

Nalanda Open University
Annual Examination - 2012
Bachelor of Business Administration[BBA]
Part-I, Paper-I
(Business and Management)

Time: 3.00 Hrs.

Full Marks: 80

Answer any *Five* Questions. All questions carry equal marks.

किन्हीं पाँच प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

1. Define Business. What are its objectives ?
व्यवसाय को परिभाषित कीजिए । इसके क्या उद्देश्य हैं ?
2. What do you understand by Multinational Corporations (MNCs) ? Explain its advantages and disadvantages ?
बहुराष्ट्रीय कम्पनी से आप क्या समझते हैं ? इसके लाभों एवं हानियों की व्याख्या कीजिए ।
3. What is partnership ? Describe its essential features. Can a minor be admitted into partnership ?
साझेदारी क्या है ? इसके आवश्यक लक्षणों का वर्णन कीजिए । क्या एक नावालिग को साझेदारी में प्रवेश दिया जा सकता है ?
4. Define sole proprietorship business and describe its advantages and limitations.
एकल स्वामित्व व्यवसाय की परिभाषा दीजिए तथा इसके लाभों एवं सीमाओं का वर्णन कीजिए ।
5. What is meant by Joint Stock Company ? Explain its characteristics.
संयुक्त स्कन्ध कम्पनी का क्या अर्थ है ? इसकी विशेषताओं की व्याख्या कीजिए ।
6. Show your acquaintance with the concept of Management. What are the levels of Management ? Explain.
प्रबंध की अवधारणा से आपना परिचय दीजिए । प्रबंध के स्तर क्या हैं ? व्याख्या कीजिए ।
7. Critically examine F.W. Taylor's doctrine of Scientific management.
एफ० डब्लू० टेलर के वैज्ञानिक प्रबंध के सिद्धांत का आलोचनात्मक परीक्षण कीजिए ।
8. Explain the importance of planning for large enterprises. How does planning lead to higher efficiency ? Explain.
बड़े प्रतिष्ठानों के लिए नियोजन के महत्त्व की व्याख्या कीजिए । नियोजन से किस प्रकार अधिक कार्यकुशलता प्राप्त की जाती है ? व्याख्या कीजिए ।
9. What do you understand by managerial decision-making ? Describe the various steps in decision-making process.
प्रबंधकीय निर्णयन से आप क्या समझते हैं ? निर्णयन प्रक्रिया के विभिन्न चरणों का वर्णन कीजिए ।
10. Define organisation and throw light on its importance.
संगठन की परिभाषा दीजिए तथा इसके महत्त्व पर प्रकाश डालिए ।

Nalanda Open University
Annual Examination - 2012
Bachelor of Business Administration[BBA] (Honours)
Part-I, Paper-II
(Foundation Course in Humanities and Social Services)

Time: 3.00 Hrs.

Full Marks: 80

Answer any *Five* Questions. All questions carry equal marks.

किन्हीं पाँच प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

1. What is Renaissance. Trace the beginning of the Scientific revolution.
पुनर्जागरण क्या है ? वैज्ञानिक क्रान्ति की शुरुआत को रेखांकित कीजिए ।
2. Discuss the features of Post Industrial Society.
उत्तर औद्योगिक समाज की विशेषताओं का विवेचन कीजिए ।
3. Delineate the origin and programmes of the Indian National Congress.
भारतीय राष्ट्रीय कांग्रेस के उद्भव एवं कार्यक्रमों को रेखांकित कीजिए ।
4. Discuss the features of the Indian Constitution.
भारतीय संविधान की विशेषताओं का विवेचन कीजिए ।
5. What do you mean by Regionalism ? Discuss the causes and impact of regional imbalance.
क्षेत्रीयतावाद से आप क्या समझते हैं ? क्षेत्रीय असंतुलन के कारण एवं प्रभाव का विवेचन कीजिए ।
6. Define Social change and discuss its various factors.
सामाजिक परिवर्तन को परिभाषित कीजिए एवं इसके विभिन्न कारकों का विवेचन कीजिए ।
7. Discuss the functions of a family .
परिवार के कार्यों का विवेचन कीजिए ।
8. Describe the role of N.G.O, Pressure Groups and People's movement in Democratic process.
लोकतांत्रिक प्रक्रिया में गैरसरकारी संगठन, दबाव समूह एवं जन आन्दोलनों की भूमिका का वर्णन कीजिए ।
9. Define Globalisation. Discuss its advantages.
वैश्वीकरण को परिभाषित कीजिए । इसके लाभों का विवेचन कीजिए ।
10. Write short notes on any *Two* of the following :-
अधोलिखित में से किन्हीं दो पर संक्षिप्त टिप्पणियाँ लिखिए :-
 - (a) Review of the Indian Constitution (भारतीय संविधान की समीक्षा)
 - (b) Mukhiya (मुखिया)
 - (c) Cinema's Social Functions (सिनेमा के सामाजिक कार्य)

Nalanda Open University
Annual Examination - 2012
Bachelor of Business Administration[BBA]
Part-I, Paper-III
(Business Communication)

Time: 3.00 Hrs.

