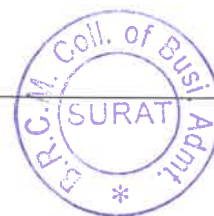




Sarvajani University



S-2025 Date: 09-04-25 Time: 08:15 AM to 10:15 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER– II EXAMINATION

Course Code: BMBA22203

Total Marks: 50

Course Name: Managerial Economics

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. The answer should be to the point and legible.

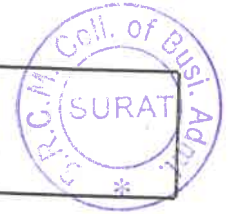
- | | Marks |
|---|--------------|
| Q.1 Answer the following in short (5 × 2 Marks)
A. State the meaning and features of managerial economics.
B. Define Marginal Rate of Technical Substitution (MRTS). What does it signify?
C. How price leadership contribute to market stability in oligopoly market?
D. Why does stagflation pose a challenge for economic policy makers?
E. What is the primary role of a managerial economist, and what is one key responsibility they hold in an organization? | 10 |
| Q.2 Analyze the importance of managerial economics in formulating business strategies and solving and solving practical problems. | 10 |
| OR | |
| Q.2 Explain the decision-making process model and its key stages. Use relevant examples to illustrate how each step contributes to making effective decisions. | |
| Q.3 Describe the relationship between Average Cost (AC) & Marginal Cost (MC) in the context of production. | 10 |
| OR | |
| Q.3 Discuss the law of variable proportion with the help of a diagram. Analyze the implications of each stage on marginal and total product. | |
| Q.4 Examine the role of product differentiation and the downward sloping demand curve faced by firms under monopolistic competition. Use diagrams to illustrate the short-run and long-run equilibrium. | 10 |
| OR | |
| Q.4 Explain the key characteristics of monopoly market. Discuss with suitable diagram how price and output are determined under a monopoly. | |
| Q.5 Define Inflation and discuss its various types. Also explain the causes and consequences of inflation on an economy. | 10 |
| OR | |
| Q.5 Compare and contrast deflation and hyperinflation. What policy measures can governments and central banks implement to control deflation and hyperinflation? | |



Enrolment No. _____

Sarvajani University

S-2025 Date: 16-04-25 Time: 08:15 AM to 10:15 AM
Regular / Backlog Exam



B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA23204

Course Name: Cyber Security

Total Marks: 50

Instructions:

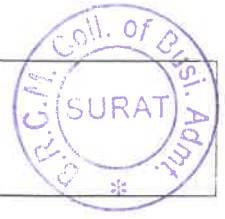
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- | | Marks |
|--|----------|
| Q.1 Answer the following in short (5 × 2 Marks) | |
| a. What is a website? | [10] |
| b. Explain: Social Networks. | |
| c. What are the three components of a URL? | |
| d. What is patch management? | |
| e. What do you mean by e-wallet? | |
|
Q.2 Explain the Regulation of Cyberspace content in India. |
[10] |
| OR | |
| Q.2 Write a note on communication technology. | [10] |
|
Q.3 What is social media monitoring? Explain tools and techniques of social media monitoring. |
[10] |
| OR | |
| Q.3 What are the challenges and pitfalls of social media? | [10] |
|
Q.4 a. Explain India's digital payment system and its components and stakeholders. |
[06] |
| b. Write a note on Aadhar-enabled payments. | [04] |
| OR | |
| Q.4 a. Write a note on banking cards. | [05] |
| b. Write a note on USSD. | [05] |
|
Q.5 Write a note on the meaning and management of the Host Firewall and Antivirus. |
[10] |
| OR | |
| Q.5 Write a note on cybersecurity best practices regarding Internet Browsing, Removable storage Media, and e-mails. | [10] |



