Course Code: MGT-B-309

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, DECEMBER-2023

B.B.A., 3rd Semester

Business Ethics and CSR [02UG010]

Time: 3 Hrs. **Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	Discuss the value system in India that applies to managers.	10	1	2
	b.	What is the value concept? What are the types and formation of values?	10	1	2
OR					
2	a.	Why a person should be ethical while doing business?	10	2	2
	b.	Is ethics and moral standards is same? Justify your answer.	10	2	2
Unit-II (20 marks)					
3	a.	What is the importance of business ethics in the current scenario?	10	2	1
	b.	What is ethical decision-making? What is its importance?	10	2	2
OR					
4	a.	Discuss various unethical behavior in different functional areas.	10	1	2
	b.	Discuss the process of ethical decision-making with examples.	10	1	1
Unit-III (20 marks)					
5	a.	What is 'Philanthropy'? What are its features and scope?	10	2	1
	b.	Why one should help others? How does it impact one's life?	10	2	2
OR					
6	a.	What are the environmental and social issues related to business?	10	1	1
	b.	What are ethical and governance issues of business?	10	1	1
Unit-IV (20 marks)					
7	a.	Narrate various CSR practices in India with examples of different firms.	10	3	2
	b.	What are the various strategic and conventional problems of business?	10	3	1
OR					
8	a.	Discuss the importance of good corporate citizenship.	10	3	1
	b.	Describe the ISO guidelines of CSR management.	10	3	2
UNIT-V (20 marks)					
9	a.	Conduct a cost-benefit analysis of Corporate Social Responsibility.	20	4	2
	b.				
OR					
10	a.	Conduct a case analysis of Failure of Leading Corporate and Top Auditing Firms due to Lapses in Ethical and Social Responsibilities.	20	4	2
	b.				

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, DECEMBER 2023

BBA 3rd Semester

Course Name: The One Thing and Extreme Ownership

Course Code: BBA-306

Time: 2 Hrs. **Max. Marks: 50**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
		Unit-I			
1	a.	Living with purpose ensures happiness and fulfilment during the journey. Explain.	5	2	2
	b.	Live by priority by setting the goal to now. Explain.	5	2	2
		OR			
2	a.	How would you battle your distractions to protect your time blocks?	5	2	2
	b.	Time-blocking ensures living for productivity. How does time-blocking help in getting the most important thing done?	5	2	2
		Unit-II			
3	a.	Out of the "victim" mindset and the "accountable" mindset, which is the one you would like to adopt in your life and why?	10	2	2
	b.	Living a purposeful life is essential for achieving extraordinary results. Explain.	10	2	2
		OR			
4	a.	After learning about the concepts of The One Thing, how would you put the one thing to work in the day-to-day professional life?	10	2	2
	b.	What are the four thieves of productivity? Explain each one of them.	10	2	2
		Unit-III			
5	a.	Leading up and down the chain of command is an important principle of extreme ownership. While leading down the chain is easy (as they are the subordinates of the leader), how would you lead up the chain?	10	3	3
	b.	You own everything in your world. Explain this statement from the extreme ownership point of view.	10	3	3
		OR			
6	a.	Explain "Decentralized command". Why decentralized command is more effective?	10	3	3
	b.	There are no bad teams, only bad leaders. Explain	10	3	3

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Program code: 02UG010

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, DECEMBER-2023

BBA 3rd Semester

Course Name: Marketing Management

Course Code: BBA 303

Time: 3 Hrs. **Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	What do you understand by the term 'Marketing'? Explain the components of 4p's and 4C's of marketing.	10	CO1	KL1
	b.	How marketing concept is significantly different from production concept and selling concept? Give the relevant examples from the current corporate environment.	10	CO1	KL2
OR					
2	a.	Discuss the scope and importance of marketing management.	10	CO1	KL2
	b.	Why is it important for a marketer to understand the market environment? Giving suitable examples, discuss the various elements which a marketer needs to take into account while analyzing Macro environment.	10	CO1	KL1
Unit-II (20 marks)					
3	a.	What is meant by market segmentations? How does psychographic segmentation differ from Geographic segmentation?	10	CO2	KL2
	b.	What do you mean by targeting? With the help of an example discuss the strategies for targeting a market.	10	CO2	KL2
OR					
4	a.	Define Branding. Also discuss the major branding decisions a company can used for branding purpose.	10	CO2	KL3
	b.	Analyze and explain the significance of packaging and labelling in modern day marketing.	10	CO2	KL2
Unit-III (20 marks)					
5	a.	Discuss the various stages involved in developing a new product.	10	CO3	KL3
	b.	Enumerate the stages of Product Life Cycle. Also discuss various strategies that a firm can use for a product belongs to introduction and growth stage of PLC.	10	CO4	KL4
OR					
6	a.	Classify the different types of products basis of end users.	10	CO3	KL3
	b.	Discuss the term price. What important factors should a marketer consider before setting a product's price?	10	CO4	KL4
Unit-IV (20 marks)					

7	a.	Define distribution channel. Describe the criteria for selecting the appropriate distribution channel.	10	CO1	KL1
	b.	Describe the various elements of the promotion mix, with examples.	10	CO2	KL2
OR					
8	a.	What is the meaning of Advertising? Discuss the functions and importance of advertising in effective marketing.	10	CO1	KL1
	b.	Distinguish between wholesaling and retailing.	10	CO2	KL2
UNIT-V (20 marks)					
9	a.	Illustrate the various levels of product with suitable examples.	10	CO3	KL5
	b.	Identify the target market(s) of any two companies: (a) Bata, (b) Dabur, (c) Honda and (d) LG Electronics.	10	CO4	KL5
OR					
10	a.	Determine and explain that Maruti Suzuki Fronx and Maruti Alto are in which phase of PLC. Also give relevant explanation.	10	CO4	KL5
	b.	Define Channels of Distribution. Describe various types of Distribution Channels considered for Marketing of Consumer Goods.	10	CO3	KL3

