



6036

Bachelor of Business Administration (BBA)
BBA Pt-II (Semester-IV) NEP
Examination - 2026
Paper-bba-402
Marketing 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. 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. Student will have to answer 05 questions, selecting At least one questions from each unit. The answer to each question shall be limited upto 400 words. Each question carries 10 marks. Total 50 Marks.

(Marks-5×10=50)

110

Part-A

- 1- Define marketing.
- 2- What is market targeting?
- 3- What is macro environment?
- 4- List the stages of consumer decision-making process.
- 5- Define brand equity.
- 6- Explain competitive pricing policy with examples.
- 7- Who is a wholesaler?
- 8- State any two objectives of advertising.
- 9- What is Sustainable Marketing?
- 10- What is Sales Promotion?



6036

Part- B

Unit- I

- 11- Discuss the importance of market segmentation in modern marketing.
- 12- Discuss PESTLE factors affecting marketing decisions.
- 13- Explain cultural, social, personal and psychological factors affecting buyer behaviour.
- 14- Explain the steps involved in developing an effective positioning strategy.

Unit- II

- 15- Explain the concept of product and discuss its different levels in detail with suitable examples.
- 16- Explain in detail the factors affecting pricing decisions with suitable examples.
- 17- Explain the structure and functions of marketing channels with suitable examples.

Unit- III

- 18- Explain the Promotion Mix in detail and discuss its role in marketing strategy.
- 19- Explain various sales promotion techniques used by companies with suitable examples.
- 20- Explain how digital media has transformed advertising strategies.



Bachelor of Business Administration (BBA)
BBA Pt-II (Semester-IV) NEP
Examination - 2026
Paper-401
Financial 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 two marks. Total 20 marks.

Part-B Will consist of 10 questions. At least three questions from each unit are set and student will have to answer five question selecting at least one question from each unit. The answer to each question shall be limited up to 400 words. Each question carries 10 marks. Total 50 marks.

Part-A

- 1- What is the definition of Financial Management?
- 2- What is the present Value of Money?
- 3- What do you know about capital structure?
- 4- What is the nature of working capital?
- 5- What is accounting concept of working capital?
- 6- What do you understand by holding motive of holding cash?
- 7- What do you know about receivable Management?
- 8- What is final dividend?
- 9- What do you know about accounting rate of return?
- 10- What are the two objectives of capital budgeting?

**6035****Part- B****Unit- I**

- 11- What do you know about objectives of financial management? Which objective is preferred by the organisation and why?
- 12- What do you understand by the term capital structure patterns? How to design the optimum capital structure?
- 13- Three companies A, B and C are in the same type of business and hence have similar operating risks. However, the capital structure of each of them is different and the following are the detail:

	A	B	C
Equity Share Capital (Face Value Rs.10 per share)	4,00,000	2,50,000	5,00,000
Market Value Per Share	15	20	12
Dividend Per Share	2.70	4	2.88
Debentures (Face Value Per Debenture Rs. 100)	Nil	1,00,000	2,50,000
Market Value Per Debenture	-	125	80
Interest Rate		10%	8%

Assume that the current levels of dividends are generally expected to continue indefinitely and the income tax rate at 50%.

Unit- II

- 14- What is meant by Leverage? How Operating leverage is different from Financial leverage? How would you measure the combined effect of operating and financial leverage?
- 15- RVS Limited, manufactures 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

**6035**

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 advise differ if the company is offered 5% discount on a single order.

- 16- What are the different policies of working capital? Explain the significance of working capital management.

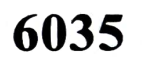
Unit- III

- 17- RVSJ Ltd. is considering the purchase of a new machine which will carry out some operations which at present performed by labour. X and Y are alternative models. The following information are available:

	Machine X	Machine Y
Cost Machine	15,000	24,000
Estimated life of Machine	5 Years	6 Years
Estimated saving on scrap p.a.	1,000	1,500
Estimated cost of indirect materials p.a.	600	800
Estimated cost of direct wages p.a.	9,000	12,000
Additional cost of maintenance p.a.	700	1,100
Additional cost of supervision p.a.	1,200	1,600

Depreciation will be charged on a straight line basis. A tax of 50% is assumed. Evaluate the alternatives according to (a) Pay-back period, (b) Unadjusted return of average investment method and (c) Net present value index method (cost of capital 8 percent)

Note: The present value of Rs. 1@8% per annum received annually for 5 years is 3.993 and for 6 years are 4.623.



