



Bachelor of Business Administration (BBA)
BBA (Part-II) (Semester-IV) NEP
Examination 2025
Paper-BBA- 403
GR-4 International Business
(Human Resource Management)

Duration of Examination: 3 Hours

परीक्षा की अवधि: 3 घण्टा

Max. Marks: 70

पूर्णांक: 70

Instructions to the Candidates:

परीक्षार्थी के लिए निर्देश:-

Note:- The question paper is divided into 02 Parts: Part - A & Part-B.

Part-A

Will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry 02 marks. Total 20 Marks. (Marks-10×2=20)

Part-B

Will consist of 09 questions. At least three questions from each unit be se and student will have to answer 05 questions, selecting At least one questions from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 marks. Total 50 Marks. (Marks-10×5=50)

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Part-A

- 1- Define Human Resource Management.
2. What do you mean by Strategic HRM?
3. Define Human Resource Planning.
4. Explain in brief compensation management
5. Enumerate various types of compensation
6. What is succession planning?
7. What is KAIZEN?
8. Write a brief note on IHRM
9. What is resignation?
10. What is TQM ?

**Part-B**

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UNIT-I

11. Distinguish between Job Description and Job Specification.
12. Distinguish between Recruitment and Selection
13. Write a detailed note on Employer Branding

UNIT-II

14. Enumerate and discuss in detail various performance evaluation methods
15. Distinguish between On the Job and Off the Job training highlighting their significance in different circumstances.
16. Distinguish between Training and Development.

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UNIT-III

17. Write a detailed note on:
 - a. Suspension
 - b. Dismissal
 - c. Discharge
 - d. Lay-Off
18. What are the issues and challenges faced by a modern HR manager? What are the gateways to overcome such challenges?
19. Write a detailed note on Industrial Relations. How ethics and moral principles are compromised while managing industrial relations?



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Bachelor of Business Administration (BBA)
BBA (Part-II) (Semester-IV) NEP
Examination 2025
Paper-BBA- 401
Financial Management

Duration of Examination: 3 Hours
174 परीक्षा की अवधि: 3 घण्टा

Max. Marks: 70
पूर्णांक: 70

Instructions to the Candidates:
परीक्षार्थी के लिए निर्देश:-

Note:- The question paper is divided into 02 Parts: Part - A & Part-B.

Part-A

Will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry 02 marks. Total 20 Marks. (Marks-10×2=20)

Part-B

Will consist of 10 questions. At least three questions from each unit be set and student will have to answer 05 questions, selecting At least one questions from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 marks. Total 50 Marks. (Marks-10×5=50)

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Part-A

1. How wealth maximisation objectives are superior to the profit maximising objectives?
2. What do you know about Financial Management? What are the objectives of Financial Management?
3. Define Weighted Average Cost of Capital. How will you determine it?
4. What do you mean by leverages? How operating leverage is different from financial leverage?
5. What are the working capital policies? Which working capital policy is suitable for new organisation?
6. What do you mean by dividend and dividend policy?
7. What is combined leverage? How to calculate it?
8. What are the motives of holding Cash?
9. What is Net Present Value? How to decide the selection of a project on this basis?
10. What is time value of money?

Part- B

Unit-I

11. Explain the scope of Financial Management. How does a modern financial management differ from traditional financial management?
12. What is Optimal Capital Structure? What factors should be born in mind in devising a capital structure? Explain.



13. BRSR Ltd. are having the below mentioned information, you are required to calculate the weighted average cost of capital.

- (i) Capital Structure (Rs.)
- | | |
|--|----------|
| Equity capital: Shares of Rs. 10 each fully paid | 1,00,000 |
| Reserve (General) | 50,000 |
| Long term debts | 1,00,000 |
- (ii) Market price pershare is Rs. 60 and earning per share is Rs. 6. The expected growth rate of earnings is 5% per annum.
- (iii) Cost of debt (before tax) 12% per annum.
- (iv) Applicable corporate tax 40%
- (v) Use market values as weights and show your workings,

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Unit-II

14. Calculate operating leverage and financial leverage under situation I and situation II and financial plans A and B respectively from the following information relating to the operation and capital structure of a company. What are the combinations of operating and financial leverage which give highest and the least value?

Installed Capacity	2,000 units
Actual Production and Sales	50% of installed capacity
Selling Price per Unit	Rs. 20
Variable Cost per unit	Rs. 10
Fixed Cost: Situation I	4,000
Situation II	5,000

Financial Plans

	A	B
Equity	5,000	15,000
Debt (Cost of debt=10%)	15,000	5,000
	20,000	20,000

15. JRVs Limited, manufacturers of a special product, follows the policy of EOQ (Economic Order Quantity) for one of its components. The components details are as follows:

Purchase Price per components	Rs. 200
Cost of an order	Rs. 100
Annual cost of Carrying one unit of inventory	10 percent of purchase order
Total cost of inventory and ordering p.a.	Rs. 4000

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The company has been offered a discount of 2 percent on the price of the component provided the lot size is 2,000 components at a time.