Course Code: BBA 307

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, DECEMBER-2023

BBA 3rd Semester

School of Management 02UG010

Business Etiquette and Corporate Grooming

Time: 3 Hrs. **Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	What is the definition of business etiquette, and why is it important in a professional setting?	10	1	3
	b.	What are the Components of Verbal Communication? Explain the Principles of Effective Verbal Communication.	10	1	3
OR					
2	a.	How can you Speaking Wisely and listening well? Give some tips for Sparking a conversation.	10	1	2
	b.	What are the positive impact of effective and polite verbal communication in a business environment?	10	1	2
Unit-II (20 marks)					
3	a.	"The sum of values and rituals which serve as 'glue' to integrate the members of the organization.", What do you understand by the statement? Explain who creates the organizational culture?	10	2	2
	b.	Global Innovations Corp (GIC) is a multinational company known for its innovative products and quick decision-making. The company recently faced a major setback when a key product launch faced unexpected delays due to supply chain issues. The CEO, Mr. Anderson took immediate action to address the challenges without involving the broader team. Mr. Anderson, without consulting other departments, implemented a restructuring plan to expedite the product launch. The decision involved reassigning resources and changing project timelines. While the intention was to resolve the issue swiftly, many employees across departments felt left out of the decision-making process. Some middle managers express concern about the potential negative impact on team morale and collaboration. 1. Define the type of culture followed by the leader in above case study. 2. Explain the advantages and disadvantages of above culture identified. 3. If you were in the leadership position described in the case study, what actions would you take? Explain your rationale.	10	2	3
OR					
4	a.	Define organization Culture. What is the difference between Power culture and Role culture, with examples?	10	2	3

	b.	Explain each types of organizational cultures with one example.	10	2	3
Unit-III (20 marks)					
5	a.	Explain the elements of business letter in detail.	10	3	2

	b.	Prepare Phone call script for following situation:
		• You are a Counselor (Sales executive) of BYJU's Study center.
		• You are calling a prospect Parent, who has enquired about courses for his Son/Daughter who is in 12th, in the website.
		• BYJU's benefits and facilities
		  • Small batch 20 students
		  • Weekly tests
		  • 1-1 interaction sessions
		  • Crash course for JEE/AIEEE/PET/PMT/CLAT
		  • Online study material
		  • 24x7 help support
			10	3	3

OR					
6	a.	Explain the Email Etiquettes in details.		3	2
	b.	Prepare Phone call script for following situation: • Selling a software product: Imagine that you work for a company that has developed a new software product aimed at helping small businesses manage their finances more effectively. • Your task is to call potential customers and convince them to schedule a demo of the software. • You will need to highlight the key features and benefits of the software, address any concerns the customer may have, and try to set up a time for the demo.	10	3	3
Unit-IV (20 marks)					
7	a.	What are the uses of Agenda and MoM? Prepare the format of Agenda.	10	4	2
	b.	Explain the Disability Etiquettes for People Who Are Deaf or Have a Hearing Loss.	10	4	2
OR					
8	a.	What are the Do's and Don'ts of MoM. Draw the Format of MoM.	10	4	2
	b.	Explain the Disability Etiquettes for People Who Use Wheelchairs or Other Mobility Devices.	10	4	3
UNIT-V (20 marks)					
9	a.	What do you mean by organizational silos? Explain with examples.	10	4	2
	b.	Who invented A3 Process. How can you lead effective meeting using A3 Process.	10	4	2
OR					
10	a.	What do you mean by organizational silos? Explain with examples.	10	4	2
	b.	Explain the steps of A3 Process in detail.	10	4	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

END SEMESTER EXAMINATION, JUNE 2023

Program Name: **BBA** Program Code: **02UG010** Time: **3 Hrs**

Semester: **3rd** Max. Marks: **100**

Course Code: **BBA 305** **Course Name: Environmental Science & Disaster Management**

Answer any one question from each section.

All questions carry equal marks.

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Define environmental management and elucidate its key objectives. How does effective environmental management contribute to sustainable development?	10	I	II
	b.	Discuss the role of at least 5 Governmental and 5 non-governmental environmental institutions in addressing global environmental challenges.	10	I	III
Or					
2	a.	Define renewable resources and non-renewable resources. Provide examples from different sectors, such as energy, agriculture, and water.	10	I	II
	b.	Design a comprehensive plan for implementing a rainwater harvesting system in an urban area. Consider factors such as infrastructure, community engagement, and sustainable practices in your plan.	10	I	I
Section B (Unit-II) (20 Marks)					
3	a.	Explain MDGs and its 8 goals.	10	II	II
	b.	Explain SDGs and it's at least 10 goals.	10	II	II
Or					
4	a.	Define urban Solid waste pollution. Explain its causes, effects and control measures.	10	II	II
	b.	Define radioactive Pollution. Explain its causes, effects and control measures.	10	II	II
Section C (Unit-III) (20 Marks)					
5	a.	Define Hazard, Risk, Vulnerability and Disaster. Give examples of each with definition.	10	III	I
	b.	Compare Natural and Man-made Disasters with the help of table.	10	III	II
Or					