Full Marks: 80

Answer any *Five* Questions. All questions carry equal marks.

1. Write an essay on the need and importance of business communication.
2. What is effective communication? Discuss the general principles of effective communication.
3. What is meant by 'media' of communication? Broadly discuss the relative merits and demerits of any media of communication.
4. Write notes on:
 - (a) Visual communication
 - (b) Audio–visual communication
5. What are the barriers to communicate? Give the suggestions to overcome these barriers?
6. Fill in the blanks with appropriate verbs given in the brackets (Simple Past or Past Continuous):
 - (a) My aunt (walk) in the park when I met her.
 - (b) While he (get) off the bus, he (fall) and (break) his arm.
 - (c) He (take) his hat and ran away.
 - (d) In 1980, we (open) two new branches in South India.
 - (e) I (wash) my hands when the telephone (ring).
 - (f) The boy (fall down) while he (run).
 - (g) She (open) the door just as her husband (ring) the bell.
 - (h) How would you feel if you (lose) the job?
 - (i) When you last (see) me?
 - (j) Mr. Sharma called while you (take) lunch.
7. Choose the appropriate word and fill in the blanks:
 - (i) I will not talk to him he writes to me.
(a) if (b) unless (c) until (d) none.
 - (ii) If you have finished the dinner, I ask the waiter for the bill.
(a) had (b) would (c) shall (d) will
 - (iii) Do not come till I
(a) return (b) was (c) were (d) am
 - (iv) If I were you, I plant some trees outside of your house.
(a) will (b) would (c) had (d) were
 - (v) If you had not told about him, we been in the dark.
(a) would (b) would have (c) should (d) shall
 - (vi) Obey your parents if you want to be
(a) obey (b) obeyed (c) will have obeyed (d) have obeyed.
 - (vii) If you want to be a successful man, punctual.
(a) are (b) am (c) be (d) is
 - (viii) If I a prince, I would not stay in the palace.
(a) is (b) am (c) are (d) were
 - (ix) He can not catch train unless he station in time.
(a) gets (b) reach (c) get (d) reaches
 - (x) If you did not water the plant, it die.
(a) would (b) had (c) will (d) shall

8. What is a report? State its purpose. Outline the importance of reports in commerce and industry.
9. What do you mean by business correspondence? State the characteristics of a good business letter.
10. Draft a letter to Hindustan Watch Company, Mumbai-I, asking for a copy of their latest catalogue. State that you propose to stock watches for sale. Ask for their best trade terms for the supply of their watches and clocks.

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Nalanda Open University
Annual Examination - 2012
Bachelor of Business Administration[BBA]
Part-I, Paper-IV
(Business Economics)

Time: 3.00 Hrs.

Full Marks: 80

Answer any *Five* Questions. All questions carry equal marks.

किन्हीं पाँच प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

1. Define Business Economics and explain its scope.
व्यावसायिक अर्थशास्त्र की परिभाषा दें तथा इसके क्षेत्र की व्याख्या करें ।
2. Discuss the law of diminishing marginal utility and throw light on its importance.
क्रमागत उपयोगिता ह्रास नियम की विवेचना करें तथा इसके महत्व पर प्रकाश डालिए ।
3. Explain the law of demand. What are the factors behind the operation of law of demand.
मांग के नियम की व्याख्या कीजिए । मांग का नियम क्रियाशील होने के पीछे कौन-कौन से कारक हैं?
4. What is meant by pricing policy? Explain the objectives of pricing policy.
कीमत निर्धारण नीति का क्या अर्थ है? कीमत निर्धारण नीति के उद्देश्यों की व्याख्या कीजिए ।
5. Describe the characteristics of perfect competition market. How price is determined in such a market.
पूर्ण प्रतियोगिता बाजार की विशेषताओं का वर्णन कीजिए । ऐसे बाजार में कीमत का निर्धारण किस प्रकार होता है?
6. Discuss the marginal productivity theory of Wages.
मजदूरी के सीमांत उत्पादकता सिद्धांत की विवेचना कीजिए ।
7. Examine critically the Ricardian theory of Rent. How does it differ from modern theory.
रिकार्डो के लगान सिद्धांत का आलोचनात्मक परीक्षण कीजिए । आधुनिक सिद्धांत से यह किस प्रकार भिन्न है?
8. Define National Income and explain the methods of measuring National Income.
राष्ट्रीय आय की परिभाषा दीजिए तथा राष्ट्रीय आय को मापने की विधियों की व्याख्या कीजिए ।
9. Explain critically the innovation theory of Profit.
लाभ के नव-प्रवर्तन सिद्धांत की आलोचनात्मक व्याख्या कीजिए ।
10. What is demand forecasting? Explain the elements of good demand forecasting.
मांग पूर्वानुमान क्या है? अच्छे मांग पूर्वानुमान के तत्वों की व्याख्या कीजिए ।

