

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)BBA DEGREE EXAMINATION DECEMBER 2024
(First Semester)Common to Branches – BUSINESS ADMINISTRATION/ BUSINESS ADMINISTRATION
(IS)/ BUSINESS ADMINISTRATION (RM)/ BUSINESS ADMINISTRATION
(LOGISTICS)PRINCIPLES AND PRACTICES OF MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Henry Fayol is known as _____ (a) Father of scientific management (b) Father of business management (c) Father of principles of management (d) Father of Administration	K1	CO1
	2	The principle of order implies _____ (a) One head and one plan (b) Right man in right job (c) Issuing instructions (d) Justice and kindness	K2	CO1
2	3	Planning function is mainly performed at (a) Top management level (b) Middle management level (c) Lower management level (d) Both (b) and (c)	K1	CO1
	4	The function which determines future course of action is called (a) Organizing (b) Controlling (c) Planning (d) Directing	K2	CO1
3	5	In functional organization work is divided _____ (a) According to importance (b) According to its nature (c) According to different functions (d) According to management	K1	CO1
	6	Organization deals with _____ (a) Centralization of activities (b) Decentralization of activities (c) Division of work (d) Span of management	K2	CO1
4	7	Effective direction does not depend on the _____ (a) Forces at the subordinate level (b) Communication process (c) Deployment of human resources (d) Ability of the manager	K1	CO1
	8	_____ is not a process of selection. (a) Manpower planning (b) Placement & orientation (c) Separation (d) Initiate action	K2	CO1
5	9	Controlling is closely related with _____ (a) Fixing of authority (b) fixing of responsibility (c) setting of objectives (d) related with staffing	K1	CO1
	10	Control is exercised _____ (a) Whenever something goes wrong (b) When efficiency is to be improved (c) regularly (d) occasionally	K2	CO1

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	List out the functions of a Manager.	K4	CO2
		(OR)		
	11.b.	Evaluate the need for social responsibility of business.		
2	12.a.	Describe the characteristics of a good procedure.	K3	CO2
		(OR)		
	12.b.	Identify the steps in business forecasting.		
3	13.a.	Enumerate the various factors affecting decentralization.	K4	CO3
		(OR)		
	13.b.	Analyze the obstacles in delegation.		
4	14.a.	State the various types of leadership styles.	K3	CO2
		(OR)		
	14.b.	Illustrate the process of communication.		
5	15.a.	Explain the features of Controlling.	K2	CO1
		(OR)		
	15.b.	Outline the limitations of controlling.		

SECTION - C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Enumerate the contributions of F.W. Taylor to the field of management.	K4	CO3
2	17	Analyze the steps in planning process.	K4	CO3
3	18	Examine the basis of departmentation giving pros and cons of each method.	K4	CO3
4	19	Critically evaluate the factors affecting staffing.	K4	CO3
5	20	Examine the techniques of controlling.	K4	CO3

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2024

(First Semester)

Common to Branches – BUSINESS ADMINISTRATION/ BUSINESS ADMINISTRATION (IS)/
BUSINESS ADMINISTRATION (RM)/ BUSINESS ADMINISTRATION (LOGISTICS)MANAGERIAL STATISTICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The simple interest on Rs.37500 at the rate of 2% per annum for 4 years is a)Rs.3000 b)Rs.3500 c)Rs.4000 d)Rs.5000	K3	CO1
	2	The modal value can be located in which of the following diagram? a)bar diagram b) histogram c) Ogive d) pie-diagram	K1	CO2
2	3	If $Q_1=250$ and $Q_3=500$ then the quartile deviation (QD) is a)125 b)250 c)375 d)750	K3	CO1
	4	The appropriate average in the calculation of average speed is a) simple mean b) weighted mean c) harmonic mean d) geometric mean	K1	CO2
3	5	When two variables are independent then the coefficient of correlation is a) 0 b) -1 c) +1 d)not defined	K4	CO3
	6	The values of the regression coefficients are $b_{yx}=1.6$ and $b_{xy}=0.4$, then the correlation coefficient is a) 2.0 b) 1.2 c) 0.64 d) 0.80	K3	CO3
4	7	Which type of average is best to construct an index number? a) arithmetic Mean b)Harmonic Mean c) Geometric Mean d) Median	K2	CO4
	8	Wheat crops badly damaged on account of rain is a) cyclical movement b) random movement c) secular trend d) seasonal movement	K2	CO4
5	9	What symbol is used to start a formula in Excel? a)@ b)# c)= d)+	K1	CO5
	10	Which function would you use to calculate the average value of a range of cells? a) SUM() b) AVERAGE() c)MEAN() d) TOTAL()	K2	CO5

SECTION – B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	In a company, a machine costs Rs.80000 and its life is estimated to be 20 years. Sinking fund is created for replacing the machine at the end of its life time when its scrap realises a sum of Rs.5000 only. Calculate the amount which should be provided every year for the sinking fund if it accumulates at 9% p.a. compounded annually.	K3	CO1
		(OR)		
	11.b.	Explain various types of bar diagrams with an example.		