6	a.	Explain Accident Vs. Disaster with the help of table.	10	III	II
	b.	What is pandemic? Explain its causes and effects.	10	III	III
Section D (Unit-IV) (20 Marks)					
7	a.	Define Disaster resilience. Explain Disaster management cycle with the help of suitable diagram.	10	IV	III
	b.	Explain disaster management policy and its components.	10	IV	II
Or					
8	a.	Explain various National and state bodies for disaster management.	10	IV	III
	b.	Explain EWS and its key components.	10	IV	II
Section E (Unit-V) (20 Marks)					
9	a.	Explain Key Elements of an Effective EWS System.	10	V	II
	b.	Elaborate Community based Disaster Preparedness Plan.	10	V	II
Or					
10	a.	Explain at least 7 Technologies for Disaster Management.	10	V	II
	b.	Define complex emergencies. Explain its characteristics.	10	V	I

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION(BACKLOG), December 2023

Program Name: **BBA** Program Code: **02UG010** Time:**3 Hrs**

Semester: **3rd** Max. Marks: **100**

Course Code: **MGT-B 301** Course Name: **Organizational Behaviour**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Discuss the relevance of OB in today's business environment. Why do people behave the way they do so?	10	1	1
	b.	Discuss the conceptual models that form the foundation of organizational behaviour.	10	2	3
OR					
2	a.	Explain the nature of individual differences and their biological and individual determinants. What are the managerial implications of individual differences?	12	2	2
	b.	What biographical characteristics affect the behaviour of an individual?	08	1	1
Section B (Unit-II) (20 marks)					
3	a.	Define Personality and its types. What are the major factors which shape the personality of an individual?	10	3	2
	b.	Discuss Maslow's Hierarchy of Needs theory and its relevance to employee motivation.	10	3	2
OR					
4	a.	Discuss the various leadership styles and their effects on organizational behavior.	10	3	2
	b.	How is emotional intelligence important for people? Discuss the areas in which Emotional intelligence can be applied in organization..	10	3	2
Section C (Unit-III) (20 marks)					
5	a	Explain the concept of intra-group processes and behaviour, highlighting their impact on group dynamics and performance	10	3	2
	b.	Discuss the process of group formation, outlining the drawback in it and how can they overcome to form effective groups.	10	4	3
OR					
6	a.	What are the Characteristics of an effective team? Discuss briefly the factors which determine team effectiveness..	10	2	2
	b.	Discuss the significance of inter-group processes and behavior in organizations, including the potential benefits and challenges associated with inter-group dynamics.	10	4	3
Section D (Unit-IV) (20 marks)					
7	a.	Discuss the different types of organizational structures, and their advantages and disadvantages.	10	3	2
	b.	Define organizational conflict and explain its different forms within an	10	3	2

		organization. Discuss the potential benefits and drawbacks of conflict in the workplace.			
OR					
8	a.	Explain the concept of change resistance and discuss strategies for managing resistance to organizational change.	10	3	2
	b.	Evaluate the impact of a toxic or negative organizational culture on employee well-being, productivity, and turnover. Provide examples and suggest strategies to address and transform such cultures.	10	3	2
Section E (Unit-V) (20 marks)					
9	a.	ABC Company is a well-established organization in the manufacturing industry. Recently, the management decided to implement a new technology-driven system to streamline production processes and increase efficiency. However, the employees have shown significant resistance to this change, creating challenges for the successful implementation of the new system. As an HR consultant, you have been assigned to analyze the situation and provide recommendations to address resistance to change. Questions: 1. Analyze the potential reasons for employee resistance to the new technology-driven system at ABC Company. 2. Discuss the impact of resistance to change on the organization's goals, productivity, and employee morale. 3. Summarize key recommendations for ABC Company to effectively manage resistance to change and ensure the successful implementation of the new technology-driven system.	20	5	4
OR					
10	a.	You are watching TV when KFC ad comes on. As soon as you see the "Krisper Burger" you start to drool. What are the UCS, CS and UCR/CR in this scenario?	20	5	4

Course Code: MGT-B-306

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, DECEMBER-2023

B.B.A., 3rd Semester

SOCIAL PSYCHOLOGY[02UG010]

Time: 3 Hrs. **Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	Explain psychoanalytical theory in the context of social psychology.	10	1	2
	b.	Explain the disciplines that impact social psychology .	10	1	2
OR					
2	a.	Explain the impact of cognitive theory in the learning process.	10	2	2
	b.	Explain thematic research in social psychology.	10	2	2
Unit-II (20 marks)					
3	a.	Explain the process of Social cognition with examples.	10	2	1
	b.	Explain the importance of social cognition in real life.	10	2	2
OR					
4	a.	Compare the social affect and social cognition	10	1	2
	b.	Compare and contrast automatic thinking and controlled thinking.	10	1	1
Unit-III (20 marks)					
5	a.	What are various perceptual biases explain with examples.	10	2	1
	b.	Explain the process of formation of impression.	10	2	2
OR					
6	a.	How we can change the attitude. Explain with examples.	10	1	1
	b.	Self-management is the best management? Explain with examples.	10	1	1
Unit-IV (20 marks)					
7	a.	What can be done to manage dissonance and its effect?	10	3	2
	b.	What is self-knowledge? How it impacts our life?	10	3	1
OR					
8	a.	Compare and contrast personal and social identity with examples.	10	3	1
	b.	What is self-esteem? Why self-esteem is required?	10	3	2
UNIT-V (20 marks)					
9	a.	Create a conflict situation and explain how you manage the situation.	20	4	2
	b.		10	4	2
OR					
10	a.	Create an emergency scenario and explain how you people help people in it.	20	4	2
	b.		10	4	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

END SEMESTER EXAMINATION, December 2023

BBA 3rd Semester

School of Management

Financial analysis (MGT-B 304)