You are required to (a) Compute the EOQ. (b) Advise whether the quantity discount offer can be accepted. (Assume that the inventory carrying cost does not vary according to discount policy) (c) Would your advice differ if the company is offered 5% discount on a single order. 16. What do you mean by Cash Management? What necessary steps would you suggest to be taken by the companies to improve the efficiency and effectiveness of their cash management?

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Unit-III

17. A company belongs to a risk class for which the appropriate capitalization rate is 10%. Its currently has outstanding 25000 shares selling at Rs. 100 each. The firm is contemplating the declaration of a dividend of Rs.5 per share at the end of the current financial year. The company expects to have a net income of Rs.250000 and has a proposal for making new investments of Rs.500000. Show that under the MM assumptions; the payment of dividend does not affect the value of the firm.

18. A company is considering which of two mutually exclusive projects it should undertake. The Finance Director thinks that the project with the higher NPV should be chosen whereas the Managing Director thinks that the one with the higher IRR should be undertaken especially as both projects have the same initial outlay and length of life. The company anticipates a cost of capital of 10% and the net after tax cash flows of the projects are as follow:

Year	0	1	2	3	4	5
Cash Flows:						
Project X	(200)	35	80	90	75	20
Project Y	(200)	218	10	10	4	3

Required:

- Calculate the NPV and IRR of each project.
- State, with reasons, which project you would recommend.
- Explain the inconsistency in the ranking of the two projects.

The discount factor as follows:

Year	0	1	2	3	4	5
Discount factor: (10%)	1	0.91	0.83	0.75	0.68	0.62
(20%)	1	0.83	0.69	0.58	0.48	0.41



19. What do you know about capital budgeting? Explain the non-discounting techniques of Capital Budgeting.
20. Write short notes on any two:
- (i) Role of Chief Financial Officer
 - (ii) Significance of Working Capital Management
 - (iii) Gordon Model of Dividend Policy.



Bachelor of Business Administration (BBA)
BBA (Part-II) (Semester-IV) NEP
Examination 2025
Paper-BBA- 402
Marketing Management

Duration of Examination: 3 Hours

Max. Marks: 70

परीक्षा की अवधि: 3 घण्टा

पूर्णांक: 70

Instructions to the Candidates:**परीक्षार्थी के लिए निर्देश:-****Note:- The question paper is divided into 02 Parts: Part - A & Part-B.****Part-A**

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Part-B

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192

Part-A**Unit-I**

- 1- Define marketing environment.
- 2- What do you mean by market segmentation?
- 3- Define consumer.

Unit-II

- 4- Define unsought goods.
- 5- Define product line
- 6- What do you mean by distribution channel?

Unit-III

- 7- What do you mean by promotion mix?
- 8- Define publicity.
- 9- Write two importance of green marketing.



- 10- Give two examples of marketing of services.

Part-B
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UNIT-I

11. Define marketing. Discuss the nature and importance of marketing management.
12. What do you mean by marketing mix? Why is it important to have a balanced marketing mix?
13. What is consumer decision-making process and describe different stages of consumer decision-making process.

UNIT-II

14. Define labelling. What information must be included on a product label?
15. Describe the stages of the product life cycle. How does the product life cycle influence pricing decisions?
16. What is new product development? What are the key stages in the new product development process?

UNIT-III

192

17. What is advertising? What are the different types of advertising? Explain with examples.
18. What are the key factors to consider when selecting media for a campaign?
19. What do you mean by sustainable marketing? Discuss its importance in present scenario.
20. What are the key elements of a successful customer relationship management (CRM) strategy?



Bachelor of Business Administration (BBA)
BBA (Part-II) (Semester-IV) NEP
Examination 2025
Paper-BBA- 404 A
(Fintech and Artificial Intelligence)

Duration of Examination: 3 Hours

परीक्षा की अवधि: 3 घण्टा

Max. Marks: 70

पूर्णांक: 70

Instructions to the Candidates:

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(Marks-10×2=20)

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(Marks-10×5=50)

025

Part-A

- 1- Define FinTech and explain its impact on financial services.
- 2- Name and describe three top FinTech companies.
- 3- What are the key characteristics of Fin Tech users?
- 4- What is Robotic Process Automation (RPA) and how is it used in financial services?
- 5- Explain the importance of data privacy in FinTech.
- 6- What is the role of AI in financial problem-solving?
- 7- What are the main advantages of digital payments?
- 8- Define blockchain technology and explain its significance.
- 9- What are the legal challenges associated with cryptocurrencies?
- 10- How is FinTech evolving in India?

025



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Part-B

025

Unit-1

11. Discuss the transformation of financial services due to FinTech.
12. How has FinTech been regulated in emerging markets? Give examples.
13. Explain the future of AI in Robo-advisory services.

Unit-II

14. Describe the role of RPA in improving financial services.
15. Explain the Naive Bayes Classification method in AI and its applications in finance.
16. What are the best practices in cybersecurity for Fin Tech companies?

Unit-III

025

17. Compare and contrast different digital payment innovations.
18. Discuss the impact of blockchain technology on financial transactions.
19. Explain the role of regulations in the mobile-centric payment system.
20. What are the major challenges and opportunities for FinTech in India?