>	<b>2</b>	<b>10</b>
		<b>UNIT-5</b>			
<b>10.</b>		Describe the <b>research design</b> used in report writing.	<b>5</b>	<b>2</b>	<b>10</b>
		<b>OR</b>			
<b>11.</b>		Discuss in detail the <b>guidelines for effective report writing</b> ?	<b>5</b>	<b>2</b>	<b>10</b>

**CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS**

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## II B.B.A. II Semester MODEL QUESTION PAPER

## OPERATIONSRESEARCH

(For BBA)

Time:3Hrs.

Max.Marks:70M

Answer Question No.1 compulsorily

Answer ONE Question from EACH UNIT

Assume suitable data if necessary

10x 2 = 20 Marks

			CO	KL	M
1.	a).	Discuss model sin Operations Research.	1	1	2
	b).	Steps in Graphical method of solving LPP	1	1	2
	c).	Explain North West Corner method of Transportation Problem	2	2	2
	d).	Write the mathematical model for an assignment problem	2	2	2
	e).	What are the types of replacement situations? Explain.	3	2	2
	f).	Define(i) Processing time (ii) Idle time with reference to Job sequencing	3	2	2
	g).	In Game theory what do you mean by saddle point	4	2	2
	h).	Two person zero sum game	4	2	2
	i).	What is an event and mention the types of events in Network analysis.	5	2	2
	j).	Define Total float and free float	5	2	2

5x 10 = 50 Marks

UNIT-1					
2.	a).	XYZ firm produces two products, both of which are made on the same two machines. Since there are two products, there are two independent activities producing product A and product B. Producing a unit of product A requires 1 hour on the first machine and 4 hours on the second machine. Producing a unit of product B requires 4 hours on the first machine and 1 hour on the second machine. Each week, there are 20 hours available on the first machine and 35 hours available on the second machine. The firm makes a profit of Rs. 60 on each unit of product A and Rs. 90 on each unit of product t B. It is assumed that all units produced will be sold. Formulate this as LPP to determine as how many unit so fetch of the products should be produced per week so that the Firm can earn the maximum profit.	1	3	10
OR					
3.	a).	Solve the following LPP using Simplex method. Maximize $=10x_1+6x_2+4x_3$ subject to constraints $x_1+x_2+x_3 \leq 100, 10x_1+4x_2+5x_3 \leq 600, 2x_1+2x_2+6x_3 \leq 300$ and $x_1, x_2, x_3 \geq 0$	1	3	10
UNIT-2					
		A company has factories F1, F2 and F3 which supply warehouses at W1, W2 and W3. Weekly factory capacities are 200, 160 and 90 units respectively.			

4.	a).	Weekly factory capacities are 180, 120 and 150 units respectively. Unit Shipping costs (in rupees) are as follows.				2	3	10	
		Factory	Warehouse						Supply
			W1	W2	W3				
		F1	16	20	12				200
		F2	14	8	18				160
		F3	26	24	16				90
Demand	180	120	150	350					

**OR**

5.	a).	Explain the algorithm for Hungarian method of Assignment Problem	2	3	10
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**UNIT-3**

6.	a).	The cost of equipment is Rs. 1,24,000 and its scrap value is Rs. 4,000. The life of the equipment is 8 years. The maintenance cost for each year are as given below:								3	3	10	
		Year	1	2	3	4	5	6	7				8
		Maintenance cost (in Rs.)	2000	4000	7000	10000	16000	22000	32000				48000

**OR**

7.	a).	Explain Sequencing problem and write the steps in processing n jobs through two machines.	3	3	5
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8.	b).	Five jobs are performed first on machine M1 and then on machine M2. Time in hours taken by each job on each machine is given below.					3	3	5	
		Machines	A	B	C	D				E
		M1	10	2	18	6				20
M2	4	12	14	16	8					
Determine the optimum sequence of jobs and the minimum time elapsed.										