Sarvajanik University

S-2025 Date: 11-04-25 Time: 08:15 AM to 10:15 AM
Regular / Backlog Exam



B.B.A. (Hons) - SEMESTER– II EXAMINATION

Course Code: BMBA23205

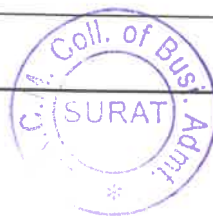
Total Marks: 50

Course Name: EMERGING TECHNOLOGIES FOR EFFECTIVE MANAGEMENT

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Answer the following in short (5 × 2 Marks)	10
A. What do you mean by big data?	
B. Explain cloud computing.	
C. What do you mean by machine learning?	
D. Describe virtual reality. Give an example of its application.	
E. Explain proximity in sensor. Give one application of it.	
Q.2 Elaborate on characteristics of big data.	10
OR	
Q.2 Explain the concept of IoT and IIoT. Discuss in detail the pyramid of IoT.	10
Q.3 Discuss the concept of clustering, random forest and gradient boosting in the context of machine learning.	10
OR	
Q.3 Write a note on basics of cloud computing. Explain benefits, challenges and cloud deployment models.	10
Q.4 Discuss clustering, random forest and gradient boosting.	10
OR	
Q.4 Explain the AI learning techniques.	10
Q.5 Write a note on Industrial Robotics, AMRs and AMR Swarms.	10
OR	
Q.5 Write a note on Intelligent Sensors.	10



S-2025 Date: 11-04-25 Time: 08:15 AM to 10:15 AM
Regular / Backlog Exam

BBA (Hons) - SEMESTER– II EXAMINATION

Course Code: BMBA23207

Total Marks: 50

Course Name: Event Planning and Hospitality

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

- Q.1** **Answer the following questions in short (5 x 2)** **10**
- 1 Define event.
 - 2 Give two examples of exhibition that happens in Surat City.
 - 3 Explain Leadership.
 - 4 What is Infrastructure Management?
 - 5 Write full form of MICE.
- Q.2** Explain nature, scope and importance of event management. **10**
- OR**
- Classify different events based on size and type.
- Q.3** **Answer Any Two.** **10**
1. Explain Event Management Planning process
 2. Types of Risk & Problems in Event Planning & Organizing?
 3. Explain Site & Infrastructure Management?
- Q.4** **Answer Any Two.** **10**
1. Explain the Features of Services in Event Marketing.
 2. Explain The Benefit of Fairs.
 3. Explain PESTEL Analysis.
- Q.5** Write detailed note on MICE and it as supplement to tourism. **10**
- OR**
- Characteristics and components of Conference and conventions market.



Sarvajani University



S-2025 Date: 12-04-25 Time: 08:15 AM to 09:15 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- 2 EXAMINATION

Course Code: BMBA24208

Total Marks: 25

Course Name: Business Communication

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Answer the following in short (4 × 1 Marks)

04 Marks

- A. How is prejudice a barrier in communication?
- B. Why is communication a complex process?
- C. Which are the skills required for effective business communication?
- D. Business Correspondence is _____ and _____ (subjective, objective, precise, extensive)

Q.2 Illustrate the ways of communicating in business.

07 Marks

OR

Q.2 Illustrate the flows and levels of communication.

Q.3 A Customer bought from you a pen manufactured by you. He claims that the pen does not write well and wants his money back. Write a letter to him refusing his claim.

07 Marks

OR

Q.3 Draft a letter to PQR Watch Company, Mumbai asking for a copy of their latest catalogue. State that you wish to stock watches for sale. Ask for their best trade terms for the supply of their watches and clocks.