Time: **3 Hrs** Max. Marks: **100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
		Section A (Unit-I) (20 marks)			
1	a.	Discuss about the Techniques of Financial Statement Analysis.	10	CO1	KL1
	b.	What do you understand by Ratio Analysis? Explain it.	10	CO1	KL2
		OR			
2	a.	Calculate the Current Ratio from the following information: 1. Inventories ₹ 10,000 2. Trade Receivables ₹ 10,000 3. Advance Tax ₹ 800 4. Cash and cash equivalents ₹6,000 5. Trade payables ₹ 20,000 6. Short-term borrowing (Bank Overdraft) ₹ 800	10	CO1	KL4
	b.	From the following details, calculate the interest coverage ratio: Net Profit after tax ₹ 30,000; 15% Long-term debt ₹ 5,00,000; and Tax rate is 40%.	10	CO1	KL4
		Section B (Unit-II) (20 marks)			
3	a.	Discuss on capital structure and its types.	10	CO2	KL3
	b.	What is EBIT? Explain it.	10	CO2	KL1
		OR			
4	a.	Shri Ltd.'s EBIT is ₹ 100,00,000. The Company has 10%, ₹ 4,00,00,000 debentures. The equity capitalization rate i.e. K_e is 10%. You are required to calculate – I. Market value of equity and value of firm II. Overall cost of capital	10	CO2	KL4
	b.	Indra Ltd's value of firm is ₹ 19,37,500. The Company has 10%, ₹ 10,00,000 debentures. Net Income of company is ₹ 1,50,000 The equity capitalization rate i.e. K_e is 16%. Calculate the – I. EBIT II. Overall cost of capital	10	CO2	KL4
		Section C (Unit-III) (20 marks)			
5	a.	Write the Advantages and Disadvantages of dividend Decision in a Company.	10	CO3	KL1
	b.	Explain the determinants/factors of Dividend Decision.	10	CO3	KL2
		OR			

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Course Code: 02UG010

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, DECEMBER-2023

BBA. 3rd Semester

Business Law [BBA 301]

Time: 3 Hrs. **Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	Define Contract. What are the essentials elements of a valid contract	10	CO 1	KL 1
	b.	Explain with example Implied contract and Quasi contract	10	CO 1	KL 1
OR					
2	a.	What do you mean by discharge of contract. Explain different modes of discharge of contract	10	CO 1	KL 1
	b.	Explain with example Standing offer and Counter offer	10	CO 1	KL 1
Unit-II (20 marks)					
3	a.	What is contract of sale? How the contract of sale is formed	10	CO 2	KL 2
	b.	Difference between Conditions and Warranties	10	CO 2	KL 2
OR					
4	a.	Who is unpaid seller ? What are the rights of unpaid seller ?	10	CO 2	KL 1
	b.	Explain the rights of buyers?	10	CO 2	KL 1
Unit-III (20 marks)					
5	a.	Define Limited Liability Partnership. Explain essential features of Limited Liability Partnership	10	CO 3	KL 1
	b.	Explain the registration procedure of Partnership firm	10	CO 3	KL 1
OR					
6	a.	Explain scope of Limited Liability Partnership	10	CO 3	KL 1
	b.	Difference between Partnership, Company and Limited Liability Partnership	10	CO 3	KL 2
Unit-IV (20 marks)					
7	a.	Define Consumers. Explain the rights of Consumer	10	CO 4	KL 1
	b.	Define Negotiable Instrument. Explain bill of exchange,	10	CO	KL

		promissory note and Cheque		4	1
		OR			
8	a.	Explain areas covered under consumer protection act 2019	10	CO 4	KL 1
	b.	Difference between District Forum, State forum and National Commission	10	CO 4	KL 2
		UNIT-V (20 marks)			
9	a.	Case Study X' entered into a contract with 'Y' to supply him 1,000 water bottles @ ` 5.00 per water bottle, to be delivered at a specified time. Thereafter, 'X' contracts with 'Z' for the purchase of 1,000 water bottles @ ` 4.50 per water bottle, and at the same time told 'Z' that he did so for the purpose of performing his contract entered into with 'Y'. 'Z' failed to perform his contract in due course and market price of each water bottle on that day was ` 5.25 per water bottle. Consequently, 'X' could not procure any water bottle and 'Y' rescinded the contract. Calculate the amount of damages which 'X' could claim from 'Z' in the circumstances? What would be your answer if 'Z' had not informed about the 'Y's contract? Explain with reference to the provisions of the Indian Contract Act, 1872.	20	CO 2	KL 3
	b.				
		OR			
10	a.	Case Study Mr. J entered into an agreement with Mr. S to purchase his motor car for ` 5,00,000/- within a period of three months. A security amount of ` 20,000/- was also paid by Mr. J to Mr. S in terms of the agreement. After completion of three months of entering into the agreement, Mr. S tried to contract Mr. J to purchase the car in terms of the agreement. Even after lapse of another three month period, Mr. J neither responded to Mr. S, nor to his phone calls. After lapse of another period of six months. Mr. J contracted Mr. S and denied to purchase the motor car. He also demanded back the security amount of ` 20,000/- from Mr. S. Referring to the provisions of the Indian Contract Act, 1872, state whether Mr. S is required to refund the security amount to Mr. J. Also examine the validity of the claim made by Mr. J, if the motor car would have destroyed by an accident within the three month's agreement period.	20	CO 2	KL 3

	b.				