- 142



6037

Bachelor of Business Administration (BBA)
BBA Pt-II (Semester-IV) NEP
Examination - 2026
Paper-BBA-403
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. 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. Student will have to answer 05 questions, selecting At least one questions from each unit. The answer to each question shall be limited upto 400 words. Each question carries 10 marks. Total 50 Marks.**(Marks-5×10=50)*

124

Part-A

- 1- Define Human Resource Management (HRM).
- 2- State any two objectives of Human Resource Planning.
- 3- What is Job Analysis?
- 4- Define Recruitment.
- 5- What is Selection?
- 6- Define Training and Development.
- 7- What is Performance Appraisal?
- 8- Define Compensation Management.
- 9- What is Collective Bargaining?
- 10- Define International Human Resource Management (IHRM).

124

Part- B**Unit- I**

- 11- Explain the meaning, importance, and functions of Human Resource Management. Discuss the strategic role of HR managers in modern organizations.



6037

- 12- Define Human Resource Planning. Explain its objectives, process, and significance in business organizations. 124
- 13- Discuss Job Analysis in detail. Explain Job Description and Job Specification with suitable examples.
- 14- Explain the recruitment and selection process. Discuss various sources of recruitment and the importance of employer branding.

Unit- II

- 15- Define Training and Development. Explain its objectives, methods, and evaluation of training programmes.
- 16- Discuss the concept of Performance Management. Explain the process of performance appraisal and common rating errors.
- 17- Explain Compensation Management. Discuss job evaluation, incentives, and employee benefits in detail.

Unit- III

- 18- Explain Productivity Management. Discuss the concepts of TQM, Kaizen and Quality Circles.
- 19- Discuss Industrial Grievances and collective bargaining. Explain the grievance handling procedure in organizations. 124
- 20- Explain Ethical Issues in HRM. Discuss the challenges and functions of International Human Resource Management (IHRM).



Bachelor of Business Administration
BBA (Part-II) (Semester-IV) NEP
Examination - June- 2026
Paper-bba-404 A
Fintech and Artificial Intelligence
(Held in Aug. 2026)

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. 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. 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-5×10=50)

Part-A

010

- ✓ 1. What are the key drivers behind the growth of FinTech globally?
- ✓ 2. What is blockchain consensus, and why is it important?
- ✓ 3. List two common applications of Artificial Intelligence in the financial industry.
- ✓ 4. What is the role of Robo-advisors in wealth management?
- ✓ 5. Explain how RPA reduces operational costs in banks.
- ✓ 6. Mention two elements of AI that are critical for financial fraud detection.
- ✓ 7. What is Bayes Classification used for in machine learning?
- ✓ 8. What is the future scope of AI in customer service for financial institutions?
- ✓ 9. Define smart contracts in blockchain technology.
- ✓ 10. Define tokenization in digital payments.

010

Part- B

Unit- I

- ✓ 11. Discuss the introduction, evolution, and scope of FinTech in India. How has it transformed traditional banking?



6038

12- Explain the different types of FinTech solutions like payments, lending, wealth management, insurance, etc. with suitable examples.

✓13- Critically evaluate the role of Robo-advisors in personal wealth management. How do they compare with human advisors?

010

Unit- II

✓14- Discuss the application of RPA in back office operations of banks and insurance companies.

15- Explain the elements of AI like machine learning, natural language processing, computer vision, expert systems with financial use cases.

16- Describe Bayes Classification and illustrate its application in fraud detection or credit risk analysis.

Unit- III

✓17- Examine the growth of digital payments in India. How have UPI, wallets and QR-based systems reshaped consumer behavior?

✓18- Discuss the concept of cryptocurrency and blockchain technology. Evaluate their potential and risks in the Indian financial system.

010

19- Explain the implementation of DFS in rural India. How do RTGS and other payment systems support financial inclusion?

20- Analyze the future of Artificial Intelligence in financial services. What opportunities and challenges does it present?