07 Marks

Q.4 Do as Directed: (Any Seven)

07 Marks

1. Oh what a terrible accident it was (Punctuate the sentence)
2. I don't have _____ money. (Some, any)
3. Give an adverb form of 'lavish'.
4. She instructed them well. (Add a question tag)
5. If I were you, I _____ apologize immediately. (would, should)
6. He did not meant what he say. (Correct the sentence if required)
7. The movie, including previews, _____ about two hours to watch. (take, takes)
8. The teacher has been teaching here _____ 2006. (for, since)
9. Ms. Sharma would not consider emergencies. (Change the sentence into affirmative tone of it)



Sarvajani University

S-2025 Date: 15-04-25 Time: 08:15 AM to 09:15 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- II EXAMINATION

Course Code: BMBA25209

Total Marks: 25

Course Name: MANAGERIAL SKILLS

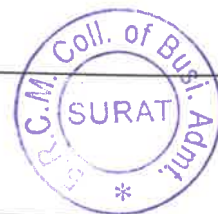
Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Here you can add your own instructions for students

		Marks
Q.1	Answer the following in short (4 × 1 Marks)	04
	A. What is scepticism?	
	B. List Steps in analytical problem solving.	
	C. What are different phases of decision making?	
	D. Explain the term "conceptual blocks".	
Q.2	What are the different barriers of critical thinking?	07
	OR	
Q.2	What are the benefits of critical thinking?	
Q.3	Explain any three "Group decision making methods".	07
	OR	
Q.3	Explain various types of "Decision Making".	
Q.4	The Avnish sports academy is facing various problems in running the academy. The owner has consulted you regarding solving problems. Explain steps you will follow to solve problems analytically.	07
	OR	
Q.4	Explain various types of "Conceptual blocks"	



S-2025 Date: 16-04-25 Time: 08:15 AM to 09:15 AM
Regular / Backlog Exam

**B.B.A. (Hons) - SEMESTER– II EXAMINATION**

Course Code: BMBA26210

Total Marks: 25

Course Name: Environment and Sustainability

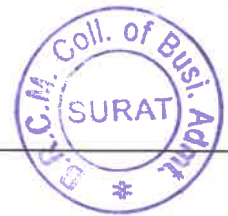
Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		Marks
Q.1	Answer the following in short (4 × 1 Marks)	04
	A. State the four types of Pollution.	
	B. Name the processes of Water Cycle.	
	C. Which are the Spheres of Earth?	
	D. Name any two Indian animal species on the verge of extinction.	
Q.2	What are the various ways through which Water Pollution is caused? State the control measures for preventing water pollution.	07
	OR	
Q.2	Write a detailed Note on Food Resources.	
Q.3	Describe how are natural ecosystems changing over time in response to climate change and other human activities.	07
	OR	
Q.3	Explain Terrestrial and Aquatic Carbon Cycle in detail.	
Q.4	State and explain the various types of Use Value of Biodiversity.	07
	OR	
Q.4	What are some of the biggest threats that animal conservationists face in today's time?	



Sarvajani University



S-2025 Date: 07-04-25 Time: 08:15 AM to 10:15 AM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER-I EXAMINATION

Course Code: BMBA21201

Total Marks: 50

Course Name: Management Accounting

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Here you can add your own instructions for students