Course Code: 02UG010

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, DECEMBER-2023

BBA 3rd Semester [BBA 302]

School of Management

Cost & Management Accounting

Time: 3 Hrs. **Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	Define cost accounting. Explain its scope and objectives.	10	1	2
	b.	Write short notes on: 1- Cost centers 2- Cost unit 3- Job costing 4- Process costing	10	1	2
OR					
2	a.	Classify cost on different basis.	10	1	2
	b.	Explain the advantages of cost accounting. How cost accounting is different from financial accounting?	10	1	2
Unit-II (20 marks)					
3	a.	Explain various elements of cost.	5	2	2
	b.	Prepare a Cost Sheet for the year ended 31.3.2022 from the following figures extracted from the books of Best Engineering Co. Opening Stock: (i) Raw Material 40,350, (ii) Work-in-Progress 15,000 and (iii) Finished Stock 35,590. Cost incurred during the period: Materials purchased 2,50,000, Wages paid 2,00,000, Carriage inward 2,000, Consumable Stores 10,000, Wages of Storekeeper 7,000, Depreciation of Plant & Machinery 10,000, Materials destroyed by Fire 5,000, Repairs & Renewals 5,010, Office Manager's Salary 10,000, Salary to Office Staff 20,500, Printing & Stationary 10,000, Power 10,500, Lighting for Office Building 2,000, Carriage outward 3,000, Freight 5,000, Entertainment 2,500, Warehousing charges 1,500, Legal charges 2,000, Expenses for participating in Industrial exhibition-6,000. Closing Stock: (i) Raw material 35,000, (ii) Work-in-Progress 14,500, and (iii) Finished Stock 40,030. Profit 25% on cost.	15	2	4

		OR			
4	a.	From the books of accounts of M/s. Tejas Enteprises, following details have been extracted for the year ending 31st Dec, 2020: Particulars Amount (Rs.) Opening stock of raw material 2,88,000 Closing stock of raw material 3,00,000 Material purchased during the year 9,42,000 Direct labour cost 4,43,000 Indirect wages 54,000 Salaries to office staff 2,12,000 Freight outward 43,000 Repairs for plant and machinery 21,000 Factory rent and taxes 55,000 Office rent and taxes 32,000 Distribution expenses 76,000 Salesman salaries and commission 54,000 Manager's salary (40% of his time used in factory & rest in office) 60,000 Factory electricity charges 25,000 Office telephone expenses 5,000 Opening stock of finished goods 2,03,000 Closing stock of finished goods 1,12,000 Depreciation of office furniture 13,000 You are required to prepare cost sheet for the firm from the above given details.	15	2	4
	b.	Explain the meaning and objectives of Conversion Cost.	5	2	2
		Unit-III (20 marks)			
5	a.	The received side of the Store Ledger Account shows the following particulars: Jan 1 2023 Opening Balance 1000 Units @ 2 Jan 6- 400 units @ 2.50 Jan 11- 300 Units @ 2.10 Jan 20- 600 Units @ 2.20 Jan 26- 800 Units @ 2 Issue of materials were as follows: Jan 5- 400 Units, Jan 10- 800 Units, Jan 16- 200 Units, Jan 18- 200 Units, Jan 27- 400 Units, Jan 31- 500 Units **Prepare stores ledger under FIFO methods.**	10	3	4
	b.	Compute the re-order level, minimum level, maximum level, average stock level for components A and B based on the following data: A B Maximum consumption per week 150 units 150 units Average consumption per week 100 units 100 units Minimum consumption per week 50 units 50 units Reorder period 8 to 12 weeks 4 to 8 weeks Reorder quantity 400 units 600 units	10	3	4
		OR			
6	a.	Consider the following information: April 01: Inventories on hand are 50 units at the rate of $2 and 100 units at the rate of $4.50 April 05: Purchased 100 units at $1.80 April 06: 10 units of inventories purchased on 5 April at $1.80 are returned to supplier April 10: 80 units issued to factory April 15: 50 units issued to factory	15	3	4

		April 20: 20 units purchased at $1.50 April 25: 70 units issued to factory April 30: 50 units purchased at $1.70 April 30: 10 units returned to store out of units issued to factory on 25 April Required: Show the value of the inventory on hand on 30 April using the LIFO method.			
	b.	Write notes on: 1. EOQ 2. Danger level	5	3	2
Unit-IV (20 marks)					
7	a.	Explain the meaning, nature and functions of Management Accounting.	10	4	2
	b.	Distinguish between Financial and Management Accounting.	10	4	2
OR					
8	a.	Explain the meaning of make and buy decision. What are the factors affecting make or buy decision.	10	4	2
	b.	Distinguish between cost accounting and management accounting.	10	4	2
UNIT-V (20 marks)					
9	a.	Write the formula for: 1. Maximum level 2. Minimum level 3. Reorder level 4. EOQ 5. Prime cost 6. Conversion cost 7. Danger level 8. Average stock level	16	4	3
	b.	Define and compare Cost reduction & Cost Control.	4	2	2
OR					
10	a.	Explain with advantages and disadvantages: 1. Time rate system 2. Piece rate system	10	4	2
	b.	Explain the meaning and classification of overheads.	10	4	2

Course Code: MGT-B-302

O P JINDAL UNIVERSITY

Backlog Examinations-December 2023

BUSINESS ENVIRONMENT

BBA III, School of Management (02UG010)