**Nalanda Open University
Annual Examination - 2012
BBA Part-I**

Paper-V (COMPUTER FUNDAMENTALS)

Time: 3.00 Hrs.

Full

marks: 50

Answer any five questions. All questions carry equal marks

1. Describe different components of Computer. What is a chip?
2. Explain different types of memories found in a Computer system.
3. What is a scanning device? Explain microphone
4. What is an Operating system? Explain types of softwares.
5. What is a presentation program? Explain multilingual Processor.
6. Explain Data Transmission. Discuss method of Data transmission and transmission mode.
7. What is WinZip? Describe moving Picture Experts Group(MPEG).
8. Explain components of Excel Window. Discuss tools of Ms-Excel.
9. Explain the file related operations in Ms-word. What is Page Setup.
10. Write short notes on :
 - (a) MS-Paint
 - (b) Antivirus
 - (c) Voicemail
 - (d) ISDN

<p>The counselling classes of Computer Practical for all BBA part-I students will be held from 05.04.2012 to 20.04.2012 on the 12th floor of Biscouman Tower, Nalanda Open University. Time : 12.00 to 4.00 P.M.</p>

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Nalanda Open University
Annual Examination - 2012
Bachelor of Business Administration[BBA]
Part-I, Paper-VI
(Business Organisation)

Time: 3.00 Hrs.

Full Marks: 80

Answer any *Five* Questions. All questions carry equal marks.

किन्हीं पाँच प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

1. What are the causes of slow growth of entrepreneurship in India ? Suggest measures for its rapid development.
भारत में उद्यमशीलता के मन्द विकास के क्या कारण हैं ? इसके तीव्र विकास हेतु सुझाव दीजिए ।
2. What steps are to be taken by an entrepreneur for establishing a new business enterprise ? Describe briefly.
एक नये व्यावसायिक प्रतिष्ठान की स्थापना के लिए किसी उद्यमी को कौन-कौन से कदम उठाने चाहिए ? संक्षेप में वर्णन कीजिए ।
3. Define business organisation and discuss its nature and scope.
व्यावसायिक संगठन को परिभाषित कीजिए तथा इसकी प्रकृति एवं क्षेत्र की विवेचना कीजिए ।
4. What do you mean by business environment ? Explain the external factors that influence business.
व्यावसायिक वातावरण से आप क्या समझते हैं ? व्यवसाय को प्रभावित करने वाले वाह्यकारकों की व्याख्या कीजिए ।
5. What is meant by business ethics ? describe its main characteristics.
व्यवसायिक नैतिकता का क्या अर्थ है ? इसकी प्रमुख विशेषताओं का वर्णन कीजिए ।
6. What are the various sources of raising long-term capital ? Explain.
दीर्घकालीन पूँजी उगाही के विभिन्न स्रोत क्या हैं ? व्याख्या कीजिए ।
7. Define Stock Exchange and describe its functions.
स्कन्ध विपणि की परिभाषा दीजिए तथा इसके कार्यों का वर्णन कीजिए ।
8. What is Business Combination ? Describe its merits and demerits.
व्यावसायिक संयोजन क्या है ? इसके गुण-दोषों का वर्णन कीजिए ।
9. What is Advertisement ? Discuss its objectives and significance.
विज्ञापन क्या है ? इसके उद्देश्यों एवं महत्त्व की विवेचना कीजिए ।
10. Write a short essay on globalisation in the Indian Context.
भारतीय संदर्भ में भूमण्डलीकरण पर एक संक्षिप्त निबंध लिखिए ।