		Mark s																																										
Q.1	Answer the following in short (5 × 2 Marks)	10																																										
	A. Define Ratio																																											
	B. Retrieve the formula of Return on Capital Employed and Capital Employed consist of.																																											
	C. Retrieve the formula of DPS and Dividend Payout Ratio.																																											
	D. Draw the diagram of BEP Chart																																											
	E. What is Direct Material and Indirect Material?																																											
Q.2	COSG is Rs. 7,50,000 Direct Operating Ratio is Rs. 75% Credit Sales is 70% Purchases Rs. 5,20,000 out of which 75% is on credit Other Direct Expenses Rs. 2,50,000 Closing Stock is Rs. 67,000 Bills Receivable Rs. 50,000; Bills Payable Rs. 30,000 Creditors Rs. 60,000; Debtors Rs. 75,000 Calculate: 1. Gross Profit (2 marks) 2. Inventory Turnover Ratio (2 marks) 3. Average Collection Period (3 marks) 4. Average Payment Period (3 marks)	10																																										
OR																																												
Q.2	Balance Sheets of M/s Red and White as on 31st March 2024 and 2025 were as follows: <table><tr><td>Liabilities</td><td>2024</td><td>2025</td><td>Assets</td><td>2024</td><td>2025</td></tr><tr><td>Bills Payables</td><td>40,000</td><td>54,000</td><td>Cash</td><td>10,000</td><td>7,000</td></tr><tr><td>Debenture</td><td>1,00,000</td><td>50,000</td><td>Debtors</td><td>30,000</td><td>50,000</td></tr><tr><td>Provision for Tax</td><td>20,000</td><td>30,000</td><td>Stock</td><td>35,000</td><td>25,000</td></tr><tr><td>Pref. Sh. Capital</td><td>1,20,000</td><td>90,000</td><td>Machinery</td><td>2,25,000</td><td>1,92,000</td></tr><tr><td>Eq. Sh. Capital</td><td>1,95,000</td><td>2,25,000</td><td>Land</td><td>1,90,000</td><td>2,06,000</td></tr><tr><td>Retained Earning</td><td>75000</td><td>81000</td><td>Goodwill</td><td>60,000</td><td>50,000</td></tr></table>	Liabilities	2024	2025	Assets	2024	2025	Bills Payables	40,000	54,000	Cash	10,000	7,000	Debenture	1,00,000	50,000	Debtors	30,000	50,000	Provision for Tax	20,000	30,000	Stock	35,000	25,000	Pref. Sh. Capital	1,20,000	90,000	Machinery	2,25,000	1,92,000	Eq. Sh. Capital	1,95,000	2,25,000	Land	1,90,000	2,06,000	Retained Earning	75000	81000	Goodwill	60,000	50,000	
Liabilities	2024	2025	Assets	2024	2025																																							
Bills Payables	40,000	54,000	Cash	10,000	7,000																																							
Debenture	1,00,000	50,000	Debtors	30,000	50,000																																							
Provision for Tax	20,000	30,000	Stock	35,000	25,000																																							
Pref. Sh. Capital	1,20,000	90,000	Machinery	2,25,000	1,92,000																																							
Eq. Sh. Capital	1,95,000	2,25,000	Land	1,90,000	2,06,000																																							
Retained Earning	75000	81000	Goodwill	60,000	50,000																																							

5,50,000	5,30,000
----------	----------

5,50,000	5,30,000
----------	----------

During the year machine costing Rs. 60,000 (accumulated depreciation Rs. 43000) was sold for Rs. 15000. Depreciation during the year was Rs. 21000. Dividend Paid during the year Rs. 18,000.

- Q.3** Saurashtra Co. Ltd. wishes to arrange overdraft facilities with its bankers from the period August to October 2010 when it will be manufacturing mostly for stock. Prepare a cash budget for the above period from the following data given below:

10

Month	Sales (₹)	Purchases (₹)	Wages (₹)	Mfg. Exp.(₹)	Office Exp.(₹)	Selling Exp. (₹)
June	180000	124800	12000	3000	2000	2000
July	192000	144000	14000	4000	1000	4000
August	108000	243000	11000	3000	1500	2000
September	174000	246000	12000	4500	2000	5000
October	126000	268000	15000	5000	2500	4000
November	140000	280000	17000	5500	3000	4500
December	160000	300000	18000	6000	3000	5000

Additional Information:

- (a) Cash on hand 1-08-2010 Rs.25,000.
 (b) 50% of credit sales are realized in the month following the sale and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchase.
 (c) Lag in payment of manufacturing expenses half month.
 (d) Lag in payment of other expenses one month.

