



Bachelor of Business Administration (BBA)
BBA (Part-III) (Semester-VI) (NEP) Examination - 2026
Paper-bba-602B
Training and Management Development

Duration of Examination: 3 Hours

Max. Marks: 70

परीक्षा की अवधि: 3 घंटे

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 consists 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 consists of 10 questions. Atleast three questions from each unit be set and student will have to answer five question, selecting atleast one question from each unit. The answer to each question shall be limited up to 400 words. Each question carry 10 marks. Total 50 marks.

087

Part-A

- 1- What is Training Need Analysis (TNA)?
- 2- Explain the Spiral Model of Training.
- 3- Discuss the role of organizational vision and plans in training design.
- 4- What is on-the-job training?
- 5- Explain the concept of sensitivity training.
- 6- What is job rotation? How does it contribute to employee development?
- 7- Define training evaluation.
- 8- Explain the concept of action research in OD.
- 9- What are OD interventions? Give examples.
- 10- State the importance of consultant-client relationships in OD.

087

Part- B

Unit- I

- 11- Discuss the steps involved in designing training programmes. Highlight the role of training objectives and content development.
- 12- Explain the Spiral Model of Training. How does it help in continuous improvement of training programmes?

Total No. of Pages: 02

[Total No. of Questions: 20]

Unit- II

- 13- Discuss the functions and responsibilities of the training department in modern organizations.
- 14- Critically examine various training methods used in organizations. Compare on-the-job and off-the-job training methods.
- 15- Discuss Management Development Programmes. Explain different techniques used for developing managerial skills.
- 16- Discuss the concept, process, and importance of training evaluation. Explain various methods used to evaluate training programmes.

Unit- III

- 17- Explain the concept, objectives, and process of Organizational Development (OD).
- 18- Discuss various OD interventions. Explain team, inter-group, and structural interventions with examples.
- 19- Explain action research in OD. Discuss its steps and importance in organizational change.
- 20- Critically examine issues in consultant-client relationships in OD. Suggest measures to improve effectiveness.





Bachelor of Business Administration (BBA)
BBA (Part-III) (Semester-VI) NEP Examination - 2026
Paper-bba-601E
Digital Marketing

Duration of Examination: 3 Hours

Max. Marks: 70

परीक्षा की अवधि: 3 घण्टा

पूर्णांक: 70

Instructions to the Candidates:

परीक्षार्थियों के लिए निर्देश:-

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

Part-A

Will consists 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 consists 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)

072

Part-A

- 1- State two key objectives of digital marketing in modern business.
- 2- Differentiate between traditional marketing v/s digital marketing.
- 3- What is the role of keywords in search engine visibility?
- 4- Expand SERP and mention one of its components.
- 5- What is crawling in search engines?
- 6- What is a meta tag?
- 7- Define backlink.
- 8- What is social bookmarking?
- 9- State one purpose of a 301 redirect.
- 10- What is social bookmarking used for in SEO?

072

Part- B

Unit- I

- 11- Explain the concept and importance of digital marketing in today's business environment.
- 12- Describe the major types of digital marketing channels. How do they help businesses reach customers?
- 13- Explain keyword research. What factors should be considered while selecting keywords?

Unit- II

- 14- Describe how search engines work. Explain crawling, indexing, and ranking in simple terms.
- 15- Explain On-Page SEO techniques such as meta tags, URL structure, and internal linking.
- 16- What is technical SEO? Explain the role of 301 redirect, canonical tag, and 404 error page.

Unit- III

- 17- What is link building? Differentiate between White Hat and Black Hat SEO.
- 18- Explain off-page SEO techniques. Explain directory submission, social bookmarking, and article submission.
- 19- What do you mean by content submissions? Briefly explain video, PPT, and PDF submission.
- 20- Explain forum posting, blog commenting, and profile creation. How do they help in SEO?



**Bachelor of Business Administration
(BBA) (Part-III) (Semester-VI) NEP
Examination - 2026
Paper-B.B.A 604 B
Artificial Intelligence in Business**

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 consists 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)

025

Part-A

- 1- Define Artificial Intelligence.
- 2- Differentiate between big data and scattered data.
- 3- What is Artificial General Intelligence?
- 4- Explain the importance of Natural Language Processing (NLP).
- 5- What is credit scoring in finance?
- 6- How does AI help in fraud preventions?
- 7- What is Robo-Advisory in banking?
- 8- Mention two challenges of AI in finance.
- 9- State two benefits of AI in marketing.
- 10- How can AI be applied in employee retention?

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Total No. of Pages: 02

[Total No. of Questions: 20]



Part-B

Unit- I

- 11- Discuss the history and types of Artificial Intelligence with examples.
- 12- Explain how AI can be applied to Big Data analysis.
- 13- Describe the process of Data mining and its importance in AI Applications.

Unit- II

- 14- Evaluate the role of AI in algorithmic trading and its impact on financial markets.
- 15- Discuss the challenges of biased data and black-box model in finance.
- 16- Explain how AI enhances personalised banking experiences.

Unit- III

- 17- Analyze the Pros and Cons of AI in marketing with examples.
- 18- Discuss the use of AI in advertising and content marketing.
- 19- Explain how AI can be applied in talent acquisition and employee performance evaluation in HRM.
- 20- Evaluate the challenges of implementing AI in HRM.

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(02)