Cont...

2	12.a.	Calculate mean and mode from the following data :						K1	CO2				
		Sales(in lakhs)	11-20	21-30	31-40	41-50	51-60			61-70	71-80		
		No. of Companies	42	38	120	84	48			36	31		
(OR)													
12.b.	The following is the distribution of marks of 80 students in the class . Find the coefficient of variation.												
	Marks Below	50	40	30	20	10							
	No.of students	80	65	46	25	12							
3	13.a.	Define scatter diagram and state its demerits. Draw the scatter diagram when (i) $r = +1$ (ii) $r = -1$ (iii) $r = 0$ Where r is the correlation coefficient.							K2	CO3			
	(OR)												
	13.b.	What is regression ? State the properties of regression coefficients.											
4	14.a.	Define index number. Explain the problems in the construction of index numbers.							K2	CO4			
	(OR)												
	14.b.	Assuming no trend in the series , calculate seasonal indices for the following data :											
		Year	QuarterI	QuarterII	QuarterIII	QuarterIV							
2001		78	66	84	80								
2002		76	74	82	78								
2003		72	68	80	70								
2004	74	70	84	74									
2005	76	74	86	82									
5	15.a.	How to use Excel for descriptive statistics?							K4	CO5			
	(OR)												
	15.b.	How can Excel be used for Time series analysis and Forecasting?											

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO														
1	16	The difference between the compound interest and the simple interest for 3 years at 5% p.a. on a certain sum of money was Rs. 610 . Find the sum.	K3	CO1														
2	17	The weekly wages of a group of employees are given in the following table. Find the mean and standard deviation of the wages. <table><tr><td>Wages(in Rs)</td><td>75</td><td>80</td><td>85</td><td>90</td><td>95</td><td>100</td></tr><tr><td>No. of persons</td><td>3</td><td>7</td><td>18</td><td>12</td><td>6</td><td>4</td></tr></table>	Wages(in Rs)	75	80	85	90	95	100	No. of persons	3	7	18	12	6	4	K1	CO2
Wages(in Rs)	75	80	85	90	95	100												
No. of persons	3	7	18	12	6	4												
3	18	Compute the two regression equations from the following data: <table><tr><td>x</td><td>10</td><td>12</td><td>13</td><td>12</td><td>16</td><td>15</td></tr><tr><td>y</td><td>40</td><td>38</td><td>43</td><td>45</td><td>37</td><td>43</td></tr></table>	x	10	12	13	12	16	15	y	40	38	43	45	37	43	K4	CO3
x	10	12	13	12	16	15												
y	40	38	43	45	37	43												
4	19	What is time series? Discuss its components.	K2	CO4														
5	20	Explain how Excel works to compute correlation , regression and moving average.	K4	CO5														

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Common to Branches: **BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION (IS)/ BUSINESS ADMINISTRATION (RM)/ BUSINESS
ADMINISTRATION (LOGISTICS)
ORGANISATIONAL BEHAVIOUR**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	A study of human behavior in organizational settings is a) Individual behavior b) Group behavior c) Organizational behavior d) None of these	K1	CO1
	2	----- is a Study of individual Behavior a) Anthropology b) Psychology c) Political science d) Sociology	K1	CO1
2	3	Perception is----- a) an accurate representation of the world b) an appropriate representation of the world c) an adequate representation of the world d) a native representation of the world	K1	CO1
	4	----- occurs when sensory information is organized, interpreted, and consciously experienced. a) Sensation b) Perception c) Transduction d) Sensory adaptation	K1	CO1
3	5	Learning is ----- a) active b) Passive c) Static d) Observing	K1	CO1
	6	Motivation is the process of stimulating people to accomplish ----- a) Desired goals b) Desired homework c) Desired assignment d) Desired homework and assignment	K1	CO1
4	7	----- is a Study of Group Behavior a) Anthropology b) Psychology c) Physiology d) Sociology	K1	CO1
	8	----- are the approaches to the study of leadership which emphasize the personality of the leader: a) Contingency theories b) Group theories c) Trait theories d) Inspirational theories	K1	CO1
5	9	Now a day a lot of stress is being put on the ----- of the employee in the organization a) Character b) Improvement c) Behavior d) Rewards	K1	CO1
	10	Which type of culture for Worker's acceptance of change is characteristic? a) Team culture b) Collaborative culture c) Group culture d) Collective culture	K1	CO1