OR

- Q.3** The details regarding the composition and the weekly wage rates of labour force engaged on a job scheduled to be completed in 30 weeks are as follows:

Category of Workers	Standard		Actual	
	No. of Workers	Weekly wage rate per worker	No. of Workers	Weekly wage rate per worker
Skilled	75	₹ 60	70	₹ 70
Semi-Skilled	45	₹ 40	30	₹ 50
Unskilled	60	₹ 30	80	₹ 20

The work is actually completed in 32 weeks. Calculate; (i) LCV (ii) LRV (iii) LUV (iv) LMV (V) LREV

- Q.4** Attend any two

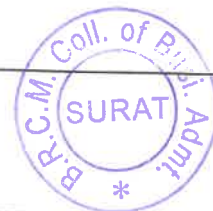
10

- The reliable battery co. furnishes you the following information
 Sales in First Half Rs. 8,10,000 second half Rs. 10,28,000
 Profit earned Rs. 21,800 and Rs. 64,800 in the first and second half respectively
 Calculate: a. P/V Ratio, Fixed Cost, The amount of profit or loss where sales are Rs. 6,48,000 and the amount of sales required to earn a profit of Rs. 1,08,000
- The following information in respect of Product P and Q of a firm is given
 Saling Price, P = Rs. 48 and Q = Rs. 75
 Direct Material, P = Rs.30 and Q = Rs. 30
 Direct Labour @ 0.5 per hour, P = Rupee 1 and Q Rs. 7.5
 Variable overhead is 100% direct wages
 Fixed overhead Rs. 3000

	What would be the optimum product mix if a firm has 2400 labour hours available and a firm can sale only 750 units of product P and 200 units of product Q. 3. Sales Rs. 20,000 Variable Costs Rs. 10,000 Fixed Cost Rs. 6000 Calculate P/V Ratio and BEP if - FC reduced by 10%, - VC increased by 10%, - Selling price decreased by 10% with similar decrease in VC	
Q.5	Attempt any Two (2*5) 1. Explain the difference between Financial Accounting and management Accounting 2. Limitations of budgeting 3. Objectives of Management Accounting 4. Draw the format of the Comparative statement for the Income statement with a Hypothetical figure.	10



Enrollment No. _____

Sarvajani University**S-2025 Date: 08-04-25 Time: 08:15 AM to 10:15 AM**
Regular / Backlog Exam**B.B.A. (Hons) - SEMESTER- II EXAMINATION****Course Code: BMBA21202****Course Name: Organisational Behaviour****Total Marks: 50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		Marks
Q.1	Answer the following in short (5 × 2 Marks)	10
	A. Draw diagram of attribution theory.	
	B. What are the components of attitude?	
	C. List down types of teams.	
	D. Describe any TWO conflict stimulation strategies.	
	E. Define conflict.	
Q.2	Write a short note on:	10
	A. Attribution theory	
	B. Sensation vs. Perception	
	OR	
Q.2	How knowledge of perception can be useful in the organizational setting?	10
Q.3	Describe content theories of motivation at length.	10
	OR	
Q.3	If you are HR manager, which types of job attitude will you look for in the candidate?	10
Q.4	Discuss difference between group and team. Describe types of groups in detail.	10
	OR	
Q.4	Jignesh and Ragini, two employees at a tech startup, exhibit contrasting personalities. Jignesh is an introverted, detail-oriented software developer, while Ragini is an extroverted, big-picture thinker working in marketing. Their personalities have been shaped by different determinants. Jignesh grew up in a quiet, academically focused household where precision and thoroughness were valued. His education and early work experiences further reinforced his preference for solitary, deep work. In contrast, Ragini was raised in a lively environment where social interaction was encouraged. Her background in sales and customer relations honed her ability to engage with others and think strategically. These differences in personality were evident when Jignesh and	10

Ragini were assigned to collaborate on a new product launch. Jignesh's meticulous approach ensured that the technical aspects were flawless, while Ragini's outgoing nature helped her effectively promote the product to potential clients. Despite their differences, their complementary personalities contributed to the project's success.

Considering the above case, describe determinants of personality for both Jignesh and Ragini.

- | | | |
|-----------|--|----|
| Q.5 | Describe reasons of inter-group conflict in any organization in detail. | 10 |
| OR | | |
| Q.5 | Discuss the strategies to resolve inter-personal and inter-group conflict in the organisation. | 10 |