Time: 3 Hrs. **Max. Marks: 100**

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Section-A					
Unit-I (20 Marks)					
1	a.	Briefly discuss the different types of internal environment that affects business operations.	10	CO1	KL1
	b.	Differentiate between external and internal environment.	10	CO1	KL2
OR					
2	a.	With the help of suitable examples, explain the components of external business environment.	10	CO1	KL3
	b.	Briefly discuss the four stages of business environmental analysis process.	10	CO1	KL2
Unit-II (20 Marks)					
3	a.	What do you mean by economic system? Distinguish between capitalist, socialist, and mixed economy.	10	CO2	KL1
	b.	Briefly discuss the concept of Liberalization, Privatization, and Globalization.	10	CO2	KL2
OR					
4	a.	Explain the statutory framework of FEMA Act 1999.	10	CO2	KL2
	b.	What is privatization? Discuss its types citing suitable examples.	10	CO2	KL1
Unit-III (20 Marks)					
5	a.	Discuss the challenges that companies may face in measuring and reporting their CSR activities.	10	CO3	KL1
	b.	Explore the relationship between sustainability and CSR.	10	CO3	KL2
OR					
6	a.	Explain the significance of corporate governance with reference to the "SATYAM" scandal case.	10	CO3	KL1
	b.	What is CSR? Discuss the provisions of CSR for Indian business firms.	10	CO3	KL2
Unit-IV (20 Marks)					
7	a.	What do mean by political environment in business context? Differentiate between unitary and federal government.	10	CO4	KL2
	b.	Discuss the impact of political environment on business operations.	10	CO4	KL2

OR					
8	a.	"Hello Rifu" a telecom company operating specifically in metropolitan cities. Explain how technological environment and competitors would affect its operations.	10	CO4	KL1
	b.	With reference to the case of Tata Nano, perform SWOT analysis for the Tata Nano project.	10	CO4	KL2
Unit-V (20 Marks)					
9	a.	Examine the role of globalization in shaping the business environment.	10	CO5	KL2
	b.	Analyze the importance of a stable political and legal environment for business operations. Provide examples of how political instability or changes in regulations can impact businesses.	10	CO5	KL2
OR					
10	a.	Evaluate the influence of social and cultural factors on business activities	10	CO5	KL2
	b.	Provide a case study of a company that successfully adapted to changes in its business environment. Analyze the strategies employed by the company and the key factors that contributed to its success.	10	CO5	KL3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

BACKLOG EXAMINATION, DEC 2023

Program Name: **BBA** Program Code: 02UG010 Time: **3 Hrs**

Semester: **3rd** Max. Marks: **100**

Course Code: **MGT-B 308** Course Name: **Managerial Skill Development**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	What is Communication? Explain the types of communication?	10	1	3
	b.	What are the difference between Extended example and Hypothetical example given in a Public speech? Give example of each.	10	1	3
OR					
2	a.	What are the purpose of Entertaining speech? Give examples of Entertaining speech	10	1	2
	b.	Write a persuasive speech for a Situation: You are giving speech on topic "Quit Smoking".	10	1	2
Section B (Unit-II) (20 marks)					
3	a.	What are the benefits of Positive Thinking? Give 5 example of negative thinking and its consequences.	10	2	2
	b.	What are the difference between Positive and negative attitude? Give examples.	10	2	3
OR					
4	a.	Why Motivation Is Important? Give Tips for Improving one's Motivation.	10	2	3
	b.	What are the difference between Extrinsic and Intrinsic motivation? Give examples.	10	2	3
Section C (Unit-III) (20 marks)					
5	a.	Explain your own SWOT Analysis.	10	3	2
	b.	"I want to get a Job". Convert this GOAL to a SMART GOAL.	10	3	2
OR					
6	a.	What are the three types of goals?	10	3	3
	b.	What is your Personal and Professional goals with respect to Long term and short term goals? Explain each with an example.	10	3	3

Section D (Unit-IV) (20 marks)					
7	a.	Give the Definition Personality. What are the determiners of Personality?	10	4	2
	b.	Explain the 3 functions of Sigmund Freud's personality theory	10	4	3
OR					
8	a.	Explain the Erikson's Personality Development stages.	10	4	2
	b.	Explain the three states of Transactional analysis with example.	10	4	2
Section E (20 marks)					
9	a.	What are the importance of Agenda? Which comes first Agenda or MoM? Draw the Layout of MoM.	10	5	3
	b.	Explain the Do's and Don'ts of Email Writing.	10	5	3
OR					
10	a.	Explain the Types of Tender. Give example for each.	10	5	3
	b.	What are the content of inviting quotation letter and sending quotation letter.	10	5	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, DECEMBER 2023

Program Name: **BBA (Backlog)** Program Code: Time: **3 Hrs.**

Semester: **3rd** Max. Marks: **100**

Course Code: **MGT-B 307** Course Name: **Production & Operations Management**

Answer one question from each section.

All questions carry equal marks.

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Describe how Operations Management function is interactive with other management functions in a business organization.	10	1	1
	b.	Explain how the traditional trends of production and operations management are changed or modernized?	10	1	1
OR					
2	a.	Which managerial skills are important for an operations manager and why?	10	1	1
	b.	Compare the Manufacturing Operations with the Service Operations.	10	1	1
Section B (Unit-II) (20 marks)					
3	a.	What is the name of your dream company? Which of its competitive dimensions of operations appealed to you? How that company achieved that competency?	10	2	2
	b.	What are the factors, a production/operations manager need to consider from productivity enhancement point of view?	10	2	2
OR					
4	a.	What are the different types of productivity? Explain mathematically, how those are measured.	10	2	2
	b.	The production team of an SSI unit manufactured 40 products in a particular month, which were sold at a price of ₹ 25,000/-each. If the total production cost for the lot for that month amounts to ₹ 5,00,000/- , calculate the productivity of the SSI unit during the above said month. The SSI has a second unit, which runs with equal capacity, but at an additional total cost of 10%. An order comes to this unit for making 30 products and selling at a competitive price of ₹ 30,000/-each, what will be the productivity of Unit-2? Which unit is more productive?	10	2	2
Section C (Unit-III) (20 marks)					
5	a.	Explain how the principles of product design, process design and service design differ from each other.	10	2	2
	b.	Explain the importance of a good design. Can it be applied as a strategy, how?	10	3	2
OR					