**UNIT-4**

8.	a).	Reduce the game by dominance and find the game value				4	3	10		
		Player A	Player B							
				I	II				III	IV
			I	3	2				4	0
			II	3	4				2	4
			III	4	2				4	0
IV	0	4	0	8						

**OR**

9.	a).	A and B play a game in which each has three coins: a 5p, a 10p, and a 20p. Each player selects a coin without the knowledge of the other's choice. If the sum of the coins is an odd amount A wins B's coin; if the sum is even, B wins A's coin. Find the best strategy for each player and the value of the game.	4	3	10
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		<b>UNIT-5</b>									
<b>10.</b>	<b>a).</b>	A project schedule has the following characteristics							<b>5</b>	<b>3</b>	<b>10</b>
		Activity	1 -2	1-3	2-4	3-4	3-5	4 - 9			
		Time(weeks)	4	1	1	1	6	5			
		Activity	5 -6	5-7	6-8	7-8	8-10	9 - 10			
		Time (weeks)	4	8	1	2	5	7			
		(i) Construct thenet work diagram (ii) Compute Earlie stand Latest times for each event and (iii) Find the Criticalpath (iv) what is the total duration of the project									
		<b>OR</b>									
<b>11.</b>	<b>a).</b>	Discuss the steps in PERT algorithm,							<b>5</b>	<b>3</b>	<b>10</b>

**CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS**

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

**Course Code: B24BB2204**

**SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)**

**R24**

**II BBA II Semester MODEL QUESTION PAPER**

**CROSS CULTURE MANAGEMENT**

(For BBA)

**Time: 3 Hrs.**

**Max. Marks: 70 M**

Answer Question No.1 compulsorily

Answer **ONE Question** from **EACH UNIT**

Assume suitable data if necessary

**10 x 2 = 20 Marks**

			CO	KL	M
<b>1.</b>	<b>a).</b>	Write about cross-cultural management.	<b>1</b>	<b>2</b>	<b>2</b>
	<b>b).</b>	Define the term shareholders.	<b>1</b>	<b>2</b>	<b>2</b>
	<b>c).</b>	State the role of culture in global business.	<b>2</b>	<b>2</b>	<b>2</b>
	<b>d).</b>	Identify examples of a foreign MNC operating in India.	<b>2</b>	<b>2</b>	<b>2</b>
	<b>e).</b>	List out anytwo essential skills needed for cross-cultural negotiation.	<b>3</b>	<b>2</b>	<b>2</b>
	<b>f).</b>	Define organizational structure.	<b>3</b>	<b>2</b>	<b>2</b>
	<b>g).</b>	Recall Global Human Resource Management (GHRM).	<b>4</b>	<b>2</b>	<b>2</b>
	<b>h).</b>	State retention strategy.	<b>4</b>	<b>2</b>	<b>2</b>
	<b>i).</b>	Write about corporate culture.	<b>5</b>	<b>2</b>	<b>2</b>
	<b>j).</b>	Recall culture measurement.	<b>5</b>	<b>2</b>	<b>2</b>

**5 x 10 = 50 Marks**

		<b>UNIT-1</b>			
<b>2.</b>	<b>a).</b>	Explain the concept of culture in a business context with examples.	<b>1</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Illustrate the cultural expectations of customers and suppliers in a global business environment.	<b>1</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>3.</b>	<b>a).</b>	Summarize the cultural background of managers and employees in an organization.	<b>1</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Describe the challenges in managing a culturally diverse workforce.	<b>1</b>	<b>2</b>	<b>5</b>
		<b>UNIT-2</b>			
<b>4.</b>	<b>a).</b>	Discuss the global business scenario and the role of culture in shaping international business.	<b>2</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Compare the communication strategies of Indian MNCs and Foreign MNCs.	<b>2</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>5.</b>	<b>a).</b>	Explain the elements and processes of communication across cultures.	<b>2</b>	<b>2</b>	<b>5</b>