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SECTION - B (35 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Rephrase the scope of organization behavior.	K2	CO1
	(OR)			
	11.b.	Summarize the few indicators of positive individual behavior.		
2	12.a.	Show the important determinants of personality.	K2	CO1
	(OR)			
	12.b.	Explain the various determinants of perception.		
3	13.a.	Identify the various characteristics of leaning.	K2	CO1
	(OR)			
	13.b.	Outline non-financial incentives and their importance.		
4	14.a.	Identify the reason for the formation of group.	K2	CO1
	(OR)			
	14.b.	Explain the functions performed by a leader.		
5	15.a.	Elaborate the determinants of organizational climate.	K5	CO4
	(OR)			
	15.b.	Discuss the objectives of organization development.		

SECTION -C (30 Marks)
Answer ANY THREE questions
ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Outline the factors influencing individual behavior.	K2	CO1
2	17	Examine the influence of personality factor on human behavior.	K4	CO2
3	18	Explain Maslow's Hierarchy of needs.	K5	CO4
4	19	Classify the different kinds of leadership styles.	K4	CO2
5	20	Explain the personal factor and organizational factors that cause stresss.	K2	CO1

Z-Z-Z END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Common to Branches – **BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION (IS)/ BUSINESS ADMINISTRATION (RM)/ BUSINESS
ADMINISTRATION (LOGISTICS)**

HUMAN RESOURCE MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The difference between HRM and Personnel Management is: - a) Insignificant b) Marginal c) Narrow d) Wide	K1	CO1
	2	Human Resource management helps to improve a) Production b) Productivity b) Profit d) Power	K1	CO1
2	3	Human resource planning is a part of ----- function of organization a) Operational b) Managerial c) Analytical d) Planning	K1	CO1
	4	Promotion is a ----- source of recruitment a) Suitable b) Higher c) External d) Internal	K1	CO1
3	5	OJT stands for a) On the job training b) On the job technique c) On the job technology d) Off the job training	K1	CO1
	6	An effective training design should be a) Learner-focused b) Trainer focused c) Company focused d) Environment focused	K1	CO1
4	7	Job ----- targets expanding the context of an individual's job. a) Enrichment b) Nourishment c) Empowerment d) Card	K1	CO1
	8	----- is to identify the strengths and weaknesses of employees to place right men on right job. a) Recruitment b) Performance Appraisal c) Selection d) Feedback	K1	CO1
5	9	Relative worth of a job is known by a) Job design b) Job analysis c) Job evaluation d) Job change	K1	CO1
	10	----- are also called 'payments by results'. a) Allowances b) Claims c) Incentives d) Fringe benefits	K1	CO1

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyze the scope of human resource management	K4	CO4
	(OR)			
	11.b.	Discover the various qualities of good HR manager		
2	12.a.	Discuss the objectives of human resource planning	K6	CO5
	(OR)			
	12.b.	Elaborate the various components of job specification		
3	13.a.	Explain the various objectives of training	K2	CO1
	(OR)			
	13.b.	Outline the various stages of career planning		
4	14.a.	Discuss the objectives of performance appraisal	K6	CO5
	(OR)			
	14.b.	Formulate the various principles of quality of work life		
5	15.a.	Tell about the various objectives of job evaluation	K1	CO1
	(OR)			
	15.b.	What are the types of Human resource analytics?		