6	a.	What are the different types of inventories? What are the costs associated with the inventory management practices?	10	4	3
	b.	The supply, demand, cost and inventory data for LECOSTO Co. is given. The company has a constant work force with which it wants to meet all the demand (with no back orders). Allocate the production capacity to satisfy demand at minimum cost. Demand data (units): Quarter-1: 100; Q-2: 50; Q- 3: 70; and Q-4: 80 Supply data (units): RT(Regular capacity), OT (Overtime Capacity)	10	4	3

Period	RT	OT	Subcontract
1	60	18	1000
2	50	15	1000
3	60	18	1000
4	65	20	1000

Additional information:

- Initial inventory = 20 units
- Final inventory = 25 units
- Regular time cost/ unit = Rs. 100/-
- OT cost/unit = Rs. 125/-
- Subcontract cost/unit = Rs. 130/-
- Carrying cost/unit/period = Rs. 2/-

[Note: Ignore the cost of unused capacities in all modes of production.]

Develop an efficient aggregate production plan for the given data-based situation and evaluate, thereby the total cost. [Hint: Least Cost Allocation.]

Section D (Unit-IV) (20 marks)

7	a.	Prepare the ABC classification of the products kept in a retail store based on the product number (P) and expected revenue (R) to be generated thereof.	10	4	3
	b.	Looking at the load summary of five departments in a manufacturing firm, develop and draw the best possible layout.	10	4	3

Product	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Revenue	40	20	10	40	60	30	250	80	150	70

Departments	I	II	III	IV	V
I	-	-	60	60	-
II	-	100	100	-	40
III	50	30	-	100	50
IV	10	-	10	50	-
V	-	40	50	-	-

OR

8	a.	Describe how the 10 functions of PPC are carried out in a production company.	10	4	3
	b.	What are the various types of layouts? Explain the suitable production systems for each type of layout.	10	4	3

Section E (Case Study)-1(20 marks)					
9	a.	A new health-care facility is targeted to serve seven census tracts in a city. The table given below shows the coordinates for the center of each census tract, along with the projected populations, measured in thousands. Customers will travel from the seven census tract centers to the new facility when they need health-care services. Two locations C and F are shortlisted. If we use the population as the loads and use rectilinear distance, which location is better because of its total load-distance score? Sl. No. / Census Tract / (X,Y) / Population 1 / A / (2.5, 4.5) / 2 2 / B / (2.5, 2.5) / 5 3 / C / (5.5, 4.5) / 10 4 / D / (5,2) / 7 5 / E / (8,5) / 10 6 / F / (7,2) / 20 7 / G / (9, 2.5) / 14	10	3	2
	b.	List and explain the controllable factors considered, while selecting a business location.	10	2	2
OR					
10	a.	What is Aggregate Planning? How does it differs from MRP and MPS?	10	3	2
	b.	List and explain the uncontrollable factors considered, while selecting a business location.	10	2	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, DECEMBER 2023 (Backlog)

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

Program Name: **BBA** Program Code: 02UG010 Time: **3 Hrs**

Semester: **3rd** Max. Marks: **100**

Course Code: **MGT B 305** Course Name: **Digital & Social Media Marketing**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
		Section A (Unit-I) (20 marks)			
1	a.	"Digital marketing has shifted the landscape of traditional marketing". Discuss	10	CO1	K2
	b.	What is Web analytics? How it contributes and benefits Digital Marketing?	10	CO1	K3
		OR			
2	a.	Discuss the process of SEO in digital marketing.	10	CO1	K2
	b.	What do you mean by online reputation management? Explain its scope and importance	10	CO1	K3
		Section B (Unit-II) (20 marks)			
3	a.	Discuss the role and importance of social media marketing in online branding	10	CO2	K2
	b.	Explain the benefits and strategies of Affiliate Marketing.	10	CO2	K3
		OR			
4	a.	What are the objectives of Email Marketing? Discuss the Email Marketing practices.	10	CO2	K2
	b.	Briefly explain the role of CRM in digital world.	10	CO2	K3
		Section C (Unit-III) (20 marks)			
5	a.	Explain the different strategies in Mobile Marketing.	10	CO3	K2
	b.	Discuss the strategies for integrating digital and social media.	10	CO3	K3
		OR			
6	a.	Content management determines the effectiveness of digital marketing." Critically examine the statement.	10	CO3	K2
	b.	How digital marketing has ultimately helped both the consumers and producers?	10	CO3	K3
		Section D (Unit-IV) (20 marks)			
7	a.	What is the most effective way to increase traffic and PPC at a website?	10	CO4	K2
	b.	Explain the components required for website designing and planning.	10	CO4	K3
		OR			
8	a.	"Business becomes a global phenomenon through digital marketing". Justify this statement	10	CO4	K2
	b.	Explain the various driving factors of digital marketing with examples.	10	CO4	K3
		Section E (Unit-V) (20 marks)			
9	a.	Amazon of India E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – one of the leading Indian E-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep	5+5	CO5	K2

		into the Indian market and at the same time shifting the mind-set of the people i.e. from going and shopping from physical stores to online stores, which is enormous. i. Discuss the initial challenges faced by Flipkart ii. How Flipkart succeeded in Building the Trust of Online customers?			
	b.	Taking the reference of the above case: How can Social media can be used to increase the market share of the Brand?	10	CO5	K3
		OR			
10	a.	Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over $3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can't stand in the hypercompetitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales. i) Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products	10	CO5	K2
	b.	Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media.	10	CO5	K3