	<b>b).</b>	Discuss strategies to develop high-performance winning teams in a cross-cultural setting.	<b>2</b>	<b>2</b>	<b>5</b>
		<b>UNIT-3</b>			
<b>6.</b>	<b>a).</b>	Summarize the concept of cross-cultural negotiation and its importance in global business	<b>3</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Interpret the process of global strategy formulation in multinational companies.	<b>3</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>7.</b>	<b>a).</b>	Explain the negotiation process and the skills required for successful multicultural negotiations.	<b>3</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Describe the steps involved in global strategy implementation.	<b>3</b>	<b>2</b>	<b>5</b>
		<b>UNIT-4</b>			
<b>8.</b>	<b>a).</b>	Discuss staffing approaches for global operations (ethnocentric, polycentric, geocentric).	<b>4</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Summarize the retention strategies used in multinational companies.	<b>4</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>9.</b>	<b>a).</b>	Interpret training and development for global employees.	<b>4</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Describe how leadership styles differ across cultures and their impact on global HR practices.	<b>4</b>	<b>2</b>	<b>5</b>
		<b>UNIT-5</b>			
<b>10.</b>	<b>a).</b>	Discuss different types of organizational cultures with examples.	<b>5</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Describe the challenges associated with organizational culture transformation	<b>5</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>11.</b>	<b>a).</b>	Explain the phases of successful culture change implementation.	<b>5</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Summarize the tools used for monitoring and evaluating cultural improvements.	<b>5</b>	<b>2</b>	<b>5</b>

**CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS**

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

## II BBA II Semester MODEL QUESTION PAPER

## PUBLIC HEALTH MANAGEMENT

(For BBA)

Time: 3 Hrs.

Max. Marks: 70 M

Answer Question No.1 compulsorily

Answer **ONE Question** from **EACH UNIT**

Assume suitable data if necessary

10 x 2 = 20 Marks

			CO	KL	M
1.	a).	Define environmental health.	1	1	2
	b).	Write about air pollution.	1	1	2
	c).	List out any two features of the Indian healthcare system.	2	1	2
	d).	State the meaning of primary healthcare.	2	1	2
	e).	Write about behavior change.	3	1	2
	f).	Recall social environment.	3	1	2
	g).	Define communicable diseases.	4	1	2
	h).	Name any two modes of transmission of infectious diseases.	4	1	2
	i).	State the meaning of health literacy.	5	1	2
	j).	Outline any two strategies of health promotion.	5	1	2

5 x 10 = 50 Marks

		UNIT-1	CO	K	M
2.	a).	Describe different types of environmental pollutants.	1	2	5
	b).	Discuss the components of Environmental Health.	1	2	5
		<b>OR</b>			
3.	a).	Explain regulatory measures for controlling environmental hazards.	1	2	5
	b).	Describe occupational health hazards with examples.	1	2	5
		<b>UNIT-2</b>			
4.	a).	Explain the Objectives of Health Policy.	2	2	5
	b).	Discuss the major components of healthcare systems.	2	2	5
		<b>OR</b>			
5.	a).	Summarize various stages of Health Policy Development	2	2	5
	b).	Illustrate the management principles used in healthcare settings.	2	2	5
		<b>UNIT-3</b>			
6.	a).	Restate how social factors influence health.	3	2	5
	b).	Describe the lifestyle choices that impact public health.	3	2	5