SECTION -C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the functions of human resource management	K2	CO1
2	17	Analyze the Internal and external source of recruitment	K4	CO4
3	18	Discuss the various methods of Training	K6	CO5
4	19	Illustrate the various methods of performance appraisals	K2	CO1
5	20	Appraise in detail different methods of wage system	K5	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)BBA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)Common to Branches - BUSINESS ADMINISTRATION/ BUSINESS ADMINISTRATION
(IS)/ BUSINESS ADMINISTRATION (RM)/ BUSINESS ADMINISTRATION
(LOGISTICS)MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The main objective of marketing is a. Increasing sales b. Increasing profit c. Increasing prices d. Decreasing cost of production	K1	CO1
	2	An oil marketing company in its advertisement asks consumers to save oil. It is engaged in a. Maintenance marketing b. Remarketing c. Developmental marketing d. De marketing	K2	CO1
2	3	Groups that have a direct or indirect influence on a person's attitudes or behavior is known as a. Reference groups b. Family. c. Friends d. Status.	K1	CO2
	4	It is the process of dividing a heterogeneous market into homogeneous sub markets. a. Market Diversification b. Market Distribution c. Market Segmentation d. Market Saturation	K2	CO2
3	5	It is a set of all product lines and items that a particular seller offers for sale a. Product mix b. Product line c. Product width d. Product length	K1	CO3
	6	Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortments, locations, inventories or transports? a. Product b. Price c. Place d. Promotion	K2	CO3
4	7	Markup pricing is also called as a. Cost pricing b. Cost plus pricing c. Marginal pricing d. Cost based pricing	K1	CO4
	8	Members of state consumer protection council should not exceed a. Two b. Five c. Three d. Ten	K2	CO4
5	9	It involves paid form of non-personal presentation and promotion of ideas. a. Personal selling b. Sales promotion c. Advertising d. Publicity	K2	CO5
	10	The technique of using the social network on the internet to create the brand image is called as a. Viral-marketing. b. Re-marketing. c. Social marketing d. Synchronic marketing..	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the concepts of marketing.	K3	CO1
	(OR)			
	11.b.	Narrate the various types of marketing environment.		
2	12.a.	Write note on post purchase dissonance.	K4	CO2
	(OR)			
	12.b.	Describe the criteria of successful market segmentation.		
3	13.a.	Identify the factors contribute to the success or failure of a new product.	K4	CO3
	(OR)			
	13.b.	Outline the various elements of marketing mix.		
4	14.a.	Highlight the components that affect price sensitivity of a firm.	K5	CO4
	(OR)			
	14.b.	Elaborate the rights and responsibilities of a consumer.		
5	15.a.	Why advertisement is the most powerful form of promotion? Evaluate.	K6	CO5
	(OR)			
	15.b.	Compile a brief note on the concept of marketing myopia.		

SECTION -C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	"Marketing is not the selling what you make, but knowing what to make". Comment.	K4	CO1
2	17	Evaluate the steps in the consumer decision making process. Do all consumer decisions involve these steps?	K5	CO2
3	18	Analyze various stages of a new product development process by taking the example of an electric car as a new product concept.	K5	CO3
4	19	Classify various channel intermediaries and give their description in detail. Substantiate with examples.	K6	CO4
5	20	Discuss the methods of consumer oriented sales promotion methods with suitable examples.	K6	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Common to Branches – BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION (INFORMATION SYSTEMS)/ BUSINESS
ADMINISTRATION (RETAIL MANAGEMENT)
RESEARCH METHODS FOR MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Manipulation is always a part of -----
(i) Historical Research (ii) Experimental Research
(iii) Descriptive Research (iv) Fundamental Research
- 2 A hypothesis which defines the population distribution is called?
(i) Null Hypothesis (ii) Statistical Hypothesis
(iii) Simple Hypothesis (iv) Composite Hypothesis
- 3 What is it called when the data source is gathered and compiled with others?
(i) Primary data (ii) Secondary data
(iii) Quantitative data (iv) None of the above
- 4 The correlation for the values of two variables moving in the same direction is ____
(i) No Correlation (ii) Perfective Positive
(iii) Positive (iv) Negative
- 5 Which type of report is report of action?
(i) Recommendation report (ii) Analytical report
(iii) Periotic report (iv) All the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a) Indicate the importance of research.
OR
b) State the meaning of research decision.
- 7 a) Narrate the characteristics of research design.
OR
b) Describe the sources of hypothesis.
- 8 a) Bring out the various steps in sampling techniques.
OR
b) Describe the various methods scaling techniques.
- 9 a) Compare the similarity between correlation and regression.
OR
b) Mention the ANOVA in simple terms.

Cont...

- 10 a) Bring out the various types of interpretation
OR
b) Narrate the elements of report writing

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Analyze the various steps in research process
OR
b) Enumerate the various types of research approach
- 12 a) High light the various characteristics of hypothesis
OR
b) Examine the various types of research design.
- 13 a) Distinguish between Qualitative research and Quantitative research.
OR
b) Discuss the importance of data collection.
- 14 a) Analyze the various types of regression analysis.
OR
b) High light the different types of descriptive statistics.
- 15 a) Elucidate the features of research report.
OR
b) Discuss the various steps in writing a research report.

Z-Z-Z

END