Course Code: BBA-304

O P JINDAL UNIVERSITY

END SEMESTER EXAMINATION, DECEMBER-2023

BBA III Semester

School of Management (O2UG010)

Human Resource Management

Time: 3 Hrs. **Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
		Unit-I			
1	a.	Write any five Challenges of Human Resource Management. And what do you mean by Workforce Diversity explain in detail.	10	CO2	KL2
	b.	What are the roles and responsibilities of the HR manager in the organization, explain in brief.	10	CO5	KL3
		OR			
2	a.	What are the manager's roles In the smooth operation of the human resource department? Highlight a few points.	10	CO4	KL3
	b.	What do you mean by Human Resource Management models, explain in brief.	10	CO2	KL4
		Unit-II			
3	a.	What is the difference between Workforce planning and HR analytics?	10	CO2	KL1
	b.	What is the difference between job enlargement and job enrichment? Explain with the help of tabular form.	10	CO3	KL3
		OR			
4	a.	What is Workforce Planning? Describe job analysis, job design & redesign in detail.	10	CO3	KL2
	b.	Explain what are the methods and techniques used for forecasting the demand and supply of manpower in the organization.	10	CO5	KL4
		Unit-III			
5	a.	What is training? Mention its 8 features in detail.	10	CO1	KL1
	b.	Meaning and definition of development. With the help of tabular chat differences between training and development.	10	CO2	KL3
		OR			
6	a.	Write 6 steps involve in the training process. Write Importance of employee training	10	CO3	KL2
	b.	What is HRM competencies? Mention role of HR generalists and HR specialists.	10	CO5	KL4
		Unit-IV			
7	a.	What do you mean by Employee welfare? And do you mean by term ILO define it.	10	CO1	KL2
	b.	What is Conflict Management? Briefly describe the Characteristics of Conflict.	10	CO3	KL1
		OR			
8	a.	What is "Grievance"? Explain the key points to the essentials of a good Grievance redressal.	10	CO2	KL2
	b.	What are Industrial Relations? Why are Industrial Relations relevant to business?	10	CO3	KL3
		UNIT-V			
9	a.	What is work-life balance? And describe any 6 Importance of work-life balance.	10	CO4	KL2
	b.	What are the factors that arises the need for employee empowerment?	10	CO3	KL3
		OR			
10	a.	Briefly describe five Steps to improve work-life balance. And explain the benefits of work-life balance.	10	CO2	KL2
	b.	What is human resource information system (HRIS)? Write its benefits and objective.	10	CO3	KL3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, DECEMBER 2023 - BACKLOG

Program Name: **BBA** Program Code: 02UG010 Time: **3 Hrs**

Semester: **3rd** Max. Marks: **100**

Course Code: **MGT-B 303** Course Name: **Quantitative Methods- II**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
		Section A (Unit-I) (20 marks)			
1	a.	Discuss various functions and limitations of Statistics	5*2	1	2
	b.	**Answer following questions using a stem and leaf diagram given below** Key : 3 | 5 represents 35 years 3 | 5 7 9 4 | 1 4 5 8 5 | 0 3 6 **How many people are there in the group?** **What age is the youngest member of the group?** **What age is the oldest member of the group?** **How many people are under 45?** **How many people are 45 and over?**	2*5	1	3
		OR			
2	a.	What is the five-number summary in the box plot? What are the first quartile and third quartile in the box plot? Discuss in detail.	4*3	1	2
	b.	Elaborate the concept of linear programming problem? Discuss following components of LPP- Objective function, Constraints and Non-negative restrictions.	2*4	1	2
		Section B (Unit-II) (20 marks)			
3	a.	Define Normal Distribution. What are the various assumptions of Normal distribution?	10	2	1
	b.	The probability that a bomb dropped on a bridge, will hit the bridge is 0.5. Eight bombs are dropped on the bridge. The bridge will be destroyed if any two bombs fall on it. Find the probability that: i) All bombs hit the bridge ii) The bridge is destroyed	2*5	2	3
		OR			
4	a.	In which condition binomial distribution tends to Poisson distribution? Discuss various assumptions of Poisson distribution.	10	2	1
	b.	On an average, there are three mistakes on a page of a book. The book contains	10	2	3

		200 pages. What is the probability that a randomly selected page has exactly one mistake?			
Section C (Unit-III) (20 marks)					
5	a.	What do you mean by Sampling? How it is different from Census study?	8	3	1
	b.	Discuss different types of population in statistics.	3*4	3	2
OR					
6	a.	What are the Sampling and Non Sampling Errors? Discuss in detail.	10	3	2
	b.	Elaborate the concept of Point and Interval Estimates.	10	3	2
Section D (Case Study)-1(20 marks)					
7		Salary of employees in ABC Co. Ltd is given below- Salary (In 1000): 10-20, 20-30, 30-40, 40-50, 50-60, 60-70 No of Persons: 12, 8, 20, 15, 10, 5 Calculate P_{60} & P_{80} for the given data.	20	1	3
OR					
8		Consider the selection of two numbers from the given numbers (1, 2, 3, 4,5). Find the possible combinations and their mean.	20	4	3
Section E (Case Study)-2(20 marks)					
9		Heights of students are normally distributed with mean 165 cm and standard deviation 5 cm. Find the probability that height of a student is greater than 177 cm and lesser than 162 cm. (Given Z at 2.4 = .4918 & Z at .6 = .2258)	20	5	3
OR					
10		Marks of students in a class is given in following table- **Marks**: **10-20, 20-30, 30-40, 40-50, 50-60, 60-70, 70-80** **No of Students**: **8, 14, 6, 14, 26, 12, 20** Calculate Mean(from direct and Indirect both methods), Median and Mode.	20	2	3