		<b>OR</b>			
7.	a).	Explain various behavior change models.	<b>3</b>	<b>2</b>	<b>5</b>
	b).	Discuss behavioral barriers in adopting healthy practices.	<b>3</b>	<b>2</b>	<b>5</b>
		<b>UNIT-4</b>			
8.	a).	Explain the classification of communicable diseases.	<b>4</b>	<b>2</b>	<b>5</b>
	b).	Describe the modes of transmission of infectious diseases.	<b>4</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
9.	a).	Summarize major types of Non-Communicable Diseases	<b>4</b>	<b>2</b>	<b>5</b>
	b).	Discuss the importance of early detection in Non-Communicable Diseases management.	<b>4</b>	<b>2</b>	<b>5</b>
		<b>UNIT-5</b>			
10.	a).	Explain the methods and techniques used in health education	<b>5</b>	<b>2</b>	<b>5</b>
	b).	Discuss the role of mass media in health education.	<b>5</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
11.	a).	Illustrate the strategies for promoting healthy lifestyles.	<b>5</b>	<b>2</b>	<b>5</b>
	b).	Describe steps in planning a health promotion program.	<b>5</b>	<b>2</b>	<b>5</b>

**CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS**

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

Course Code: B24BB2206

SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)

R24

II B.B.A. II Semester MODEL QUESTION PAPER

ENTREPRENEURSHIP DEVELOPMENT

(For BBA)

Time: 3 Hrs.

Max. Marks: 70 M

Answer Question No.1 compulsorily

Answer **ONE Question** from **EACH UNIT**

Assume suitable data if necessary

**10 x 2 = 20 Marks**

			CO	KL	M
1.	a).	Define Entrepreneurship.	1	1	2
	b).	List any two characteristics of entrepreneurs.	1	1	2
	c).	Define prototyping.	2	1	2
	d).	List the types of feasibility analysis.	2	1	2
	e).	State the meaning of visioning for venture.	3	1	2
	f).	Recall any two roles of E-Cell.	3	1	2
	g).	Identify two financial problems of entrepreneurs.	4	1	2
	h).	Write the meaning of bank syndication.	4	1	2
	i).	Define Business strategy.	5	1	2
	j).	List different types of Intellectual Property Rights.	5	1	2

**5 x 10 =50Marks**

UNIT-1					
2.	a).	Illustrate the History of entrepreneurship development in India.	1	2	5
	b).	Describe the Entrepreneurial decision-making process.	1	2	5
OR					
3.	a).	Explain the role of Entrepreneurship in economic development.	1	2	5
	b).	Interpret any two theories of entrepreneurship.	1	2	5
UNIT-2					
4.	a).	Explain any four sources of business ideas.	2	2	5
	b).	Describe the legal requirements for starting a new enterprise.	2	2	5
OR					
5.	a).	Explain the stages of design thinking for finding solutions.	2	2	5
	b).	Illustrate the significance of environmental analysis for new ventures.	2	2	5
UNIT-3					
6.	a).	Explain the process of translating a business model into a business plan.	3	2	5

	<b>b).</b>	Summarize the main institutions that support new ventures in India.	<b>3</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>7.</b>	<b>a).</b>	Illustrate Government initiative programmes for women entrepreneurs.	<b>3</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Explain various Government policies for the development of small-scale industries.	<b>3</b>	<b>2</b>	<b>5</b>
		<b>UNIT-4</b>			
<b>8.</b>	<b>a).</b>	Describe the structural, financial and managerial problems encountered by new venture.	<b>4</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Explain the role of BIFR in the revival of sick industries.	<b>4</b>	<b>2</b>	<b>5</b>
		<b>OR</b>			
<b>9.</b>	<b>a).</b>	Describe the importance of business licenses and permits in starting a new venture.	<b>4</b>	<b>2</b>	<b>5</b>
	<b>b).</b>	Explain the reasons for industrial sickness and its remedies.	<b>4</b>	<b>2</b>	<b>5</b>
		<b>UNIT-5</b>			
<b>10.</b>		Interpret New Product Development process in detail and discuss the factors that influence successful product development.	<b>5</b>	<b>2</b>	<b>10</b>
		<b>OR</b>			
<b>11.</b>		Summarize the role of technology in innovation management. How do modern technologies help firms improve products and processes.	<b>5</b>	<b>2</b>	<b>10</b>

**CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS**

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